



US 20060174316A1

(19) **United States**

(12) **Patent Application Publication**  
**Gregorian et al.**

(10) **Pub. No.: US 2006/0174316 A1**

(43) **Pub. Date: Aug. 3, 2006**

(54) **METHOD AND DISTRIBUTION CHANNEL FOR CREATING ANCILLARY REVENUE STREAMS FROM RELATED MEDIA CONTENT**

**Publication Classification**

(75) Inventors: **Lisa Gregorian**, Studio City, CA (US);  
**Craig Hunegs**, Santa Monica, CA (US)

(51) **Int. Cl.**  
**H04N 5/445** (2006.01)  
**G06F 13/00** (2006.01)  
**H04N 7/16** (2006.01)  
**H04N 7/173** (2006.01)

Correspondence Address:  
**SHEPPARD, MULLIN, RICHTER & HAMPTON LLP**  
**333 SOUTH HOPE STREET**  
**48TH FLOOR**  
**LOS ANGELES, CA 90071-1448 (US)**

(52) **U.S. Cl.** ..... **725/141; 725/37; 725/39; 725/38; 725/133; 725/112; 725/113**

(73) Assignee: **Warner Bros. Entertainment Inc.**

(57) **ABSTRACT**

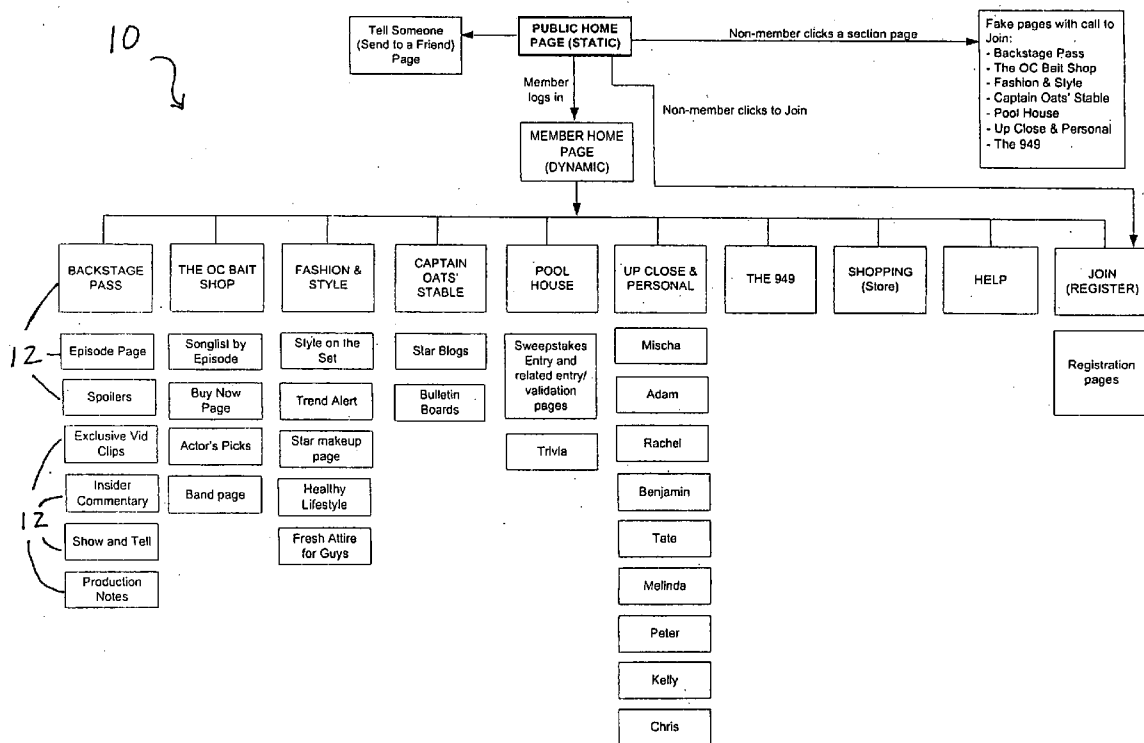
(21) Appl. No.: **11/260,064**

A method for creating revenue for content related to a broadcast program and a related subscription distribution channel and web page. The method includes providing a subscription distribution channel that is accessible by a user, obtaining the content related to the broadcast program, and making the content available to the user via the subscription distribution channel.

(22) Filed: **Oct. 26, 2005**

**Related U.S. Application Data**

(60) Provisional application No. 60/622,266, filed on Oct. 26, 2004.



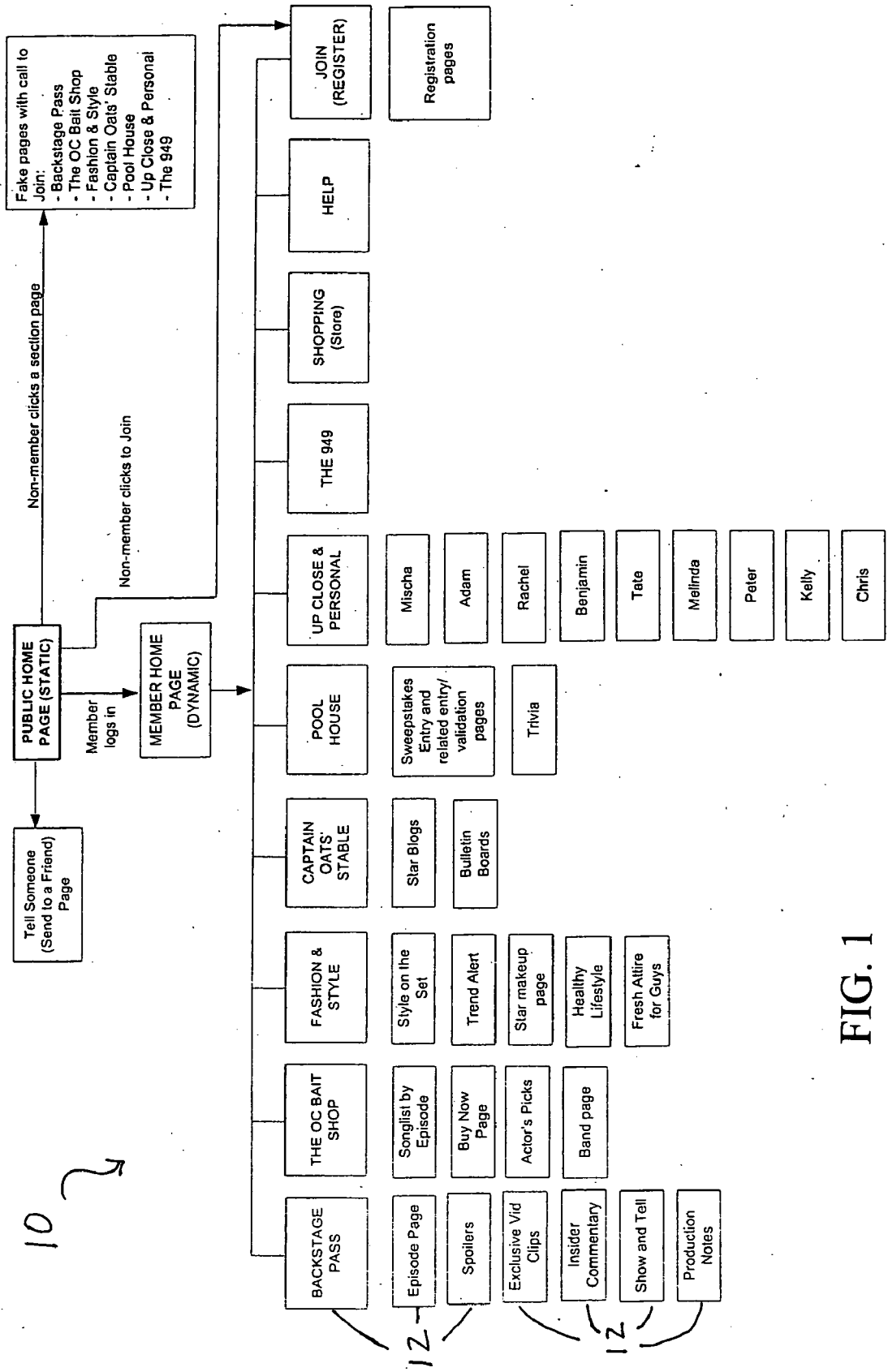
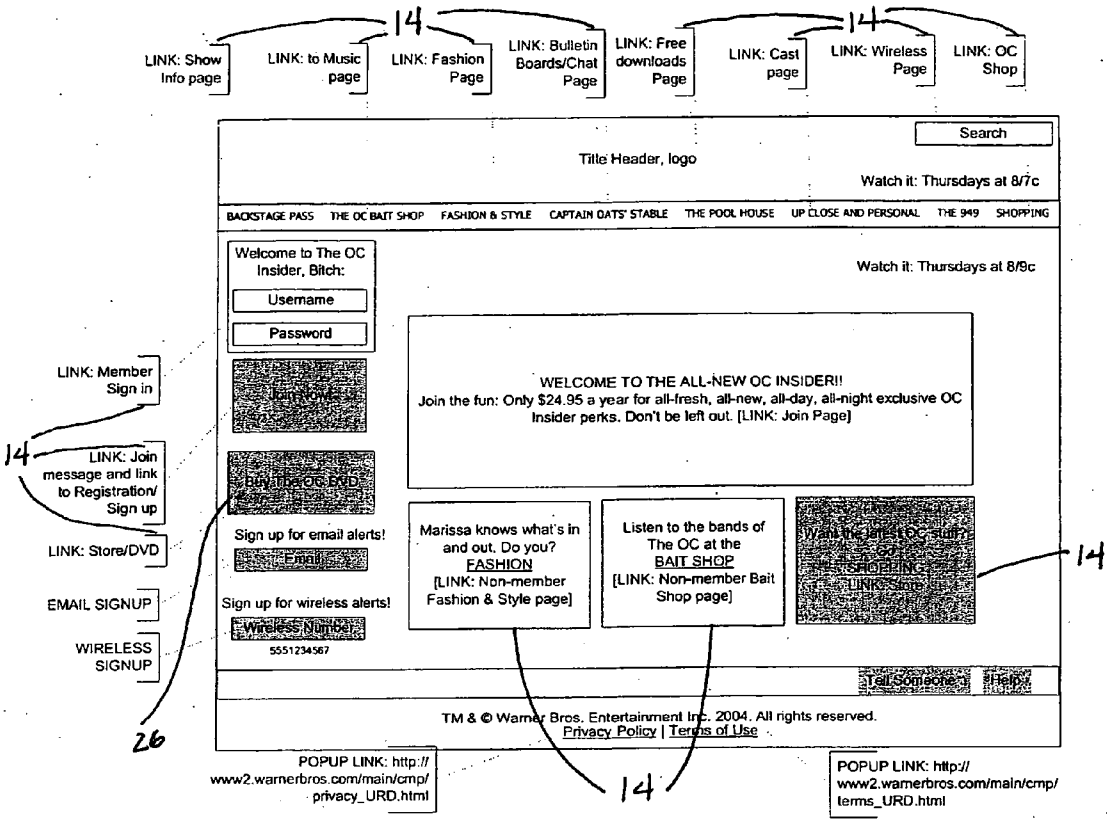


FIG. 1

FIG. 2

Home-Page

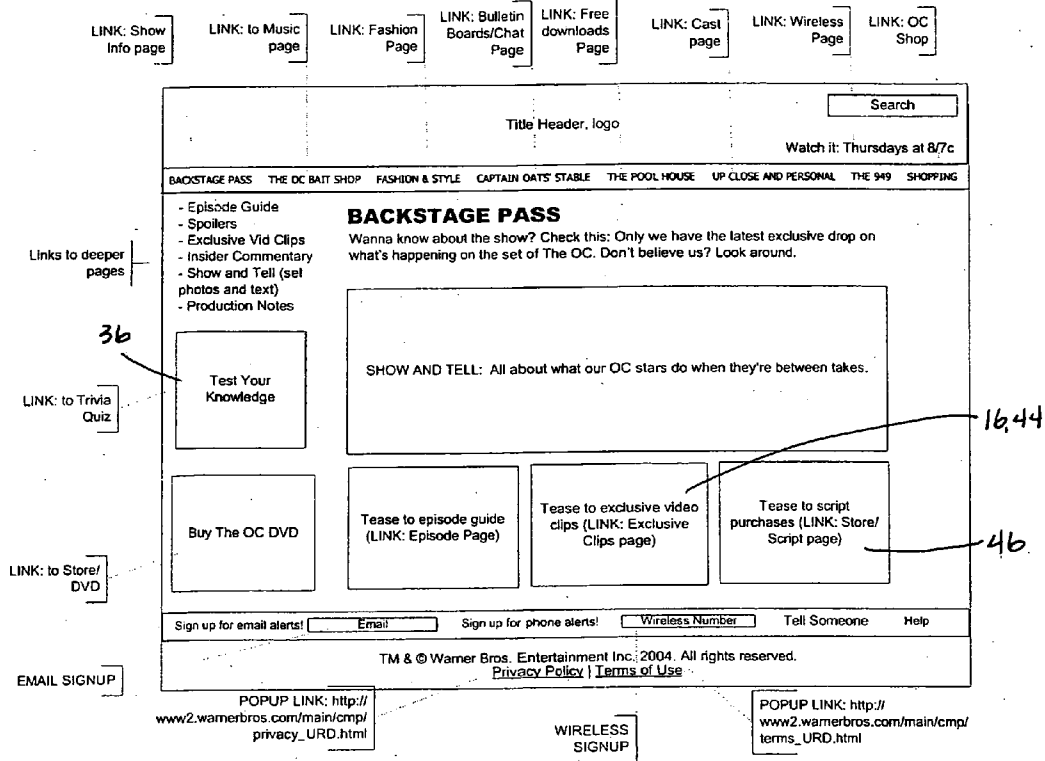
PAGE IS AVAIL TO NON-MEMBERS.  
GREYED OUT TEXT OR BOXES LINK TO NON-MEMBER AREAS. WHITE BOXES LINK TO MEMBER AREAS.



**BACKSTAGE PASS (About the Show)**

PAGE IS AVAIL TO MEMBERS ONLY.

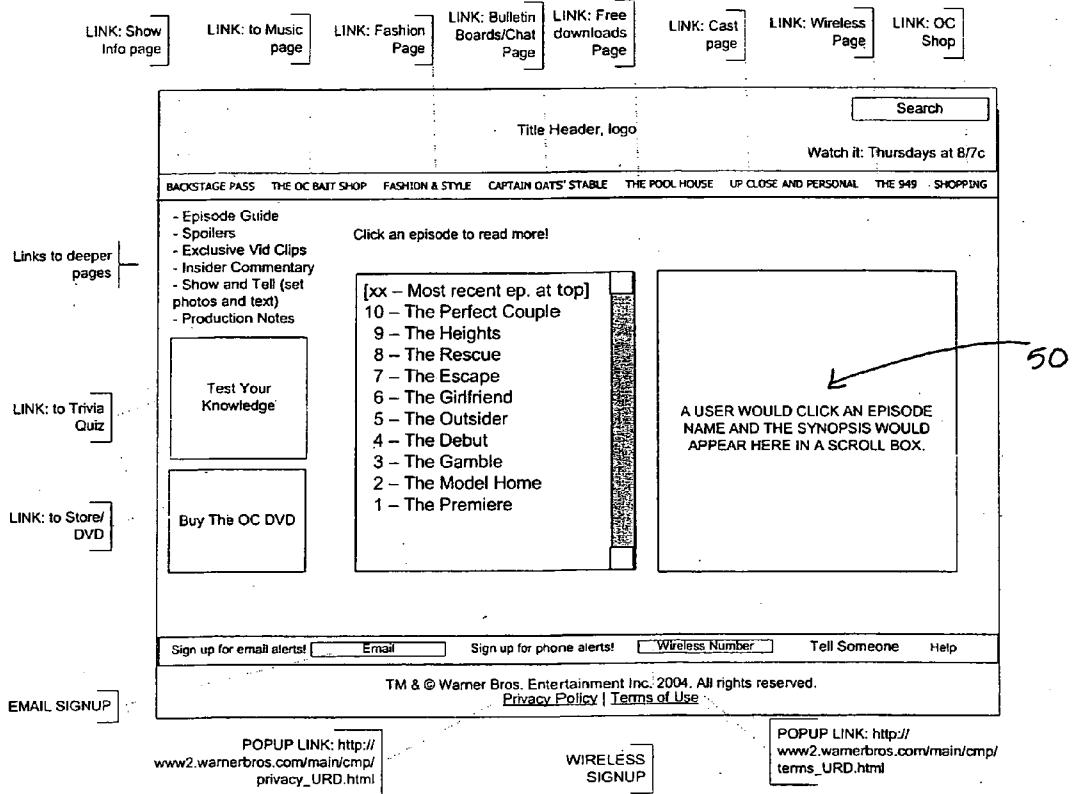
FIG. 3



**BACKSTAGE PASS (Episode Page)**

PAGE IS AVAIL TO MEMBERS ONLY.

