

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
4 January 2001 (04.01.2001)

PCT

(10) International Publication Number
WO 2001/001308 A3

(51) International Patent Classification:
G06F 17/60 (2006.01)

(74) Agent: **GRAESER, D'Vorah**; Dr. D. Graeser Ltd., c/o
The Polkinghorns, 9003 Florin Way, Upper Marlboro, MD
20772 (US).

(21) International Application Number:
PCT/US2000/017437

(81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, DZ, EE, 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, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW.

(22) International Filing Date: 26 June 2000 (26.06.2000)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
09/339,863 25 June 1999 (25.06.1999) US

(84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

(71) Applicant (*for all designated States except US*): **EYE-SCENE INC.** [US/US]; 1013 Centre Road, Wilmington, DE 19805 (US).

Published:
— with international search report

(72) Inventor; and

(75) Inventor/Applicant (*for US only*): **KOHEN, Offer** [IL/IL]; Yotvat Street 13, 68067 Jaffa (IL).

(88) Date of publication of the international search report:
28 February 2008

(54) Title: SYSTEM AND METHOD FOR VIRTUAL TELEVISION PROGRAM RATING

(57) Abstract: A method and system (10) for combining at least two sources of television program rating information, including at least one source obtained through user input into an electronic interface (12), to provide a more accurate and focused rating for a particular television program. The source of rating information (24) which is obtained through an electronic interface is preferably obtained through the active interaction of the user with a Web browser. The advantage of such active interaction is that the user wants to provide the rating information, thereby requiring more involvement by the user than merely passively viewing a television program. Such a system and method is also useful for rating advertisements, for which passive rating methods may not be as effective. Furthermore, more precise demographic information, such that the system and method of the present invention may provide useful indicators of the interest of various groups of users in specific television programs. The television networks which schedule television programs and to promote these television programs more effectively.



WO 2001/001308 A3

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US00/17437

A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F 17/60

US CL : 705/14, 26, 27, 37

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. : 705/14, 26, 27, 37, 38, 39

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)

APS, WEST, EAST

search terms: television programs, rating, stock, internet, network, channel, etc.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 5,270,922 A (HIGGINS) 14 December 1993, abstract.	1-41
A	US 5,671,363 A (CRISTOFICH et al) 23 December 1997, abstract.	1-41
A	US 5,809,483 A (BROKA et al) 15 September 1998, abstract.	1-41
A, P	US 5,926,801 A (MATSUBARA et al) 20 July 1999, abstract.	1-41
A, P	US 6,134,535 A (BELZBERG) 17 October 2000, abstract.	1-41

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

* Special categories of cited documents:		"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
"A"	document defining the general state of the art which is not considered to be of particular relevance	"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
"E"	earlier document published on or after the international filing date	"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
"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)	"&"	document member of the same patent family
"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		

Date of the actual completion of the international search

29 NOVEMBER 2000

Date of mailing of the international search report

15 DEC 2000

Name and mailing address of the ISA/US
Commissioner of Patents and Trademarks
Box PCT
Washington, D.C. 20231

Facsimile No. (703) 305-3230

Authorized officer

VINCENT A. MILLIN

Telephone No. (703) 308-1065