



(51) International Patent Classification:
H04N 7/173 (2011.01)

(21) International Application Number:

PCT/IN2009/000334

(22) International Filing Date:

9 June 2009 (09.06.2009)

(25) Filing Language:

English

(26) Publication Language:

English

(30) Priority Data:

1394/CHE/2008 9 June 2008 (09.06.2008) IN

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

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, 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, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Declarations under Rule 4.17:

— as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))

[Continued on next page]

(54) Title: CONTENT INDEPENDENT ADVERTISEMENT DELIVERY PLATFORM FOR DIGITAL TV

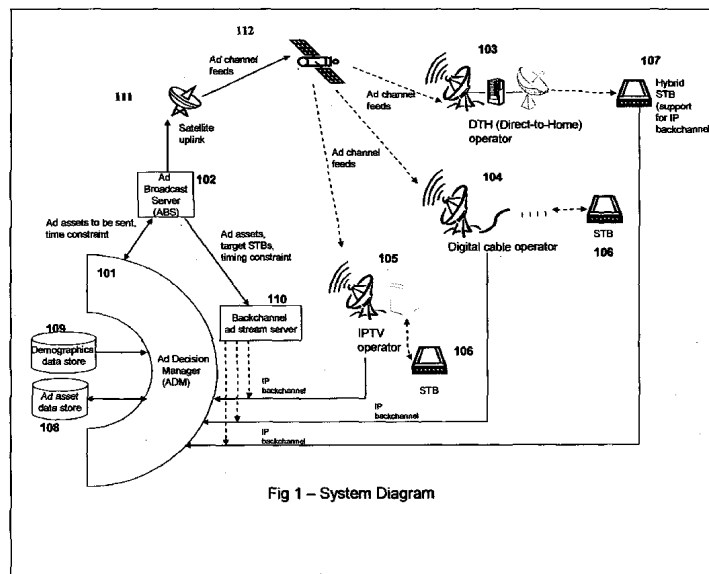


Fig 1 - System Diagram

(57) Abstract: The present invention relates to an advertisement delivery platform, which is capable of distributing ads for Digital television across a variety of platforms. The content independent advertisement delivery platform provides a system and method that allows for insertion of TV content independent ad assets on viewed TV content. It uses the TV transmission infrastructure to send the ad assets as a linear channel to STBs (similar to normal TV content channels) and using the STB backchannel to send ad splice decision and get reports back from STB. The system and method proposes ad splicing at the set-top box end, which is scalable, compatible across a variety of transmission networks such as DTH, cable, IPTV etc. as the architecture conserves transmission bandwidth.

WO 2010/001410 A3

- *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*
- *of inventorship (Rule 4.17(iv))*

Published:

- *with international search report (Art. 21(3))*

(88) Date of publication of the international search report:
29 November 2012

A. CLASSIFICATION OF SUBJECT MATTER IPC: H04N 7/173 (2011.01) 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) H04N 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) WPI, EPODOC		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2007283384 A1 (HAEUSER et al.) 06 December 2007 (06.12.2007) Claims 1-8, 20-21	1-26
A	WO 200199426 A2 (DISCOVERY COMMUNICATIONS, INC) 27 December 2001 (27.12.2001) Fig. 1; Claims 1-12, 32, 41	1-26
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input checked="" type="checkbox"/> See patent family annex.		
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Date of the actual completion of the international search 29 June 2012 (29.06.2012)	Date of mailing of the international search report 17 July 2012 (17.07.2012)	
Name and mailing address of the ISA/AT Austrian Patent Office Dresdner Straße 87, A-1200 Vienna Facsimile No. +43 / 1 / 534 24-535	Authorized officer FUSSY S. Telephone No. +43 / 1 / 534 24-328	

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