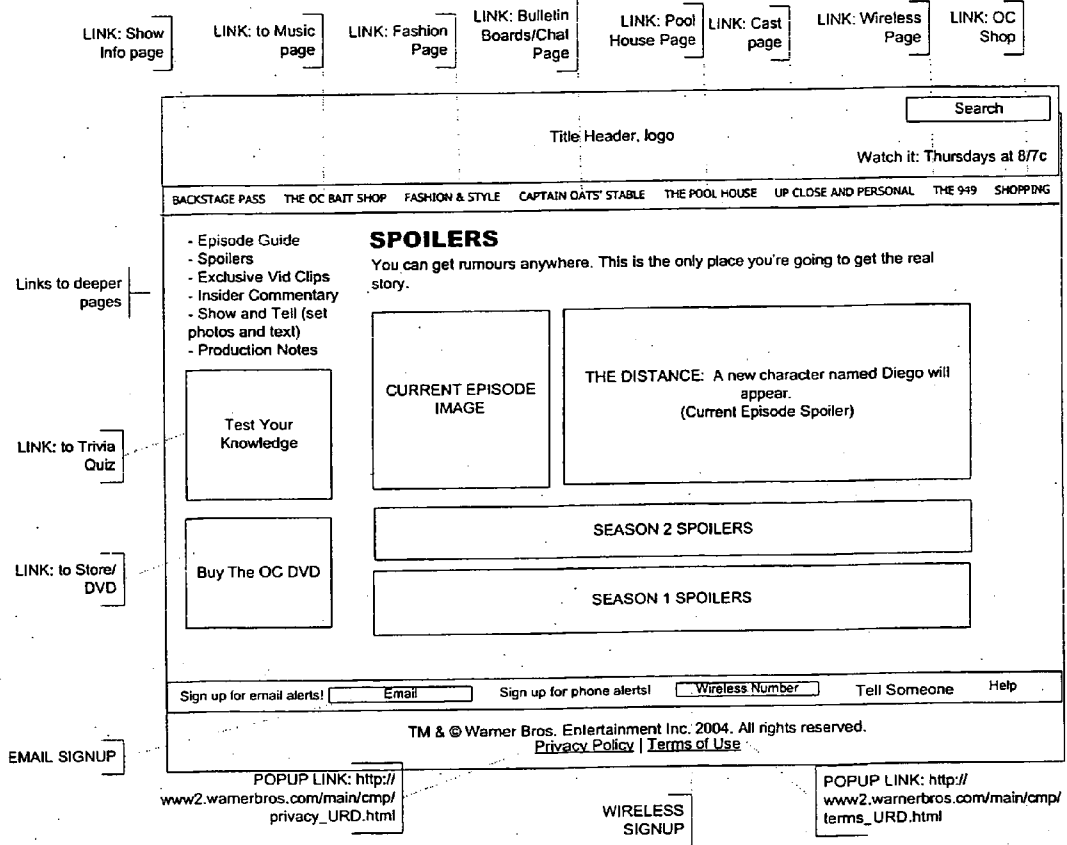
FIG. 4



### BACKSTAGE PASS-(Spoilers)

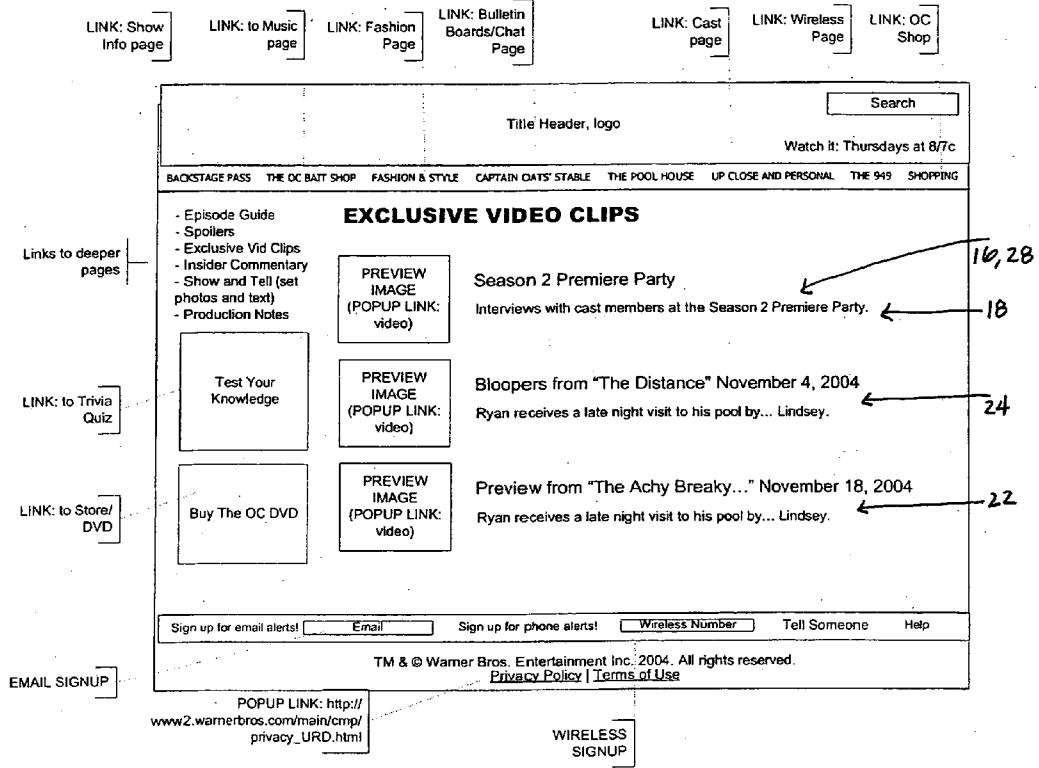
PAGE IS MEMBERS ONLY

### FIG. 5



**BACKSTAGE PASS (Exclusive Video Clips)**  
PAGE IS MEMBERS ONLY

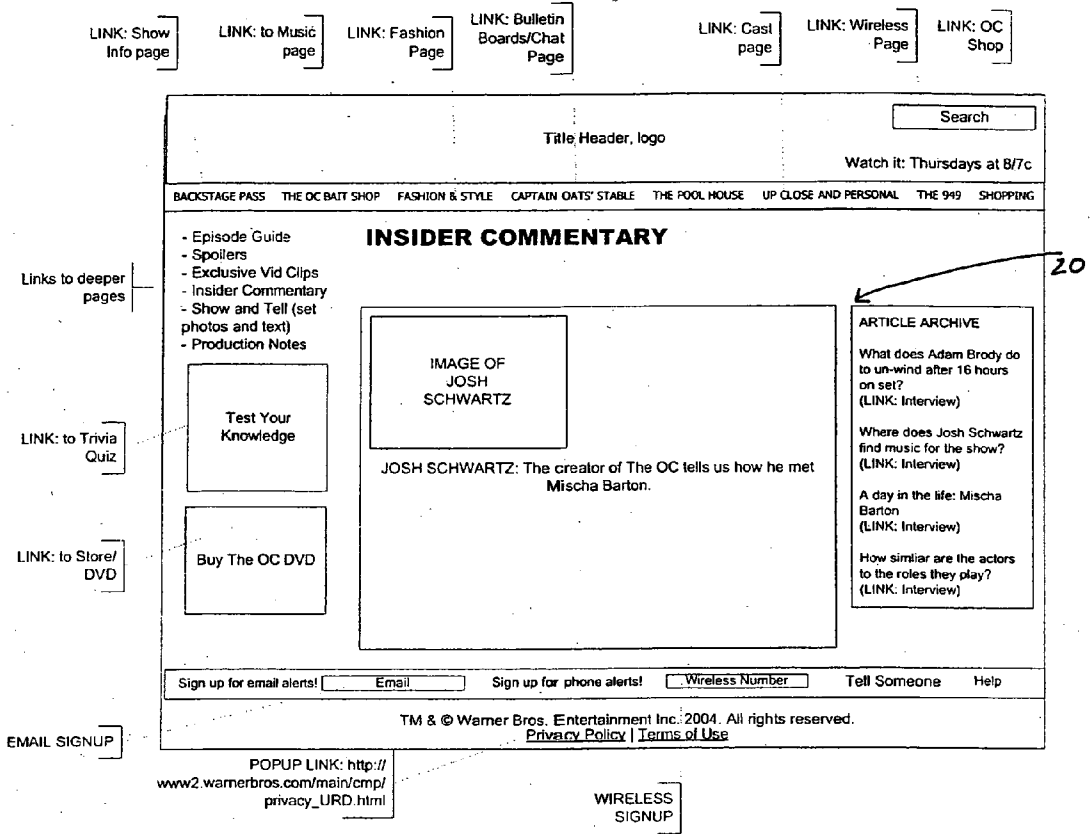
FIG. 6



**BACKSTAGE PASS (Inside Commentary)**

PAGE IS MEMBERS ONLY

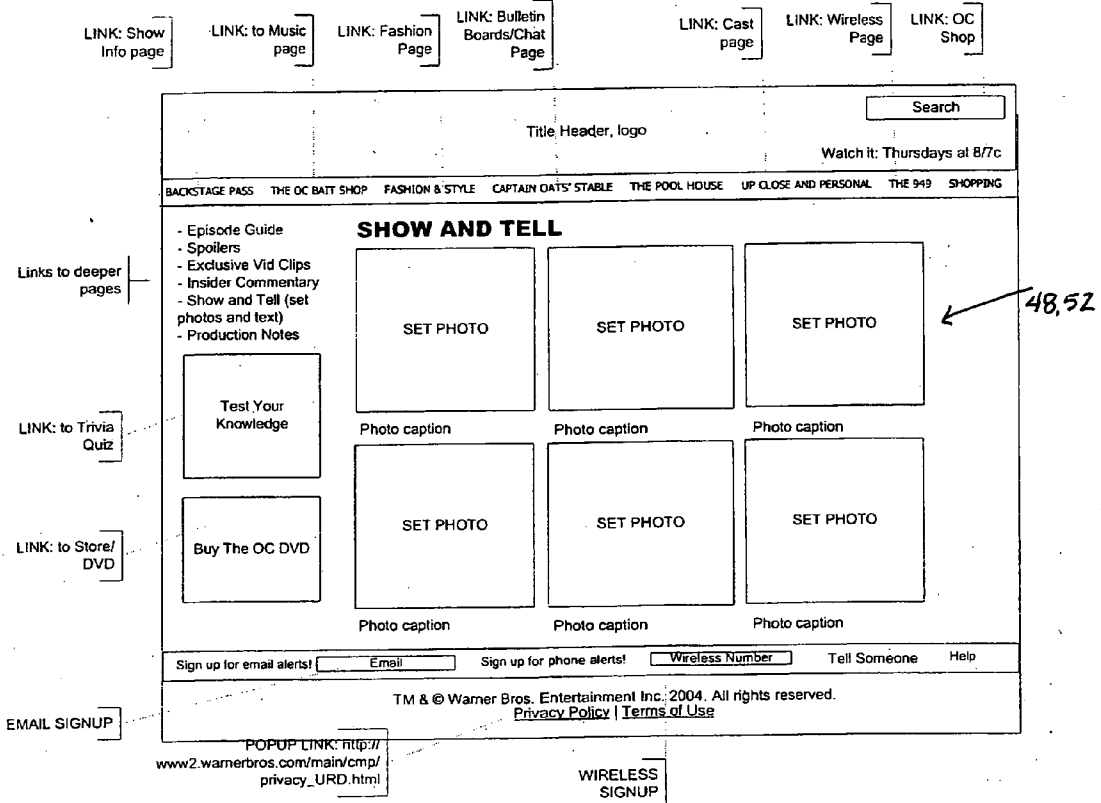
FIG. 7





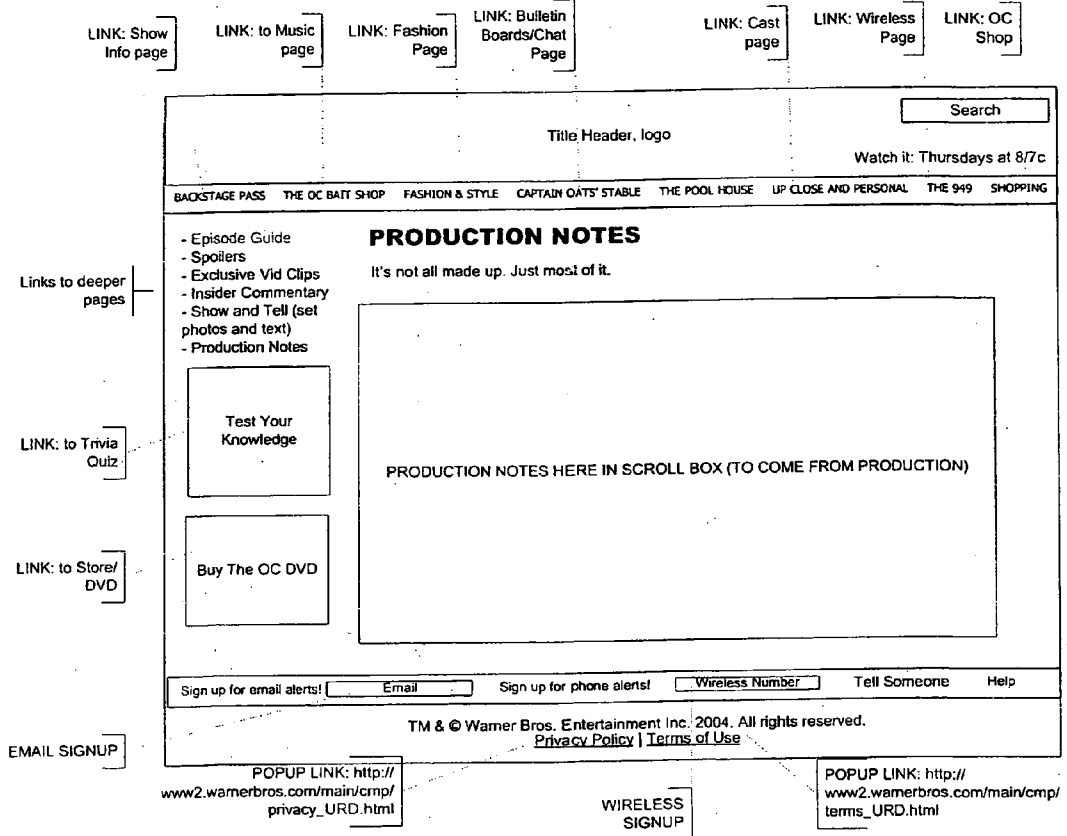
**BACKSTAGE PASS (Show and Tell)**  
PAGE IS MEMBERS ONLY

