(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
14 October 2004 (14.10.2004)

PCT

(10) International Publication Number
WO 2004/088457 A3

(51) International Patent Classification[7]: G06F 17/60

(21) International Application Number:
PCT/US2004/008924

(22) International Filing Date: 24 March 2004 (24.03.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/457,223 25 March 2003 (25.03.2003) US

(71) Applicant *(for all designated States except US)*: **PREDICTIVE MEDIA CORPORATION** [US/US]; 689 Massachusetts Avenue, Cambridge, MA 02139 (US).

(71) Applicant and
(72) Inventor: **ODDO, Anthony, Scott** [US/US]; 20 Austin Street, Hyde Park, MA 02136 (US).

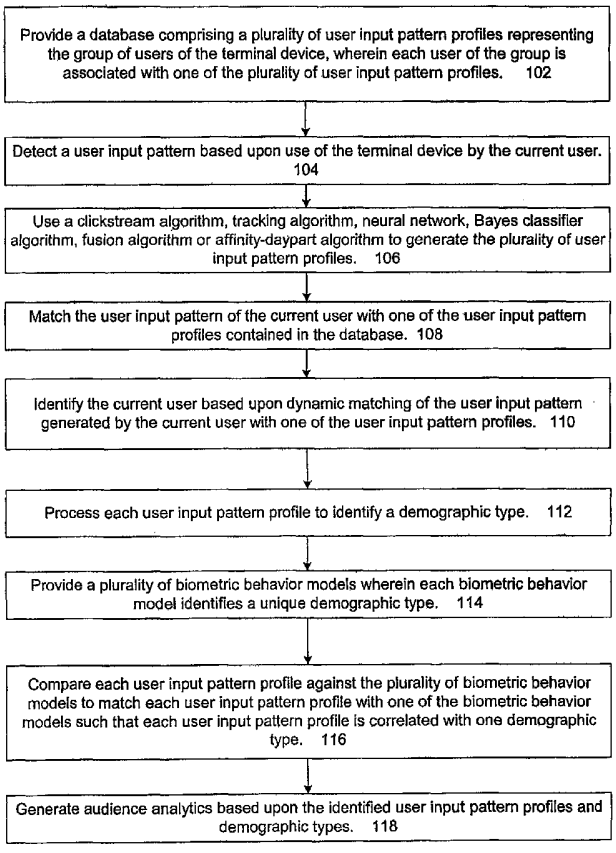
(74) Agent: **SPEIDEL, Paul**; Gesmer Updegrove LLP, 40 Broad Street, Boston, MA 02109 (US).

(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK,

[Continued on next page]

(54) Title: GENERATING AUDIENCE ANALYTICS



(57) Abstract: The present invention is directed to generating audience analytics that includes providing a database containing a plurality of user input pattern profiles representing the group of users of a terminal device, in which each user of the group is associated with one of the plurality of user input pattern profiles (102). A clickstream algorithm, tracking algorithm, neural network, Bayes classifier algorithm, or affinity-day part algorithm can be used to generate the user input pattern profiles (106). Each user input pattern profile is compared against the plurality of biometric behavior models to match each user input pattern profile with one of the biometric behavior models such that each user input pattern profile is correlated with one demographic type (116). Audience analytics are then based upon the identified demographic types (118).

WO 2004/088457 A3

TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— *with international search report*

— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

(88) Date of publication of the international search report:
10 February 2005

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US04/08924

A. CLASSIFICATION OF SUBJECT MATTER
IPC(7) : G06F 17/60
US CL : 705/10
According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
U.S. : 705/10

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
East, Proquest

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	Frook, John Evan. Web Add-On Helps Identify Site Visitors. CommunicationsWeek. Manhasset: Oct 30, 1995. pg. 27 from proquest	1-42
A	CacheFlow Delivers clQ Content-Smart Delivery Architecture. Business Wire. New York: Feb 12, 2001. from Proquest. page 2	1-42
Y	US 5,848,396 (Gerace) 8 December 1998, abstract; column 4, lines 11-47; column 6, lines 1-12	1-42
Y	US20010049620 (Blasko, John P) 6 December 2001, abstract; paragraphs 0042, 0043, 0047, 0048,	1-42

☐ Further documents are listed in the continuation of Box C. ☐ See patent family annex.

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&" document member of the same patent family

Date of the actual completion of the international search	Date of mailing of the international search report
29 October 2004 (29.10.2004)	28 DEC 2004
Name and mailing address of the ISA/US Mail Stop PCT, Attn. ISA/US Commissioner for Patents P.O. Box 1450 Alexandria, Virginia 22313-1450 Facsimile No. (703)305-3230	Authorized officer Tariq Hafiz Telephone No. 703-305-1115

Form PCT/ISA/210 (second sheet) (January 2004)