FIG. 8



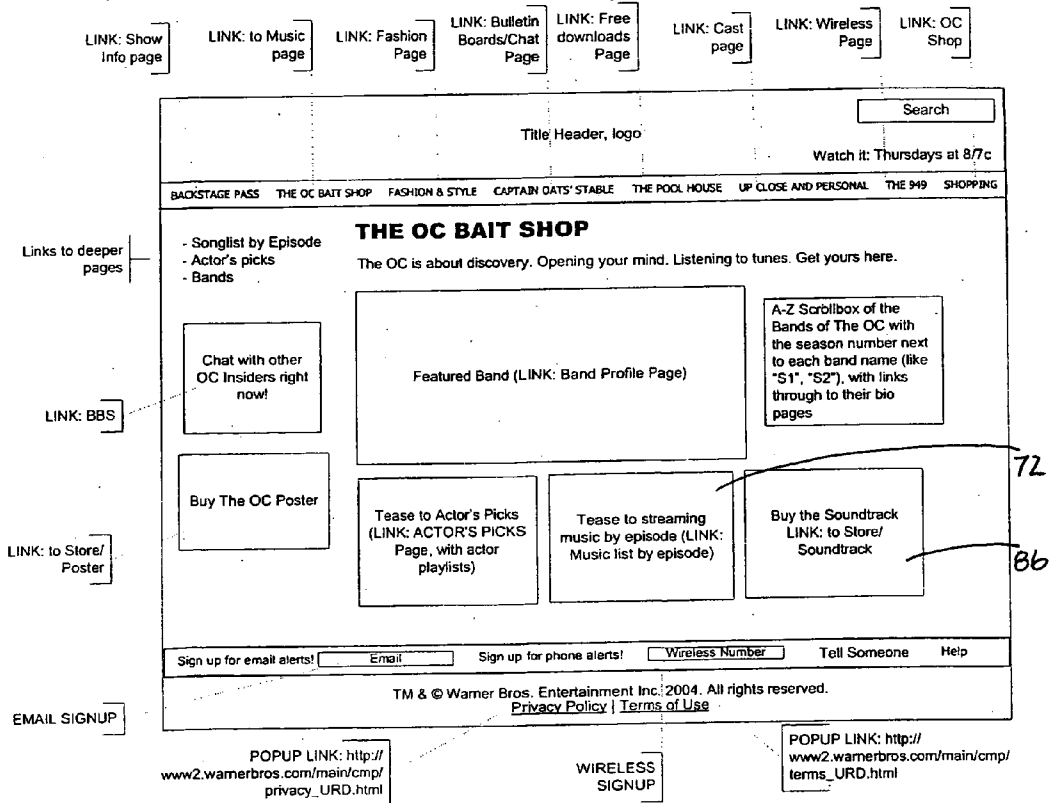
**BACKSTAGE PASS (Production Notes)**  
PAGE IS MEMBERS ONLY

FIG. 9



**BAIT SHOP (Music section)**  
PAGE IS AVAIL TO MEMBERS ONLY.

FIG. 10



### BAIT SHOP (Songlist by Episode)

PAGE IS MEMBERS ONLY

### FIG. 11

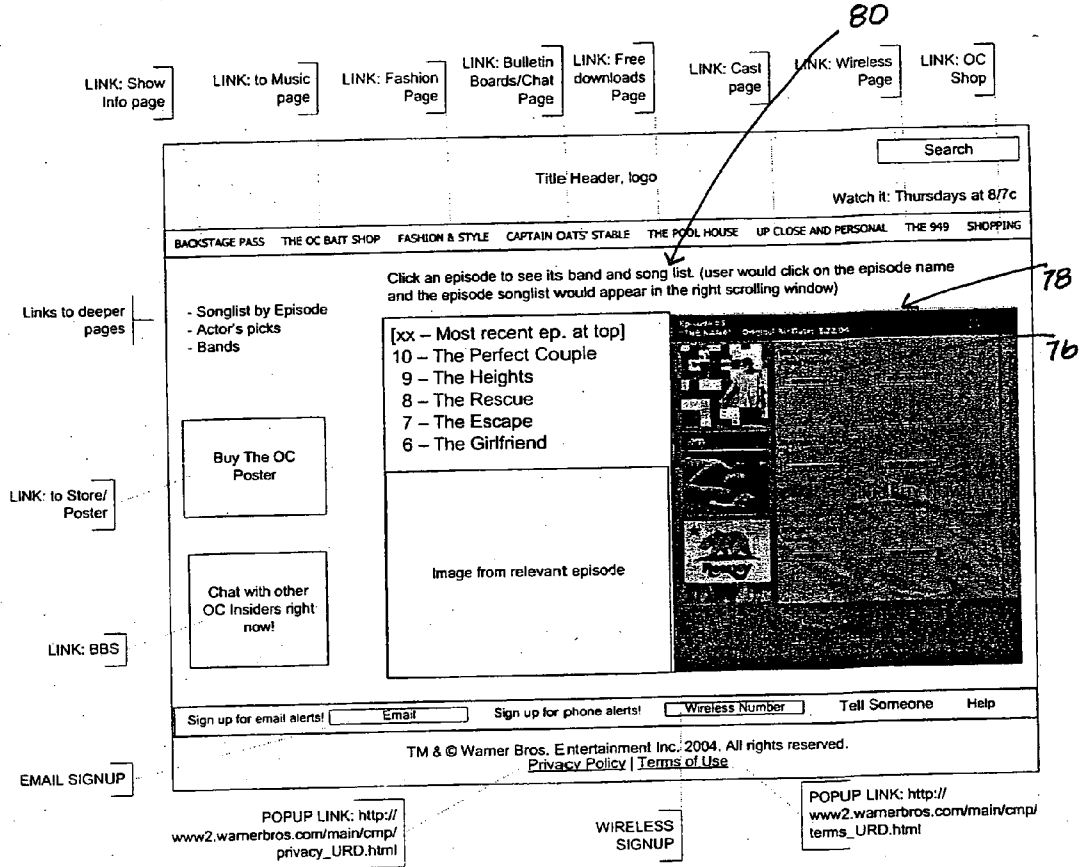
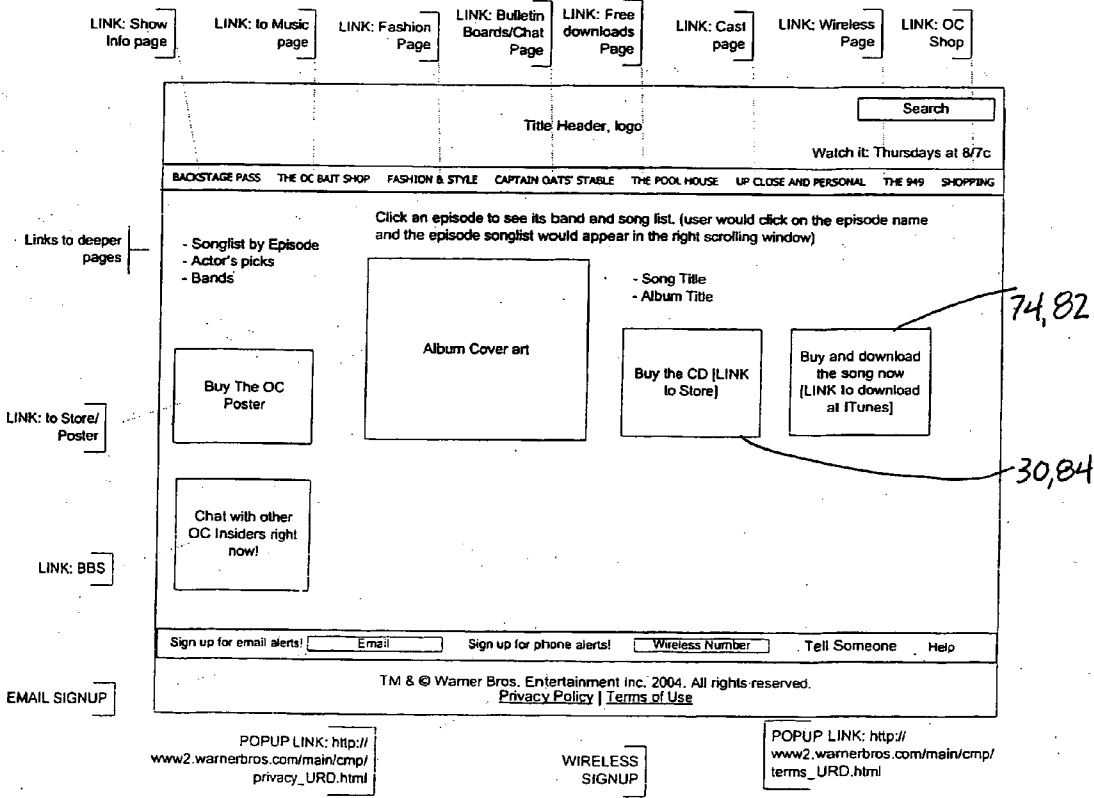


FIG. 12

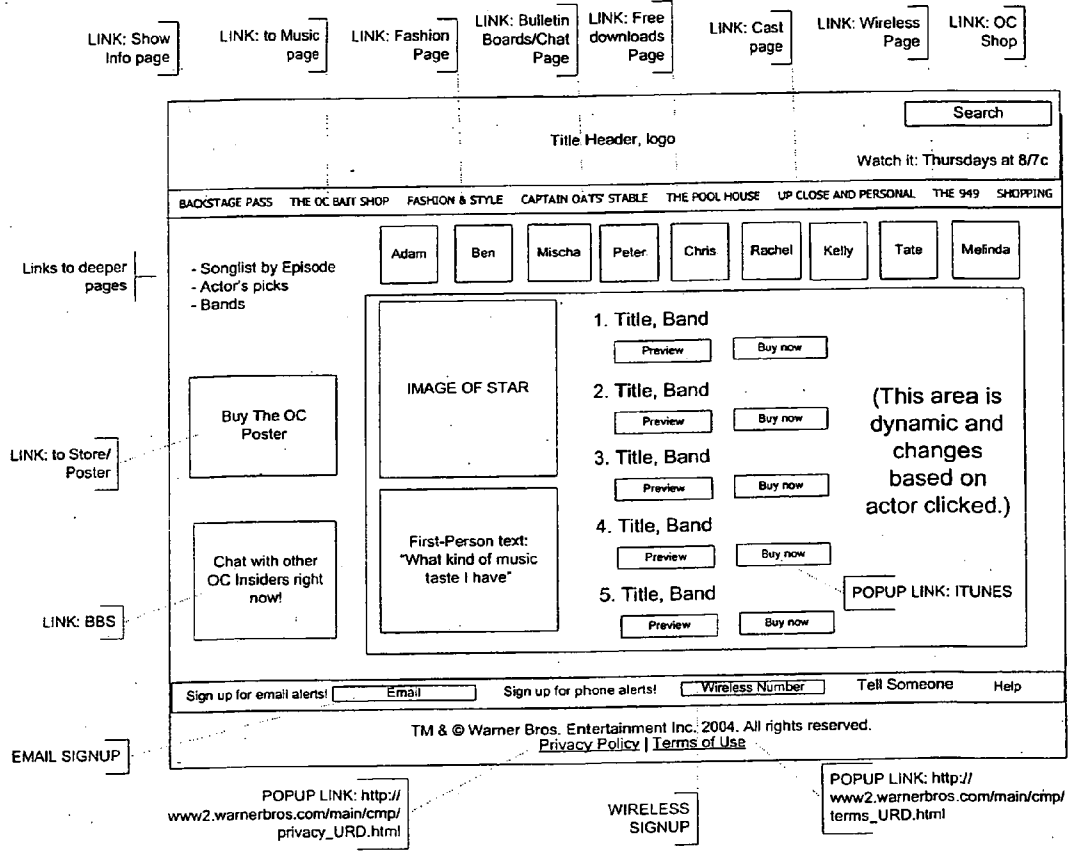
**BAIT SHOP (Buy Now)**  
PAGE IS MEMBERS ONLY



### BAIT SHOP (Actor's Music Picks)

PAGE IS MEMBERS ONLY

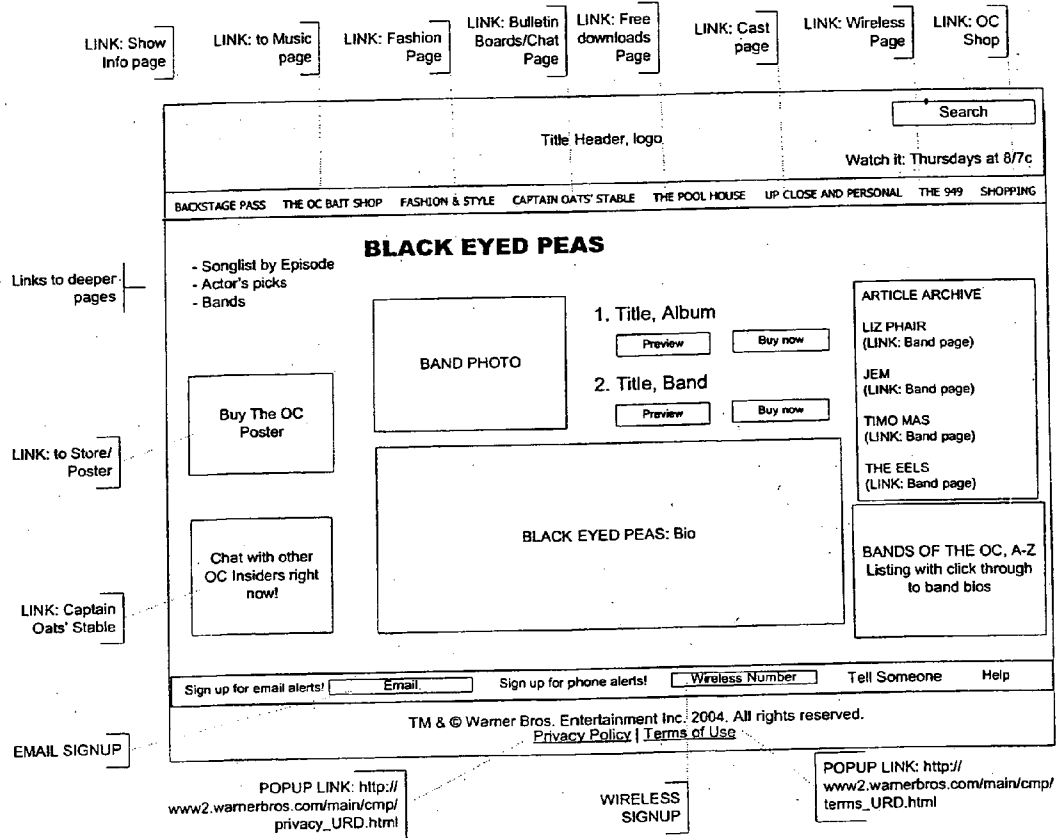
### FIG. 13



**BAIT SHOP (Band Page)**

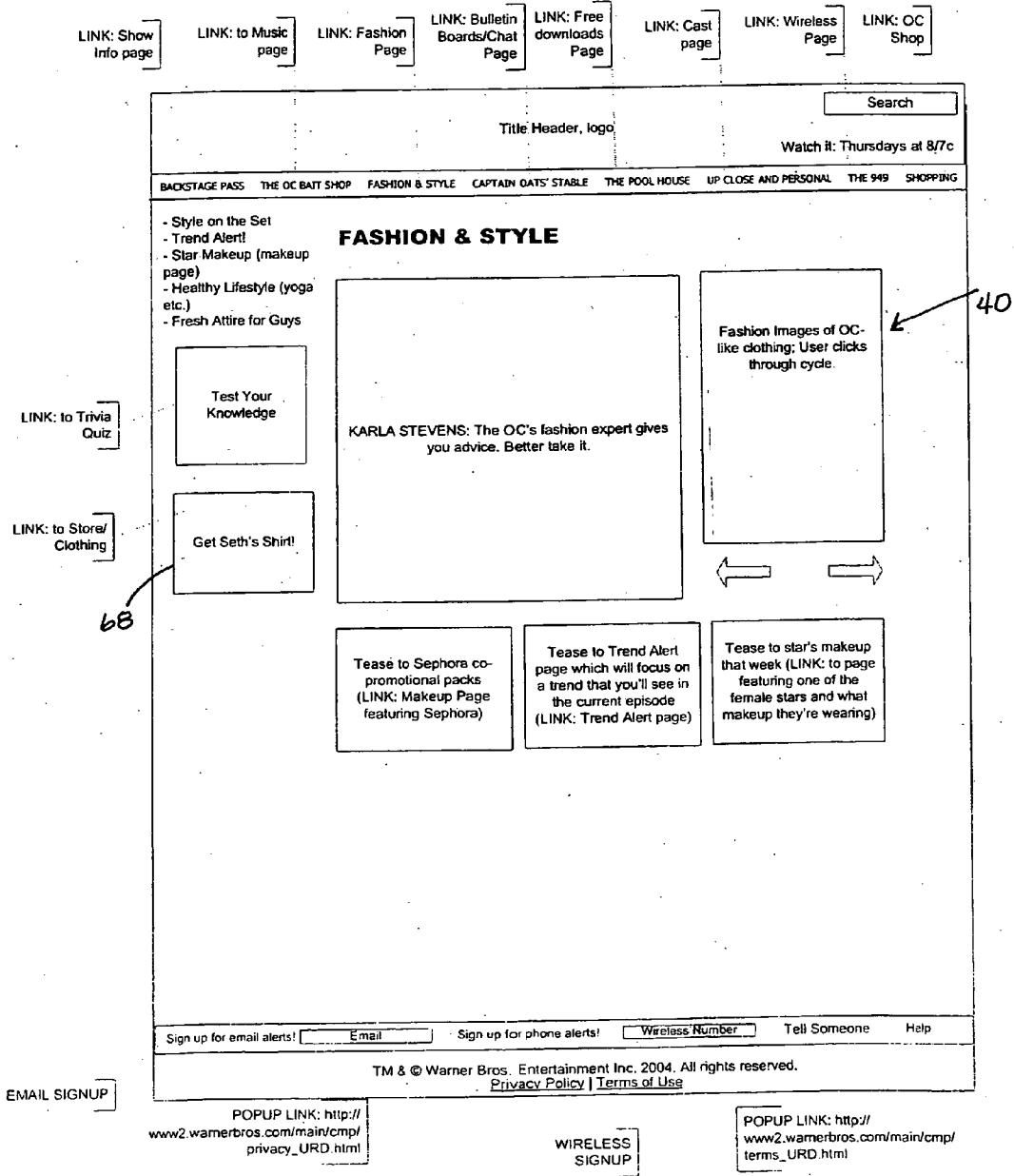
PAGE IS MEMBERS ONLY

**FIG. 14**



**FASHION & STYLE (Fashion section)**  
PAGE IS AVAIL TO MEMBERS ONLY.

FIG. 15

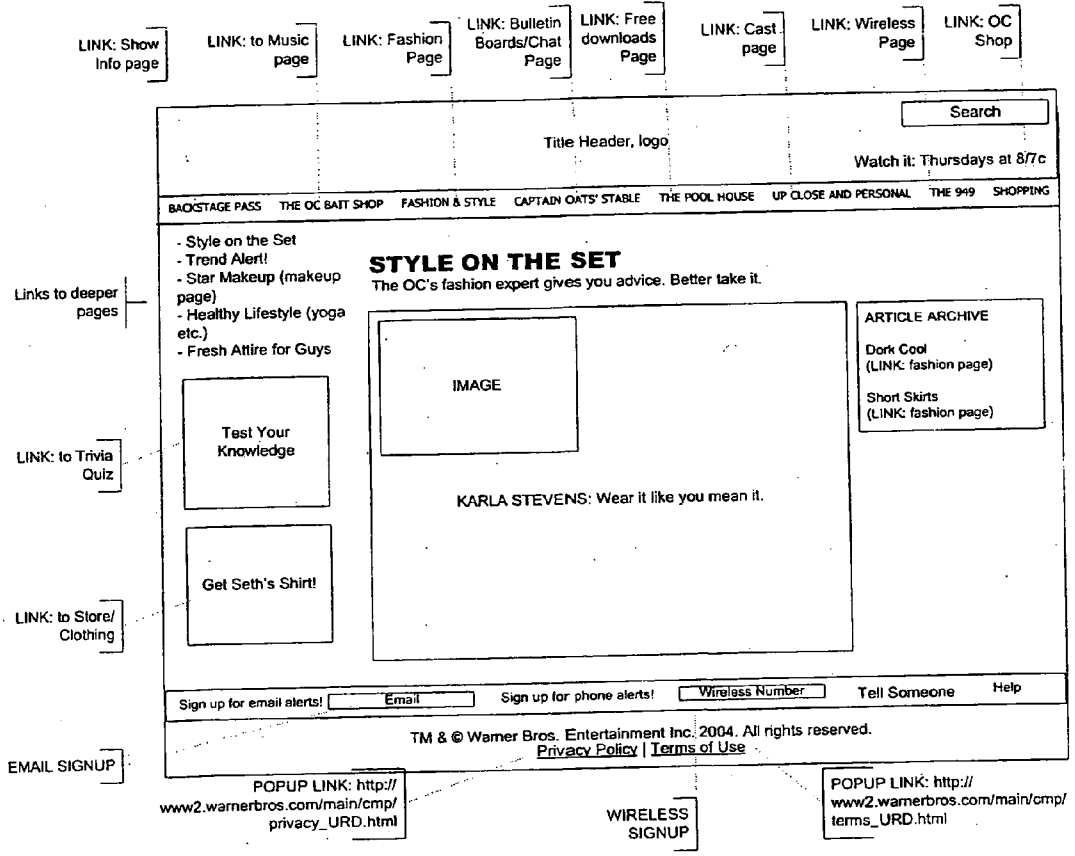




# FASHION & STYLE (Style on the Set)

PAGE IS MEMBERS ONLY

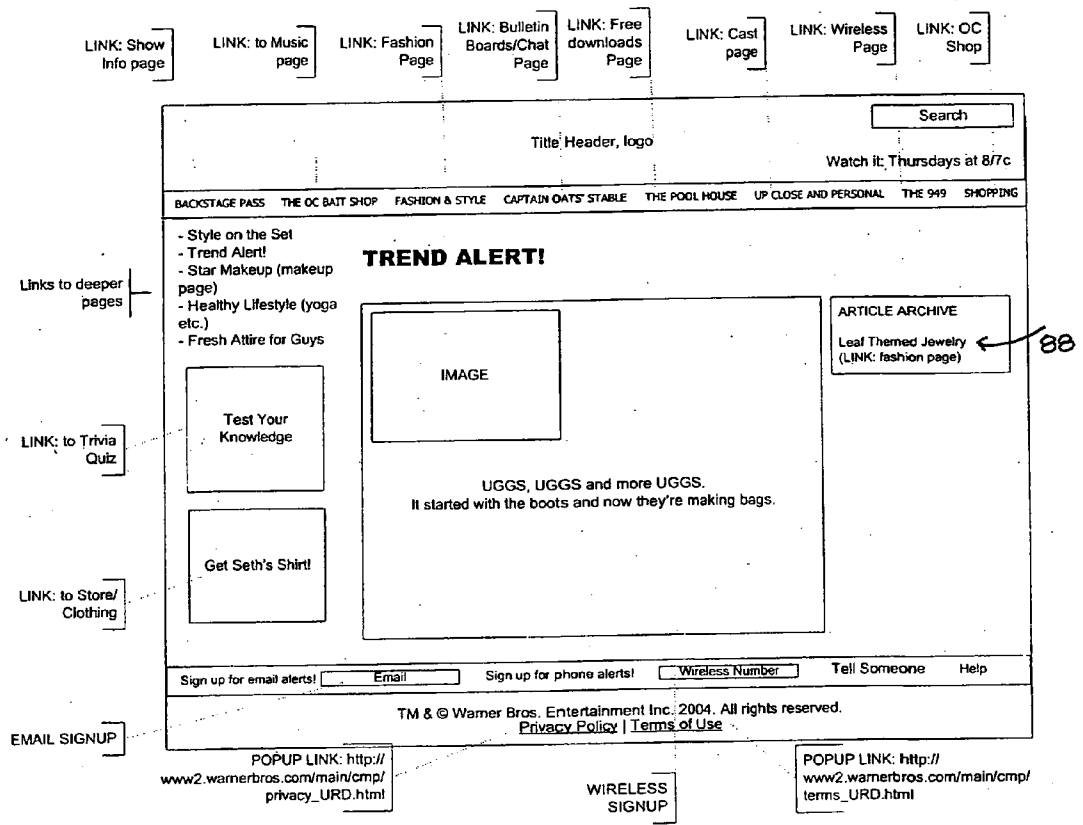
## FIG. 16



# FASHION & STYLE (Trend Alert!)

PAGE IS MEMBERS ONLY

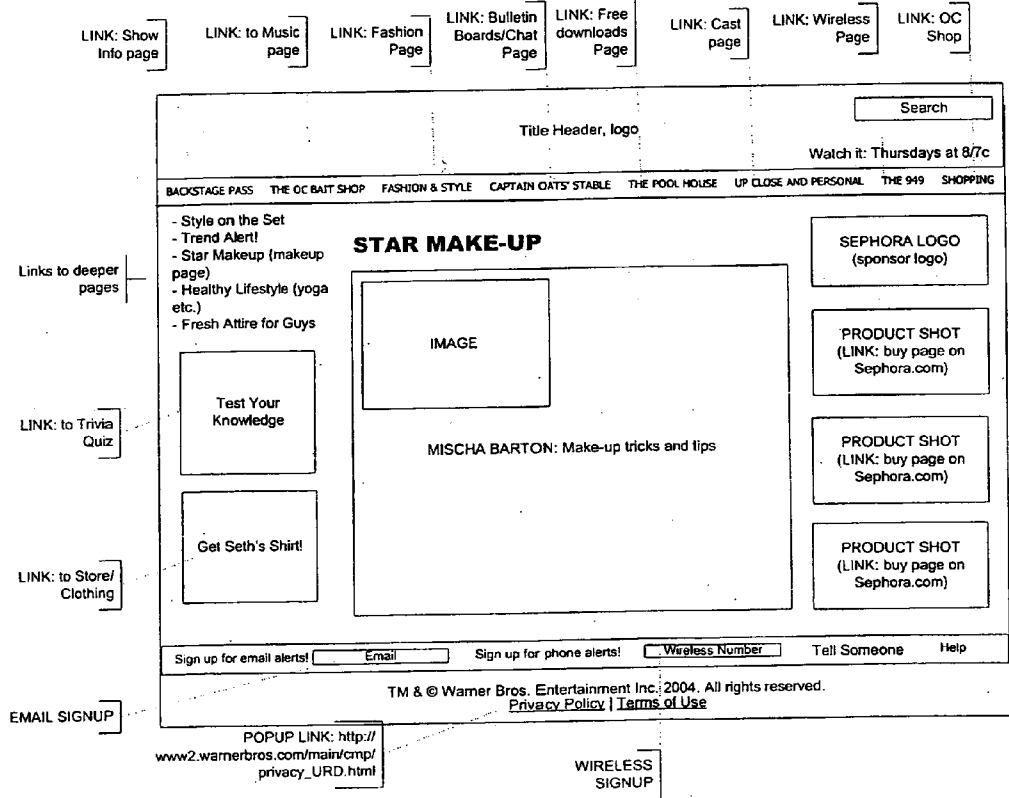
FIG. 17



### FASHION & STYLE (Star Make-Up)

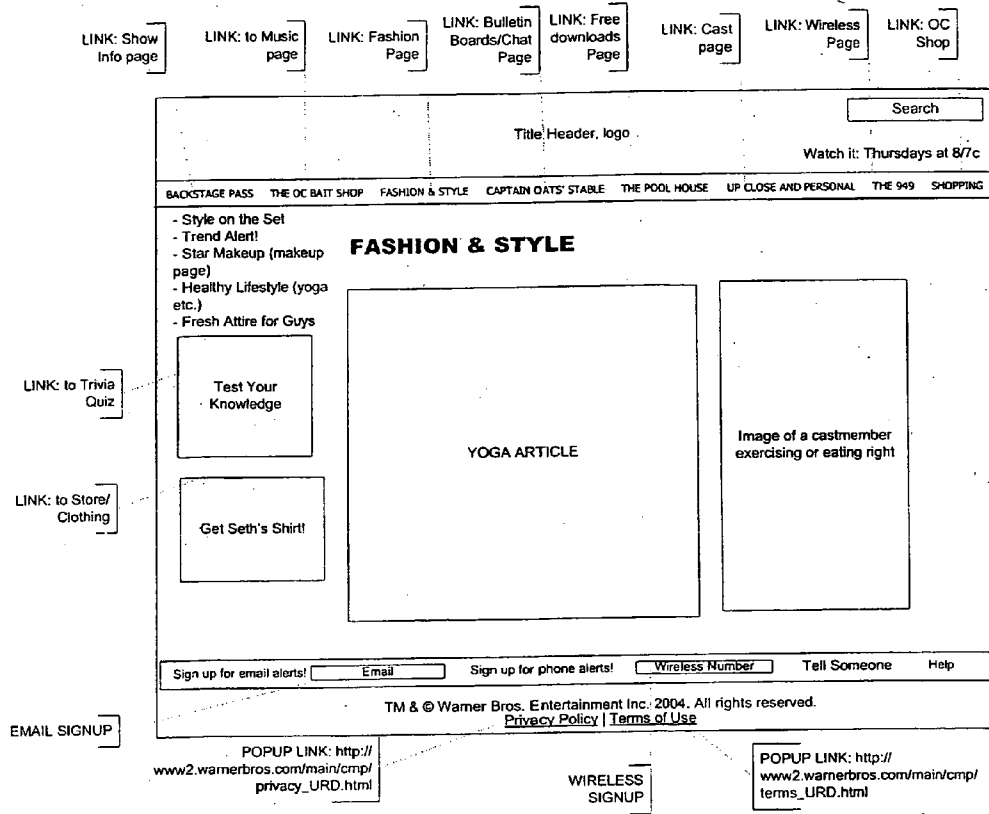
PAGE IS MEMBERS ONLY

FIG. 18



**FASHION & STYLE (Healthy Lifestyle)**  
PAGE IS AVAIL TO MEMBERS ONLY.

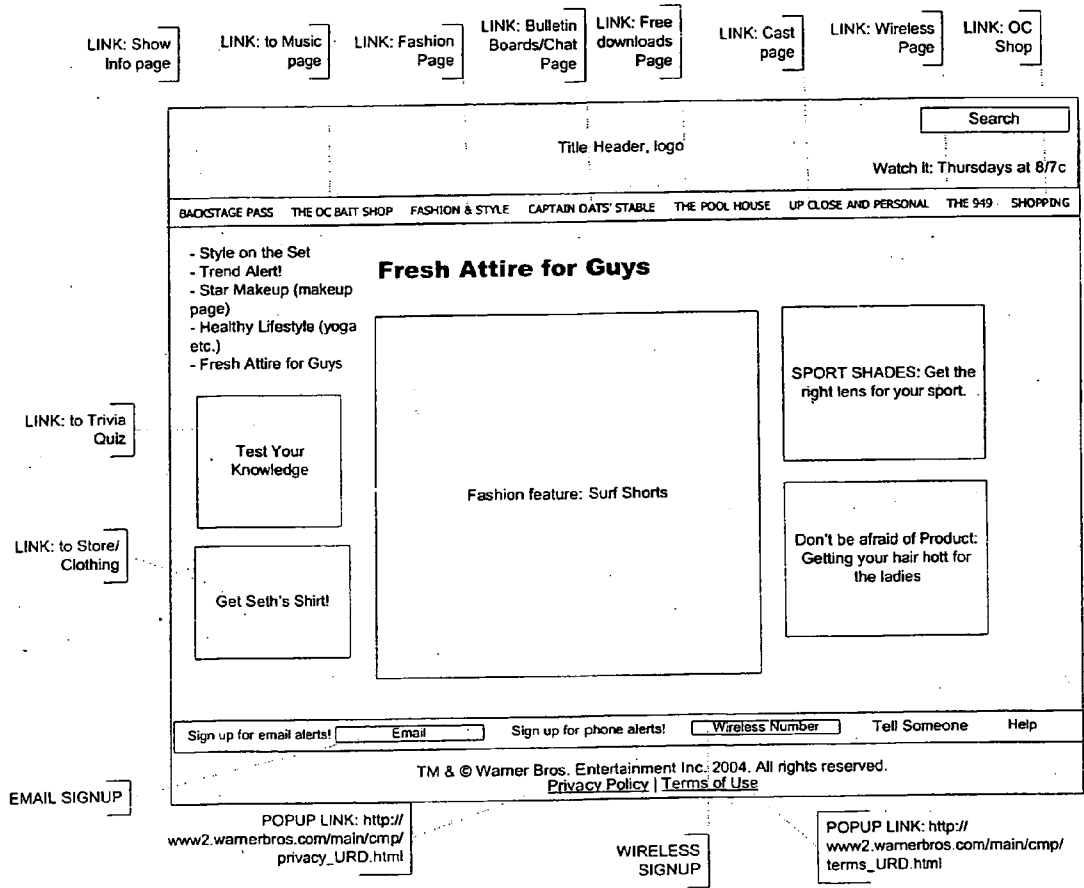
FIG. 19



### FASHION & STYLE (Fresh Attire For Guys)

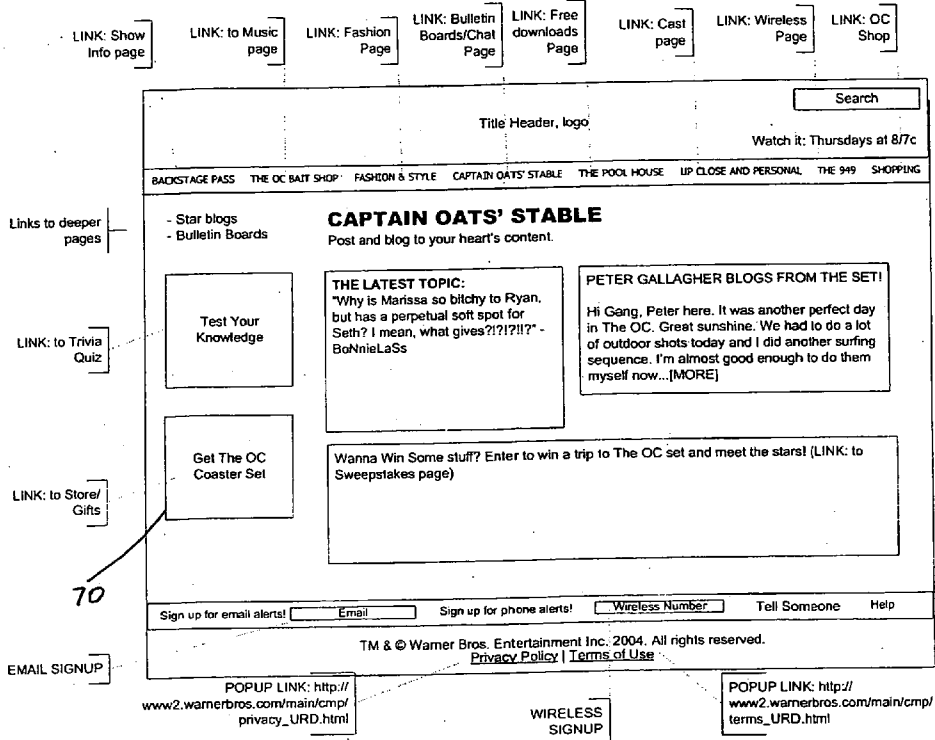
PAGE IS AVAIL TO MEMBERS ONLY.

## FIG. 20



**CAPTAIN OATS' STABLE (Community)**  
 PAGE IS AVAIL TO MEMBERS ONLY.

FIG. 21



**CAPTAIN OATS' STABLE (Star Blogs)**

PAGE IS MEMBERS ONLY

FIG. 22

LINK: Show Info page

LINK: to Music page

LINK: Fashion Page

LINK: Bulletin Boards/Chat Page

LINK: Free downloads Page

LINK: Cast page

LINK: Wireless Page

LINK: OC Shop

Title Header, logo

Search

Watch it: Thursdays at 8/7c

BACKSTAGE PASS
THE OC BAIT SHOP
FASHION & STYLE
CAPTAIN OATS' STABLE
THE POOL HOUSE
UP CLOSE AND PERSONAL
THE 949
SHOPPING

Links to deeper pages

Adam

Ben

Mischa

Peter

Chris

Rachel

Kelly

Tate

Melinda

LINK: to Trivia Quiz

Test Your Knowledge

LINK: to Store/Gifts

Get The OC Coaster Set

### PETER'S BLOG

October 13, 2004

IMAGE OF STAR

Hi Gang, Peter here. It was another perfect day in The OC. Great sunshine. We had to do a lot of outdoor shots today and I did another surfing sequence. I'm almost good enough to do them myself now. The only tough part is staying in the water all day.

More later.

October 21, 2004

You won't believe it. It rained, yes RAINED on set today. No one even owns an umbrella in California. Needless to say, no shooting went on today and I just went back home and watched music videos on the interweb.

Sign up for email alerts!

Sign up for phone alerts!

Tell Someone

Help

TM & © Warner Bros. Entertainment Inc. 2004. All rights reserved.  
[Privacy Policy](#) | [Terms of Use](#)

EMAIL SIGNUP

POPUP LINK: [http://www2.warnerbros.com/main/cmp/privacy\\_URD.html](http://www2.warnerbros.com/main/cmp/privacy_URD.html)

WIRELESS SIGNUP

**CAPTAIN OATS' STABLE (Message Board)**  
PAGE IS MEMBERS ONLY

FIG. 23

LINK: Show Info page    LINK: to Music page    LINK: Fashion Page    LINK: Bulletin Boards/Chat Page    LINK: Free downloads Page    LINK: Cast page    LINK: Wireless Page    LINK: OC Shop

Search

Title, Header, logo

Watch it: Thursdays at 8/7c

BACKSTAGE PASS    THE OC BAIT SHOP    FASHION & STYLE    CAPTAIN OATS' STABLE    THE POOL HOUSE    UP CLOSE AND PERSONAL    THE 949 SHOPPING

**MESSAGE BOARD**

Links to deeper pages

- Star blogs
- Bulletin Boards

LINK: to Trivia Quiz

LINK: to Store/Gifts

EMAIL SIGNUP

will.i.am from The Black Eyed Peas here on December 7 at 9pm PST.

**THE LATEST DIRT**  
Post your latest dirt on The OC here.  
(Summary text from latest post)

**THE STARS**  
Mischa, Andy, Peter, Rachel, Chris, Kelly, Benjamin, Adam.... They're all going to be here.  
(Summary text from latest post)

**THE STAFF**  
Creator, producer and writer, Josh Shwartz, fashion expert, Karla Stevens.  
(Summary text from latest post)

**THE MUSIC**  
It's all about the music.  
(Summary text from latest post)

**WHO'S ONLINE**

Sign up for email alerts!     Sign up for phone alerts!     Tell Someone    Help

TM & © Warner Bros. Entertainment Inc. 2004. All rights reserved.  
[Privacy Policy](#) | [Terms of Use](#)

POPUP LINK: [http://www2.warnerbros.com/main/cmp/privacy\\_URD.html](http://www2.warnerbros.com/main/cmp/privacy_URD.html)    WIRELESS SIGNUP





**POOL HOUSE (Sweepstakes)**  
PAGE IS AVAIL TO MEMBERS ONLY.

FIG. 25

LINK: Show Info page    LINK: to Music page    LINK: Fashion Page    LINK: Bulletin Boards/Chat Page    LINK: Free downloads Page    LINK: Cast page    LINK: Wireless Page    LINK: OC Shop

Search

Title Header, logo    Watch it: Thursdays at 8/7c

BACKSTAGE PASS    THE OC BAIT SHOP    FASHION & STYLE    CAPTAIN OATS' STABLE    THE POOL HOUSE    UP CLOSE AND PERSONAL    THE 909    SHOPPING

**32** Downloads

LINK: to Pool house

Test Your Knowledge

LINK: to Trivia Quiz

It's getting cold out there on the water. Warm up with The OC Stocking Cap

LINK: to Store/Clothing

**"Rub Elbows with the Stars" Sweepstakes**  
Wanna Win Some stuff? Enter to win a trip to The OC set and meet the stars!  
PRIZE DETAILS

LINK TO FULL SWEEPSTAKES RULES

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED. Sweepstakes starts 12:01:01 a.m. (ET) on XXXX/XXXX and ends 11:59:59 p.m. (ET) on XXXX/XXXX. Open only to legal residents of 50 United States and the District of Columbia, 18 years of age or older. Limit one entry per person. Duplicate entries will be discarded. See Official Rules for prize descriptions/restrictions and complete details. Odds of winning depend on the number of eligible entries received.

First Name  
Last Name  
Email Address  
Address 1  
Address 2  
City  
State Dropdown  
Zip Code  
Phone Number  
Date of Birth

Opt-in for The OC email alerts  
Opt-in for The OC Store email alerts

Enter Sweepstakes    Clear Form

Sign up for email alerts!    Email    Sign up for phone alerts!    Wireless Number    Tell Someone    Help

EMAIL SIGNUP

POPUP LINK: [http://www2.warnerbros.com/main/emp/privacy\\_URD.html](http://www2.warnerbros.com/main/emp/privacy_URD.html)    WIRELESS SIGNUP

TM & © Warner Bros. Entertainment Inc. 2004. All rights reserved.  
[Privacy Policy](#) | [Terms of Use](#)

**bb**

**POOL HOUSE (Sweepstakes—Underage entrant)**  
PAGE IS AVAIL TO MEMBERS ONLY.

FIG. 26

LINK: Show Info page    LINK: to Music page    LINK: Fashion Page    LINK: Bulletin Boards/Chat Page    LINK: Free downloads Page    LINK: Cast page    LINK: Wireless Page    LINK: OC Shop

Title Header, logo

Search

Watch it: Thursdays at 8/7c

---

BACKSTAGE PASS    THE OC BAIT SHOP    FASHION & STYLE    CAPTAIN DATS' STABLE    THE POOL HOUSE    UP CLOSE AND PERSONAL    THE 919    SHOPPING

Downloads

Test Your Knowledge

It's getting cold out there on the water. Warm up with The OC Stocking Cap

### "Rub Elbows with the Stars" Sweepstakes

We know you're mature for your age, but we still have to make sure your parents are ok with you entering our sweepstakes. Please enter your parent's email address below and we will send your parent an email to approve your submission into the sweepstakes.

Sign up for email alerts!     Sign up for phone alerts!     [Tell Someone](#)    [Help](#)

TM & © Warner Bros. Entertainment Inc. 2004. All rights reserved.  
[Privacy Policy](#) | [Terms of Use](#)

POPUP LINK: [http://www2.warnerbros.com/main/cmp/privacy\\_URD.html](http://www2.warnerbros.com/main/cmp/privacy_URD.html)

WIRELESS SIGNUP

LINK: to Pool house    LINK: to Trivia Quiz    LINK: to Store/Clothing    EMAIL SIGNUP

← bb

**POOL HOUSE (Sweepstakes-Thank You)**  
PAGE IS AVAIL TO MEMBERS ONLY.

FIG. 27

LINK: Show Info page    LINK: to Music page    LINK: Fashion Page    LINK: Bulletin Boards/Chat Page    LINK: Free downloads Page    LINK: Cast page    LINK: Wireless Page    LINK: OC Shop

Title Header, logo

Watch it: Thursdays at 8/7c

BACKSTAGE PASS   THE OC BAIT SHOP   FASHION & STYLE   CAPTAIN QATS' STABLE   THE POOL HOUSE   UP CLOSE AND PERSONAL   THE 949   SHOPPING

LINK: to Pool house

Downloads

LINK: to Trivia Quiz

Test Your Knowledge

LINK: to Store/ Clothing

It's getting cold out there on the water. Warm up with The OC Stocking Cap

### "Rub Elbows with the Stars" Sweepstakes

**THANK YOU!** You've been entered into the "Rub Elbows with the Stars" Sweepstakes.

Don't stop now. Look around at all the insider stuff you can get right now by becoming a member of TheOCInsider.com for \$24.95 per year.

- o Exclusive Quarterly Magazine
- o Backstage pass to the stars and inside commentary
- o Too many free video, image and other downloads to mention
- o Advice from The OC staff
- o Direct access to the stars via blogs and message boards
- o Exclusive discounts on theocstore.com merchandise.
- o Exclusive newsletter
- o Access to limited edition members-only merchandise and special offers and promotions

Sign up for email alerts!     Sign up for phone alerts!     Tell Someone    Help

TM & © Warner Bros. Entertainment Inc. 2004. All rights reserved.  
[Privacy Policy](#) | [Terms of Use](#)

POPUP LINK: [http://www2.warnerbros.com/main/cmp/privacy\\_URD.html](http://www2.warnerbros.com/main/cmp/privacy_URD.html)

← bb

**THE POOL HOUSE (Trivia)**

PAGE IS MEMBERS ONLY.

FIG. 28

LINK: Show Info page    LINK: to Music page    LINK: Fashion Page    LINK: Bulletin Boards/Chat Page    LINK: Free downloads Page    LINK: Cast page    LINK: Wireless Page    LINK: OC Shop

Search

Title Header, logo

Watch it: Thursdays at 8/7c

BACKSTAGE PASS    THE OC BAIT SHOP    FASHION & STYLE    CAPTAIN OATS' STABLE    THE POOL HOUSE    UP CLOSE AND PERSONAL    THE 949    SHOPPING

LINK: to Sweepstakes

Wanna Win Some stuff? Enter to win a trip to The OC set and meet the stars!

**TRIVIA**

Yeah, you watch The OC every week, now show us you really know what's up.

**1. Question**

- Answer 1
- Answer 2
- Answer 3
- Answer 4

**2. Question**

- Answer 1
- Answer 2
- Answer 3
- Answer 4

**3. Question**

- Answer 1
- Answer 2
- Answer 3
- Answer 4

**4. Question**

- Answer 1
- Answer 2
- Answer 3
- Answer 4

**5. Question**

- Answer 1
- Answer 2
- Answer 3
- Answer 4

LINK: to Pool House

Downloads

LINK: to Store/Clothing

It's getting cold out there on the water. Warm up with The OC Stocking Cap

36 ←

Sign up for email alerts!     Sign up for phone alerts!     Tell Someone    Help

TM & © Warner Bros. Entertainment Inc. 2004. All rights reserved.  
[Privacy Policy](#) | [Terms of Use](#)

EMAIL SIGNUP

POPUP LINK: [http://www2.warnerbros.com/main/cmp/privacy\\_URD.html](http://www2.warnerbros.com/main/cmp/privacy_URD.html)

WIRELESS SIGNUP

**THE POOL HOUSE (Trivia Results)**

PAGE IS MEMBERS ONLY.

FIG. 29

LINK: Show Info page    LINK: to Music page    LINK: Fashion Page    LINK: Bulletin Boards/Chat Page    LINK: Free downloads Page    LINK: Cast page    LINK: Wireless Page    LINK: OC Shop

---

Search

Title Header, logo

Watch it: Thursdays at 8/7c

---

BACKSTAGE PASS    THE OC BAIT SHOP    FASHION & STYLE    CAPTAIN OATS' STABLE    THE POOL HOUSE    UP CLOSE AND PERSONAL    THE 949    SHOPPING

LINK: to Sweepstakes

Wanna Win Some stuff? Enter to win a trip to The OC set and meet the stars!

**TRIVIA**  
Anna Stern would be proud. All your answers are right on.

1. Question  
o The Correct Answer is 2  
Text giving more background on the question

2. Question  
o The Correct Answer is 3  
Text giving more background on the question

3. Question  
o The Correct Answer is 1  
Text giving more background on the question

4. Question  
o The Correct Answer is 3  
Text giving more background on the question

5. Question  
o The Correct Answer is 4  
Text giving more background on the question

LINK: to Pool House

Downloads

LINK: to Store/Clothing

It's getting cold out there on the water. Warm up with The OC Stocking Cap

---

Sign up for email alerts!     Sign up for phone alerts!     Tell Someone    Help

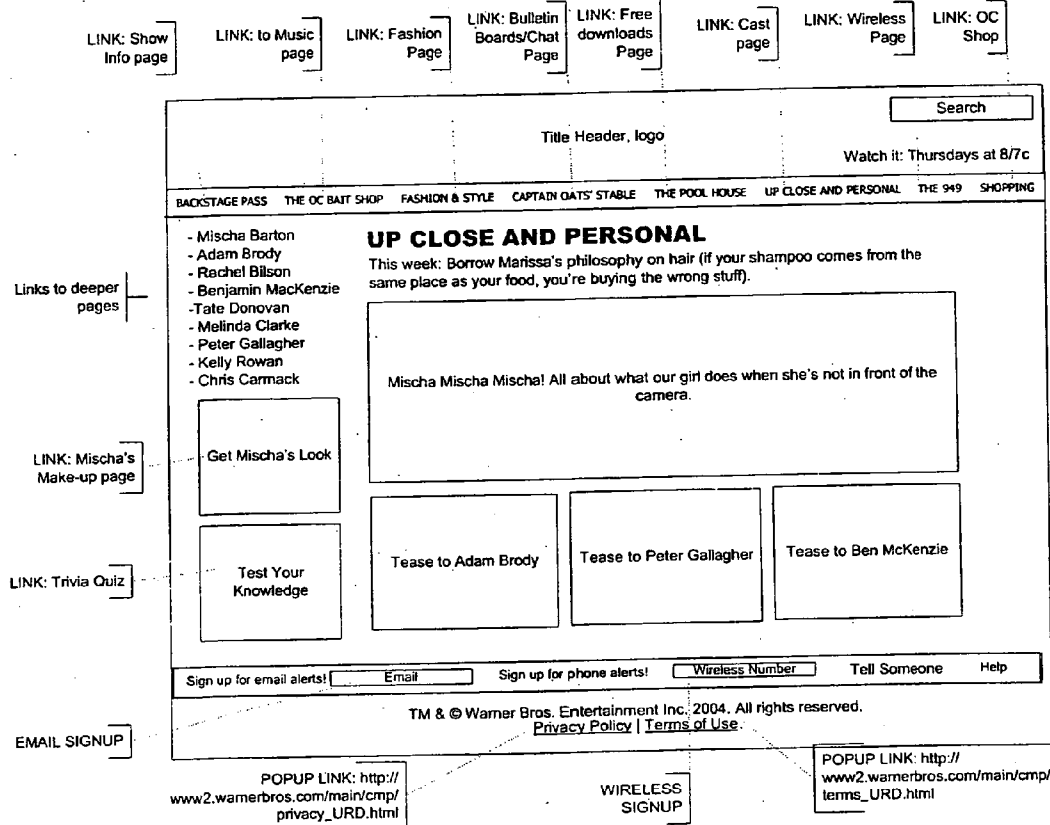
TM & © Warner Bros. Entertainment Inc. 2004. All rights reserved.  
[Privacy Policy](#) | [Terms of Use](#)

EMAIL SIGNUP

POPUP LINK: [http://www2.warnerbros.com/main/cmp/privacy\\_URD.html](http://www2.warnerbros.com/main/cmp/privacy_URD.html)    WIRELESS SIGNUP

**UP CLOSE AND PERSONAL (Cast Section)**  
PAGE IS AVAIL TO MEMBERS ONLY.

FIG. 30



# UP CLOSE AND PERSONAL (Mischa Barton)

PAGE IS MEMBERS ONLY.

FIG. 31

LINK: Show Info page    LINK: to Music page    LINK: Fashion Page    LINK: Bulletin Boards/Chat Page    LINK: Free downloads Page    LINK: Cast page    LINK: Wireless Page    LINK: OC Shop

Title Header, logo

Search

Watch It: Thursdays at 8/7c

BACKSTAGE PASS    THE OC BAIT SHOP    FASHION & STYLE    CAPTAIN OATS' STABLE    THE POOL HOUSE    UP CLOSE AND PERSONAL    THE 949    SHOPPING

Links to deeper pages

- Mischa Barton
- Adam Brody
- Rachel Bilson
- Benjamin MacKenzie
- Tate Donovan
- Melinda Clarke
- Peter Gallagher
- Kelly Rowan
- Chris Carmack

LINK: Mischa's Make-up page

LINK: Trivia Quiz

## UP CLOSE AND PERSONAL: MISCHA BARTON

Mischa Mischa Mischa! All about what our girl does when she's not in front of the camera.

Get Mischa's Look

**QUESTION OF THE WEEK:**  
What's your philosophy on hair?

**REAL LIFE BIOGRAPHY**  
 Birthday  
 Birth place  
 Current Residence  
 Summary of life

**FILMOGRAPHY**

IMAGE OF STAR

Sign up for email alerts!     Sign up for phone alerts!     Tell Someone    Help

TM & © Warner Bros. Entertainment Inc. 2004. All rights reserved.  
[Privacy Policy](#) | [Terms of Use](#)

POPUP LINK: [http://www2.warnerbros.com/main/cmp/privacy\\_URD.html](http://www2.warnerbros.com/main/cmp/privacy_URD.html)

WIRELESS SIGNUP

POPUP LINK: [http://www2.warnerbros.com/main/cmp/terms\\_URD.html](http://www2.warnerbros.com/main/cmp/terms_URD.html)

EMAIL SIGNUP



# UP CLOSE AND PERSONAL (Adam Brody)

PAGE IS MEMBERS ONLY.

## FIG. 32

LINK: Show Info page

LINK: to Music page

LINK: Fashion Page

LINK: Bulletin Boards/Chat Page

LINK: Free downloads Page

LINK: Cast page

LINK: Wireless Page

LINK: OC Shop

Title Header, logo

Search

Watch it: Thursdays at 8/7c

BACKSTAGE PASS
THE OC BAIT SHOP
FASHION & STYLE
CAPTAIN OATS' STABLE
THE POOL HOUSE
UP CLOSE AND PERSONAL
THE 949
SHOPPING

- Mischa Barton
- Adam Brody
- Rachel Bilson
- Benjamin MacKenzie
- Tate Donovan
- Melinda Clarke
- Peter Gallagher
- Kelly Rowan
- Chris Carmack

### UP CLOSE AND PERSONAL: ADAM BRODY

Get Mischa's Look

**QUESTION OF THE WEEK:**

**REAL LIFE BIOGRAPHY**  
 Birthday  
 Birth place  
 Current Residence  
 Summary of life

**FILMOGRAPHY**

IMAGE OF STAR

Test Your Knowledge

Sign up for email alerts!

Sign up for phone alerts!

Tell Someone

Help

TM & © Warner Bros. Entertainment Inc., 2004. All rights reserved.  
[Privacy Policy](#) | [Terms of Use](#)

POPUP LINK: http://www2.warnerbros.com/main/crmp/privacy\_URD.html

WIRELESS SIGNUP

 Links to deeper pages
 

LINK: Mischa's Make-up page

LINK: Trivia Quiz

EMAIL SIGNUP

# UP CLOSE AND PERSONAL (Rachel Bilson)

PAGE IS MEMBERS ONLY.

## FIG. 33

The screenshot shows a website page for 'UP CLOSE AND PERSONAL: RACHEL BILSON'. At the top, there is a navigation bar with links: 'LINK: Show Info page', 'LINK: to Music page', 'LINK: Fashion Page', 'LINK: Bulletin Boards/Chat Page', 'LINK: Free downloads Page', 'LINK: Cast page', 'LINK: Wireless Page', and 'LINK: OC Shop'. Below this is a search bar and a 'Title Header, logo' section. A secondary navigation bar includes 'BACKSTAGE PASS', 'THE OC BAIT SHOP', 'FASHION & STYLE', 'CAPTAIN OATS' STABLE', 'THE POOL HOUSE', 'UP CLOSE AND PERSONAL', 'THE 9th', and 'SHOPPING'. The main content area features a list of names: 'Mischa Barton', 'Adam Brody', 'Rachel Bilson', 'Benjamin MacKenzie', 'Tate Donovan', 'Melinda Clarke', 'Peter Gallagher', 'Kelly Rowan', and 'Chris Carmack'. A 'Links to deeper pages' callout points to this list. The main content is divided into three columns: 'Get Rachel's Look' (with a 'LINK: Mischa's Make-up page' callout), 'QUESTION OF THE WEEK: REAL LIFE BIOGRAPHY' (listing 'Birthday', 'Birth place', 'Current Residence', and 'Summary of life'), and 'IMAGE OF STAR'. Below this is a 'FILMOGRAPHY' section and a 'Test Your Knowledge' section (with a 'LINK: Trivia Quiz' callout). At the bottom, there is an 'EMAIL SIGNUP' section with 'Sign up for email alerts!' and an 'Email' input field, and a 'WIRELESS SIGNUP' section with 'Sign up for phone alerts!' and a 'Wireless Number' input field. A footer contains the text 'TM & © Warner Bros. Entertainment Inc. 2004. All rights reserved.' and links for 'Privacy Policy' and 'Terms of Use'. A 'POPUP LINK: http://www2.warnerbros.com/main/cmpl/privacy\_URD.html' callout points to the footer area.

**UP CLOSE AND PERSONAL (Benjamin MacKenzie)**

**FIG. 34**

PAGE IS MEMBERS ONLY.

LINK: Show Info page    LINK: to Music page    LINK: Fashion Page    LINK: Bulletin Boards/Chat Page    LINK: Free downloads Page    LINK: Cast page    LINK: Wireless Page    LINK: OC Shop

Title Header, logo

Search

Watch it: Thursdays at 8/7c

BACKSTAGE PASS    THE OC BAIT SHOP    FASHION & STYLE    CAPTAIN OATS' STABLE    THE POOL HOUSE    **UP CLOSE AND PERSONAL**    THE 949    SHOPPING

Links to deeper pages

- Mischa Barton
- Adam Brody
- Rachel Bilson
- Benjamin MacKenzie
- Tate Donovan
- Melinda Clarke
- Peter Gallagher
- Kelly Rowan
- Chris Carmack

LINK: Mischa's Make-up page

LINK: Trivia Quiz

### UP CLOSE AND PERSONAL: BENJAMIN MACKENZIE

Get Mischa's Look

---

Test Your Knowledge

**QUESTION OF THE WEEK:**

**REAL LIFE BIOGRAPHY**  
 Birthday  
 Birth place  
 Current Residence  
 Summary of life

**FILMOGRAPHY**

IMAGE OF STAR

Sign up for email alerts!     Sign up for phone alerts!     Tell Someone    Help

TM & © Warner Bros. Entertainment Inc. 2004. All rights reserved.  
[Privacy Policy](#) | [Terms of Use](#)

POPUP LINK: [http://www2.warnerbros.com/main/cmp/privacy\\_URD.html](http://www2.warnerbros.com/main/cmp/privacy_URD.html)    WIRELESS SIGNUP

EMAIL SIGNUP

### UP CLOSE AND PERSONAL (Tate Donovan)

PAGE IS MEMBERS ONLY.

### FIG. 35

LINK: Show Info page    LINK: to Music page    LINK: Fashion Page    LINK: Bulletin Boards/Chat Page    LINK: Free downloads Page    LINK: Cast page    LINK: Wireless Page    LINK: OC Shop

Search

Title Header, logo

Watch it: Thursdays at 8/7c

BACKSTAGE PASS    THE OC BAIT SHOP    FASHION & STYLE    CAPTAIN OATS' STABLE    THE POOL HOUSE    UP CLOSE AND PERSONAL    THE 949    SHOPPING

Links to deeper pages

- Mischa Barton
- Adam Brody
- Rachel Bilson
- Benjamin MacKenzie
- Tate Donovan
- Melinda Clarke
- Peter Gallagher
- Kelly Rowan
- Chris Carmack

LINK: Mischa's Make-up page

LINK: Trivia Quiz

### UP CLOSE AND PERSONAL: TATE DONOVAN

Get Mischa's Look

**QUESTION OF THE WEEK:**

**REAL LIFE BIOGRAPHY**  
 Birthday  
 Birth place  
 Current Residence  
 Summary of life

**FILMOGRAPHY**

IMAGE OF STAR

Sign up for email alerts!     Sign up for phone alerts!     Tell Someone    Help

TM & © Warner Bros. Entertainment Inc. 2004. All rights reserved.  
[Privacy Policy](#) | [Terms of Use](#)

POPUP LINK: [http://www2.warnerbros.com/main/cmp/privacy\\_URD.html](http://www2.warnerbros.com/main/cmp/privacy_URD.html)    WIRELESS SIGNUP

# UP CLOSE AND PERSONAL (Melinda Clarke)

## FIG. 36

PAGE IS MEMBERS ONLY.

LINK: Show Info page    LINK: to Music page    LINK: Fashion Page    LINK: Bulletin Boards/Chat Page    LINK: Free downloads Page    LINK: Cast page    LINK: Wireless Page    LINK: OC Shop

Search

Title Header, logo

Watch it: Thursdays at 8/7c

BACKSTAGE PASS    THE OC BAIT SHOP    FASHION & STYLE    CAPTAIN GATTS STABLE    THE POOL HOUSE    UP CLOSE AND PERSONAL    THE 949    SHOPPING

Links to deeper pages

- Mischa Barton
- Adam Brody
- Rachel Bilson
- Benjamin MacKenzie
- Tate Donovan
- Melinda Clarke
- Peter Gallagher
- Kelly Rowan
- Chris Carmack

LINK: Melinda's Make-up page

LINK: Trivia Quiz

### UP CLOSE AND PERSONAL: MELINDA CLARKE

Get Melinda's Look

**QUESTION OF THE WEEK:**

**REAL LIFE BIOGRAPHY**  
 Birthday  
 Birth place  
 Current Residence  
 Summary of life

**FILMOGRAPHY**

IMAGE OF STAR

Test Your Knowledge

Sign up for email alerts!

Sign up for phone alerts!

Tell Someone    Help

TM & © Warner Bros. Entertainment Inc. 2004. All rights reserved.  
[Privacy Policy](#) | [Terms of Use](#)

POPUP LINK: [http://www2.warnerbros.com/main/cmp/privacy\\_URD.html](http://www2.warnerbros.com/main/cmp/privacy_URD.html)    WIRELESS SIGNUP

EMAIL SIGNUP

# UP CLOSE AND PERSONAL (Peter Gallagher)

FIG. 37

PAGE IS MEMBERS ONLY.

LINK: Show Info page    LINK: to Music page    LINK: Fashion Page    LINK: Bulletin Boards/Chat Page    LINK: Free downloads Page    LINK: Cast page    LINK: Wireless Page    LINK: OC Shop

Search

Title Header, logo

Watch it: Thursdays at 8/7c

BACKSTAGE PASS    THE OC BAIT SHOP    FASHION & STYLE    CAPTAIN OATS STABLE    THE POOL HOUSE    UP CLOSE AND PERSONAL    THE 949 SHOPPING

Links to deeper pages

- Mischa Barton
- Adam Brody
- Rachel Bilson
- Benjamin MacKenzie
- Tate Donovan
- Melinda Clarke
- Peter Gallagher
- Kelly Rowan
- Chris Carmack

LINK: Mischa's Make-up page

LINK: Trivia Quiz

## UP CLOSE AND PERSONAL: PETER GALLAGHER

Get Mischa's Look

Test Your Knowledge

QUESTION OF THE WEEK:

**REAL LIFE BIOGRAPHY**  
 Birthday  
 Birth place  
 Current Residence  
 Summary of life

**FILMOGRAPHY**

IMAGE OF STAR

Sign up for email alerts!     Sign up for phone alerts!     Tell Someone    Help

TM & © Warner Bros. Entertainment Inc. 2004. All rights reserved.  
[Privacy Policy](#) | [Terms of Use](#)

POPUP LINK: [http://www2.warnerbros.com/main/cmp/privacy\\_URD.html](http://www2.warnerbros.com/main/cmp/privacy_URD.html)    WIRELESS SIGNUP

EMAIL SIGNUP

# UP CLOSE AND PERSONAL (Kelly Rowan)

FIG. 38

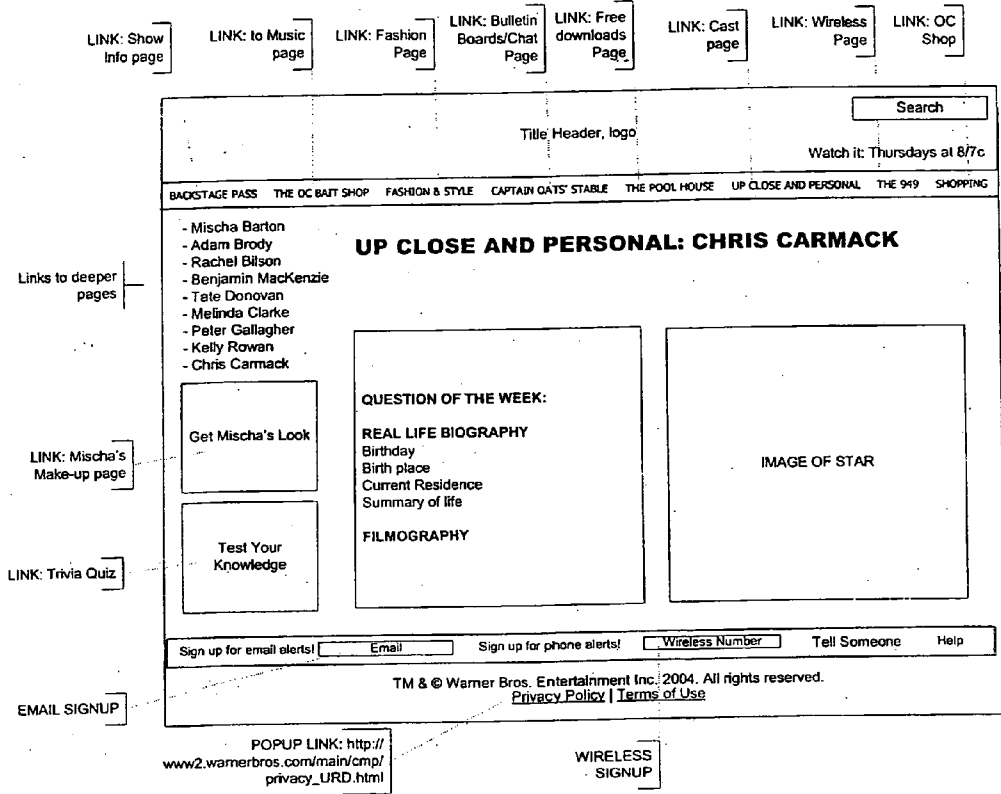
PAGE IS MEMBERS ONLY.

The screenshot shows a website interface for 'UP CLOSE AND PERSONAL: KELLY ROWAN'. At the top, there is a navigation bar with links: 'LINK: Show Info page', 'LINK: to Music page', 'LINK: Fashion Page', 'LINK: Bulletin Boards/Chat Page', 'LINK: Free downloads Page', 'LINK: Cast page', 'LINK: Wireless Page', and 'LINK: OC Shop'. Below this is a search bar and a 'Title Header, logo' section. A secondary navigation bar includes 'BACKSTAGE PASS', 'THE OC BAIT SHOP', 'FASHION & STYLE', 'CAPTAIN GAT'S STABLE', 'THE POOL HOUSE', 'UP CLOSE AND PERSONAL', 'THE 999', and 'SHOPPING'. The main content area features a list of names: 'Mischa Barton', 'Adam Brody', 'Rachel Bilson', 'Benjamin MacKenzie', 'Tate Donovan', 'Melinda Clarke', 'Peter Gallagher', 'Kelly Rowan', and 'Chris Carmack'. The central focus is 'UP CLOSE AND PERSONAL: KELLY ROWAN', which includes sections for 'QUESTION OF THE WEEK:', 'REAL LIFE BIOGRAPHY' (with sub-sections for 'Birthday', 'Birth place', 'Current Residence', and 'Summary of life'), and 'FILMOGRAPHY'. To the right is an 'IMAGE OF STAR' placeholder. On the left, there are two boxes: 'Get Kelly's Look' and 'Test Your Knowledge'. At the bottom, there are sign-up options for email alerts and phone alerts, along with 'Tell Someone' and 'Help' links. A footer contains copyright information: 'TM & © Warner Bros. Entertainment Inc. 2004. All rights reserved. Privacy Policy | Terms of Use'. Annotations include 'Links to deeper pages' pointing to the name list, 'LINK: Kelly's Make-up page' pointing to 'Get Kelly's Look', 'LINK: Trivia Quiz' pointing to 'Test Your Knowledge', 'EMAIL SIGNUP' pointing to the email sign-up field, and 'WIRELESS SIGNUP' pointing to the wireless sign-up field. A 'POPUP LINK' is also noted at the bottom left: 'http://www2.warnerbros.com/main/cmp/privacy\_URD.html'.

**UP CLOSE AND PERSONAL (Chris Carmack)**

**FIG. 39**

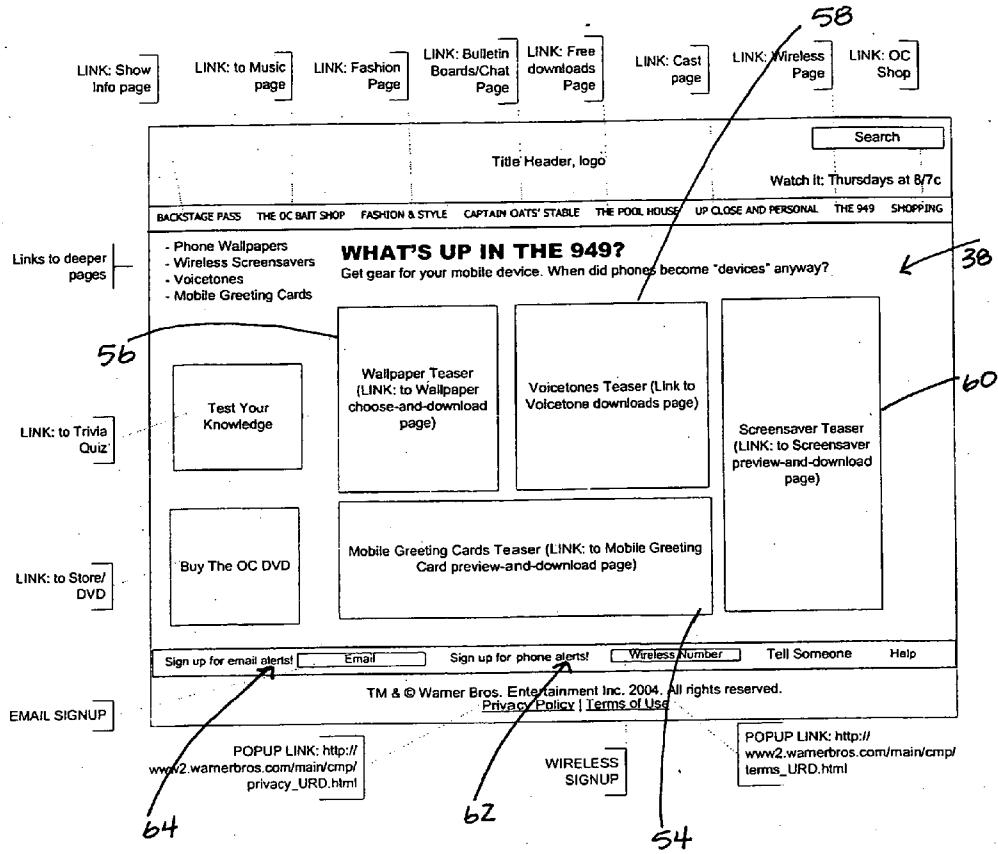
PAGE IS MEMBERS ONLY.





**THE 949 (Wireless page)**  
PAGE IS AVAIL TO MEMBERS ONLY.

FIG. 40



**BRIDGE PAGE (Login/Join Now)**  
PAGE IS AVAIL TO NON-MEMBERS.

FIG. 41

This is the bridge page for users who are not logged in and try to click on a members-only section of the site. This page asks the user to login (if a member) or to join the site to access members only content. If user enters a date of birth that makes him/her under 13, they are sent to the underage entrant page.

LINK: Show Info page    LINK: to Music page    LINK: Fashion Page    LINK: Bulletin Boards/Chat Page    LINK: Free downloads Page    LINK: Cast page    LINK: Wireless Page    LINK: OC Shop

Title Header, logo Search

Watch it: Thursdays at 8/7c

BACKSTAGE PASS   THE OC BAIT SHOP   FASHION & STYLE   CAPTAIN OATS' STABLE   THE POOL HOUSE   LIP CLOSE AND PERSONAL   THE 949   SHOPPING

**Join the Fun. All-fresh, all-new, all-day, all-night exclusive perks.**  
You gotta be a member to access this page. If you're a member, logon now.

Opt-in to remember logon for this computer

If you're not a member, join the fun: Only \$24.95 a year for all-fresh, all-new, all-day, all-night exclusive OC Insider perks. Don't be left out.

34 →

- 42 → ○ Exclusive Quarterly Magazine
- Backstage pass to the stars and inside commentary
- Too many free video, image and other downloads to mention
- Advice from The OC staff
- Direct access to the stars via blogs and message boards
- Exclusive discounts on theocstore.com merchandise
- Exclusive newsletter
- Access to limited edition members-only merchandise and special offers and promotions

Magazine Image

Cast photo

Sign up for email alerts!     Sign up for phone alerts!     Tell Someone    Help

TM & © Warner Bros. Entertainment Inc. 2004. All rights reserved.  
[Privacy Policy](#) | [Terms of Use](#)

EMAIL SIGNUP

POPUP LINK: [http://www2.warnerbros.com/main/cmp/privacy\\_URD.html](http://www2.warnerbros.com/main/cmp/privacy_URD.html)

WIRELESS SIGNUP

POPUP LINK: [http://www2.warnerbros.com/main/cmp/terms\\_URD.html](http://www2.warnerbros.com/main/cmp/terms_URD.html)

FIG. 42

**REGISTRATION**  
PAGE IS AVAIL TO NON-MEMBERS.

This is the join now page for users to begin the sign up process. If user enters a date of birth that makes him/her under 13, they are sent to the underage entrant page.

LINK: Show Info page    LINK: to Music page    LINK: Fashion Page    LINK: Bulletin Boards/Chat Page    LINK: Free downloads Page    LINK: Cast page    LINK: Wireless Page    LINK: OC Shop

Title Header, logo. Search

Watch it: Thursdays at 8/7c

BACKSTAGE PASS    THE OC BAIT SHOP    FASHION & STYLE    CAPTAIN OATS' STABLE    THE POOL HOUSE    UP CLOSE AND PERSONAL    THE 949    SHOPPING

**Join the Fun. All-fresh, all-new, all-day, all-night exclusive perks.**

Start by entering your email address below.

Magazine Image

By clicking join now, I agree to these terms & conditions. (LINK: terms & conditions).

We all know membership has its privileges.

- o Exclusive Quarterly Magazine
- o Backstage pass to the stars and inside commentary
- o Too many free video, image and other downloads to mention
- o Advice from The OC staff
- o Direct access to the stars via blogs and message boards
- o Exclusive discounts on theocstore.com merchandise
- o Exclusive newsletter
- o Access to limited edition members-only merchandise and special offers and promotions

Sign up for email alerts!

Sign up for phone alerts!

Tell Someone

Help

TM & © Warner Bros. Entertainment Inc. 2004. All rights reserved.  
[Privacy Policy](#) | [Terms of Use](#)

34 →

EMAIL SIGNUP

POPUP LINK: http://www2.warnerbros.com/main/cmp/privacy\_URD.html

WIRELESS SIGNUP

POPUP LINK: http://www2.warnerbros.com/main/cmp/terms\_URD.html

**REGISTRATION (Profile Information)**

PAGE IS AVAIL TO NON-MEMBERS.

FIG. 43

- LINK: Show Info page
- LINK: to Music page
- LINK: Fashion Page
- LINK: Bulletin Boards/Chat Page
- LINK: Free downloads Page
- LINK: Cast page
- LINK: Wireless Page
- LINK: OC Shop

Title Header, logo

Watch it: Thursdays at 8/7c

---

BACKSTAGE PASS THE OC BAIT SHOP FASHION & STYLE CAPTAIN OATS' STABLE THE POOL HOUSE UP CLOSE AND PERSONAL THE 949 SHOPPING

### Your Profile

Please choose a username and password and fill out your shipping information below. This is the first step to getting your exclusives from TheOCInsider.com.

We've suggested a username, you may choose your own, but it may already be taken.

(6-30 letters/numbers)  
 (6-30 letters/numbers)

By clicking continue, I agree to these terms & conditions. (LINK: terms & conditions)

Still not getting what you're asking for? Click here to email us. (MAILTO LINK: info@theocinsider.com)

---

Sign up for email alerts!  Sign up for phone alerts!  Tell Someone Help

---

TM & © Warner Bros. Entertainment Inc. 2004. All rights reserved.  
[Privacy Policy](#) | [Terms of Use](#)

EMAIL SIGNUP

POPUP LINK: [http://www2.warnerbros.com/main/cmp/privacy\\_URD.html](http://www2.warnerbros.com/main/cmp/privacy_URD.html)

WIRELESS SIGNUP

POPUP LINK: [http://www2.warnerbros.com/main/cmp/terms\\_URD.html](http://www2.warnerbros.com/main/cmp/terms_URD.html)

**REGISTRATION (Choose Payment Method)**

PAGE IS AVAIL TO NON-MEMBERS.

FIG. 44

LINK: Show Info page    LINK: to Music page    LINK: Fashion Page    LINK: Bulletin Boards/Chat Page    LINK: Free downloads Page    LINK: Cast page    LINK: Wireless Page    LINK: OC Shop

Search

Title Header, logo

Watch it: Thursdays at 8/7c

---

BACKSTAGE PASS    THE OC BAIT SHOP    FASHION & STYLE    CAPTAIN OATS' STABLE    THE POOL HOUSE    UP CLOSE AND PERSONAL    THE 949    SHOPPING

**How're you going to pay?**

Tell us how you'd like to pay for your insider pass to The OC. You'll get immediate access if you use plastic. We also accept checks and money orders, but you just won't get any freshness until we cash your check. If you have a gift certificate, please enter the code below.

AMEX  
MasterCard  
VISA  
Discover  
Money Order

Payment Methods Dropdown

Gift Certificate

Continue

By clicking continue, I agree to these terms & conditions. (LINK: terms & conditions)

Still not getting what you're asking for? Click here to email us. (MAILTO LINK: info@theocinsider.com)

---

Sign up for email alerts!     Sign up for phone alerts!     Tell Someone    Help

---

TM & © Warner Bros. Entertainment Inc. 2004. All rights reserved.  
[Privacy Policy](#) | [Terms of Use](#)

EMAIL SIGNUP

POPUP LINK: http://www2.warnerbros.com/main/cmp/privacy\_URD.html

WIRELESS SIGNUP

POPUP LINK: http://www2.warnerbros.com/main/cmp/terms\_URD.html

**REGISTRATION (Credit Card Payment)**

PAGE IS AVAIL TO NON-MEMBERS.

FIG. 45

LINK: Show Info page
LINK: to Music page
LINK: Fashion Page
LINK: Bulletin Boards/Chat Page
LINK: Free downloads Page
LINK: Cast page
LINK: Wireless Page
LINK: OC Shop

Title Header, logo

Watch It: Thursdays at 8/7c

BACKSTAGE PASS THE OC BAIT SHOP FASHION & STYLE CAPTAIN GAY'S STABLE THE POOL HOUSE UP CLOSE AND PERSONAL THE 919 SHOPPING

**Pay with Plastic**  
Please provide your credit card and billing address information below. Just copy your billing address from your credit card statement.

| Item | Qty | Name                    | Details | Price                              | Total          |
|------|-----|-------------------------|---------|------------------------------------|----------------|
| 531  | 1   | Memberships US Standard |         | \$25.00                            | \$25.00        |
|      |     |                         |         | <b>Sub Total:</b>                  | <b>\$25.00</b> |
|      |     |                         |         | <b>Shipping and Handling:</b>      | <b>\$8.00</b>  |
|      |     |                         |         | <b>Total Amount:</b>               | <b>\$25.00</b> |
|      |     |                         |         | <b>Credit Card Payment Amount:</b> | <b>\$25.00</b> |

Credit Card image with CVV2 number

CVV2 Options  
 # is present  
 # is unreadable  
 # is not present

Checkbox to mark billing address as same as shipping address

By clicking continue, I agree to these terms & conditions. (LINK: terms & conditions)

Still not getting what you're asking for? Click here to email us. (MAILTO LINK: info@theocinsider.com)

Sign up for email alerts! 
Sign up for phone alerts! 
Tell Someone
Help

TM & © Warner Bros. Entertainment Inc. 2004. All rights reserved.  
[Privacy Policy](#) | [Terms of Use](#)

EMAIL SIGNUP

POPUP LINK: [http://www2.warnerbros.com/main/cmp/privacy\\_URD.html](http://www2.warnerbros.com/main/cmp/privacy_URD.html)

WIRELESS SIGNUP

POPUP LINK: [http://www2.warnerbros.com/main/cmp/terms\\_URD.html](http://www2.warnerbros.com/main/cmp/terms_URD.html)

### REGISTRATION (Check or Money Order Payment)

PAGE IS AVAIL TO NON-MEMBERS.

FIG. 46

LINK: Show Info page    LINK: to Music page    LINK: Fashion Page    LINK: Bulletin Boards/Chat Page    LINK: Free downloads Page    LINK: Cast page    LINK: Wireless Page    LINK: OC Shop

Title/ Header, logo Watch it: Thursdays at 8/7c

[BACKSTAGE PASS](#)    [THE OC BAIT SHOP](#)    [FASHION & STYLE](#)    [CAPTAIN OATS' STABLE](#)    [THE POOL HOUSE](#)    [UP CLOSE AND PERSONAL](#)    [THE 949](#)    [SHOPPING](#)

**Pay with a Check or Money Order**  
Please provide the check number of the money order you will use.

By clicking continue, I agree to these terms & conditions. (LINK: terms & conditions)

Still not getting what you're asking for? Click here to email us. (MAILTO LINK: info@theocinsider.com)

Sign up for email alerts!     Sign up for phone alerts!     Tell Someone    Help

TM & © Warner Bros. Entertainment Inc. 2004. All rights reserved.  
[Privacy Policy](#) | [Terms of Use](#)

EMAIL SIGNUP    POPUP LINK: [http://www2.warnerbros.com/main/cmp/privacy\\_URD.html](http://www2.warnerbros.com/main/cmp/privacy_URD.html)    WIRELESS SIGNUP    POPUP LINK: [http://www2.warnerbros.com/main/cmp/terms\\_URD.html](http://www2.warnerbros.com/main/cmp/terms_URD.html)

**REGISTRATION (Confirmation)**  
PAGE IS AVAIL TO NON-MEMBERS.

FIG. 47

- LINK: Show Info page
- LINK: to Music page
- LINK: Fashion Page
- LINK: Bulletin Boards/Chat Page
- LINK: Free downloads Page
- LINK: Cast page
- LINK: Wireless Page
- LINK: OC Shop

Title Header, logo Watch it: Thursdays at 8/7c

---

BACKSTAGE PASS THE OC BAIT SHOP FASHION & STYLE CAPTAIN GAT'S STABLE THE POOL HOUSE UP CLOSE AND PERSONAL THE 949 SHOPPING

**You're in.**  
If you paid with plastic, you can access all fresh information right away. If you paid with a check or money order, you will get an email confirming your membership privileges shortly.

Included in your membership:

- o Exclusive Quarterly Magazine
- o Backstage pass to the stars and inside commentary
- o Too many free video, image and other downloads to mention
- o Advice from The OC staff
- o Direct access to the stars via blogs and message boards
- o Exclusive discounts on theocstore.com merchandise
- o Exclusive newsletter
- o Access to limited edition members-only merchandise and special offers and promotions

For support, please email [orders@theocinsider.com](mailto:orders@theocinsider.com) or fax 000-000-0000. Please be sure to include your member and order number when you contact us.

[click here to print your The OC Insider.com membership invoice.](#)

---

Order No.: 121947      Member No.: #31753      Order Date: Aug 9 2004 10:42AM

Membership Order: New Member

|   |   |
|---|---|
| <p><b>Ship To:</b><br/>Kasone phammaone<br/>888 7th Ave<br/>NEW YORK, NY 10106<br/>United States</p> <p><b>Shipped Via:</b> Standard Shipping</p> | <p><b>Shipped From:</b><br/>TheOCInsider.com<br/>Street Address<br/>City, State, Postal code<br/>FAX: 000-000-0000<br/>EMAIL: <a href="mailto:orders@theocinsider.com">orders@theocinsider.com</a><br/>WEB: <a href="http://www.theocinsider.com">http://www.theocinsider.com</a></p> |
|---|---|

| Item                               | Qty | Name                   | Details | Price   | Total   |
|------------------------------------|-----|------------------------|---------|---------|---------|
| 531                                | 1   | Membership US Standard |         | \$25.00 | \$25.00 |
| <b>Sub Total:</b>                  |     |                        |         | \$25.00 |         |
| <b>Shipping and Handling:</b>      |     |                        |         | \$0.00  |         |
| <b>Gift Certificate:</b>           |     |                        |         | -\$5.00 |         |
| <b>Total Amount:</b>               |     |                        |         | \$20.00 |         |
| <b>Credit Card Payment Amount:</b> |     |                        |         | \$20.00 |         |

---

Sign up for email alerts:       Sign up for phone alerts!       Tell Someone      Help

TM & © Warner Bros. Entertainment Inc. 2004. All rights reserved.  
[Privacy Policy](#) | [Terms of Use](#)

EMAIL SIGNUP

POPUP LINK: [http://www2.warnerbros.com/main/cmp/privacy\\_URD.html](http://www2.warnerbros.com/main/cmp/privacy_URD.html)

WIRELESS SIGNUP

POPUP LINK: [http://www2.warnerbros.com/main/cmp/terms\\_URD.html](http://www2.warnerbros.com/main/cmp/terms_URD.html)

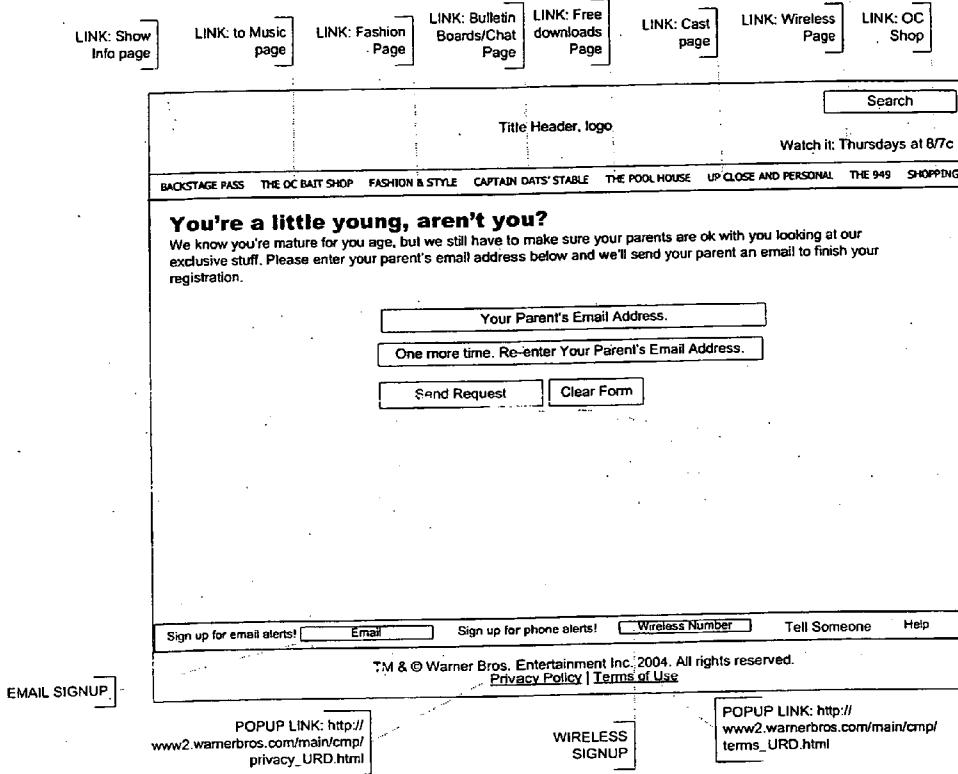


**REGISTRATION (Underage Registrant)**

**FIG. 48**

PAGE IS AVAIL TO NON-MEMBERS.

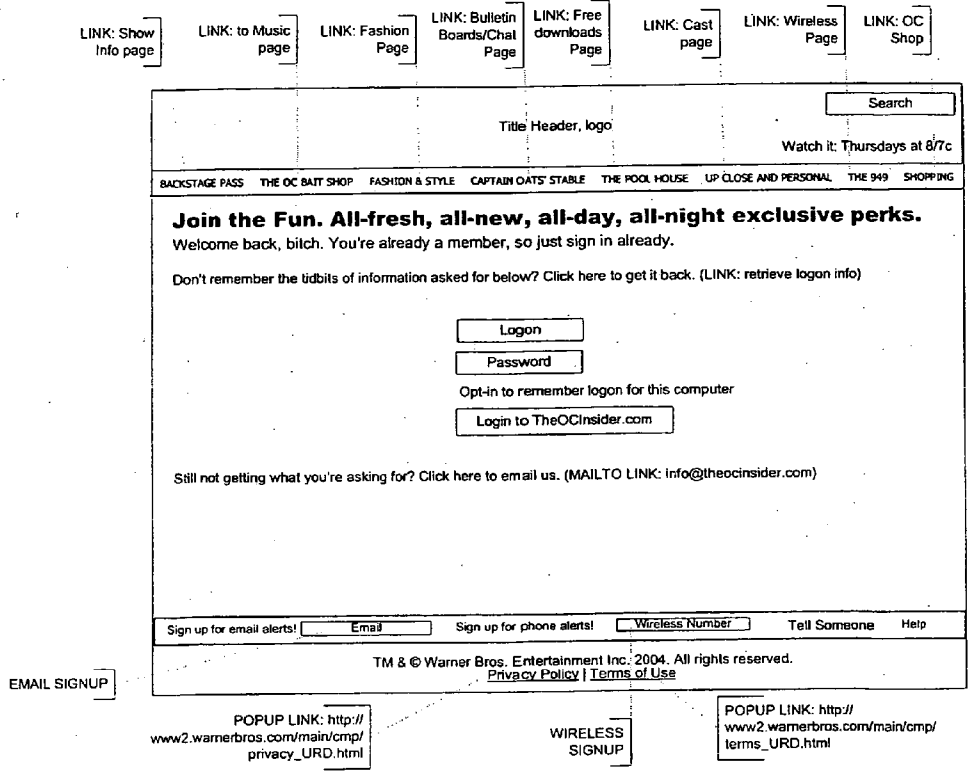
If user enters a date of birth that makes him/her 13 years or younger, s/he is sent to the underage page to get a parent's approval of their registration.



**REGISTRATION (Already a member)**

PAGE IS AVAIL TO NON-MEMBERS.

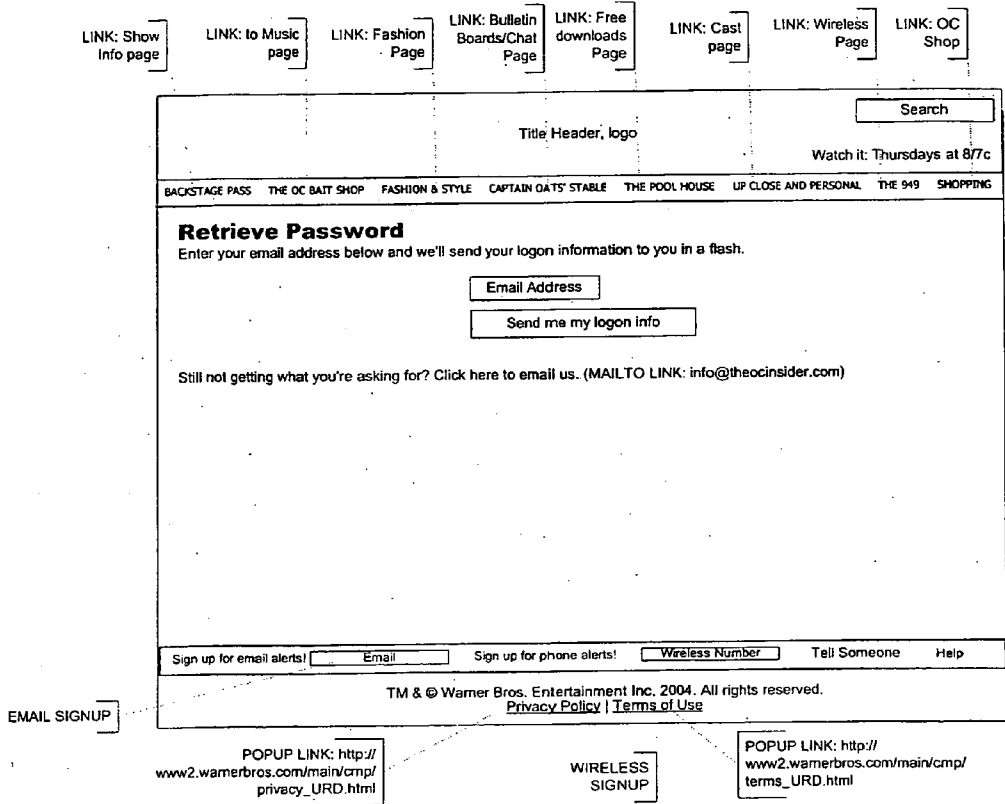
FIG. 49



### REGISTRATION (Retrieve Password)

PAGE IS AVAIL TO NON-MEMBERS.

### FIG. 50



**My Account**

PAGE IS MEMBERS ONLY.

FIG. 51

[LINK: Show Info page](#)
[LINK: to Music page](#)
[LINK: Fashion Page](#)
[LINK: Bulletin Boards/Chat Page](#)
[LINK: Free downloads Page](#)
[LINK: Cast page](#)
[LINK: Wireless Page](#)
[LINK: OC Shop](#)

Title, Header, logo

Watch it: Thursdays at 8/7c

[BACKSTAGE PASS](#)
[THE OC BAIT SHOP](#)
[FASHION & STYLE](#)
[CAPTAIN OATS' STABLE](#)
[THE POOL HOUSE](#)
[UP CLOSE AND PERSONAL](#)
[THE 919 SHOPPING](#)

### Your Account

Member Profile

**Username:** kphimmas

**Member Number:** 891753

**Name:** keesone phimmasone

**Email:** kphimmas@yahoo.com

**Phone:** 2126486149

**Date of Birth:** 12/1/1977

**Gender:** F

**Address:** 888 7th Ave  
NEW YORK, NY 10106  
United States

[Click Here](#) to update your profile

[Click Here](#) to change your password

Membership Information

**Membership:** BS Standard

**Current Status:** Active

**Issue Date:** 8/9/2004

**Expiration Date:** 8/9/2005

**Last Renewed On:** 8/9/2004

[Renew / Upgrade Your Membership](#)

[LINK: renew membership](#)

Order History

| Order ID | Order Date | Status        | Order Total | Payments Received               |
|----------|------------|---------------|-------------|---------------------------------|
| 0121247  | 8/9/2004   | Order Shipped | \$25.00     | \$25.00 <a href="#">Details</a> |

Members

Refer your friends to the MetClub, earn credits and get COOL SHIT!

[Check it out](#)

Customer Support

Having issues with your order, membership or the dub, let us know about it and we'll help you out at the earliest.

[Click here](#)

FAQs

Think you have a common question? We have a list of frequently asked questions! Please read this before emailing us!

Contact Us

Having problems? [Click here](#) to contact us.

[LINK: contact us page](#)

Sign up for email alerts! 
Sign up for phone alerts! 
Tell Someone
Help

TM & © Warner Bros. Entertainment Inc. 2004. All rights reserved.

[Privacy Policy](#) | [Terms of Use](#)

[POPUP LINK: http://www2.warnerbros.com/main/cmp/privacy\\_URD.html](http://www2.warnerbros.com/main/cmp/privacy_URD.html)

WIRELESS SIGNUP

[POPUP LINK: http://www2.warnerbros.com/main/cmp/terms\\_URD.html](http://www2.warnerbros.com/main/cmp/terms_URD.html)

LINK: Update profile and shipping address

LINK: Update password

LINK: contact us page

EMAIL SIGNUP

**CONTACT US**

PAGE IS AVAIL TO NON-MEMBERS.

FIG. 52

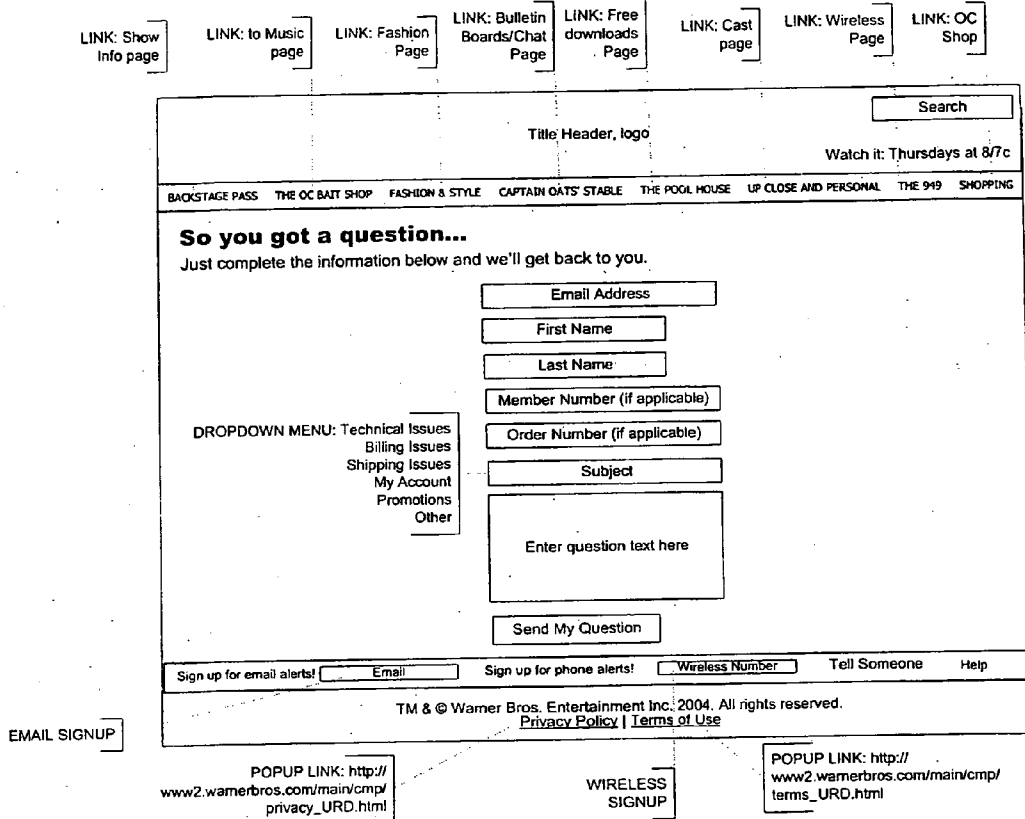
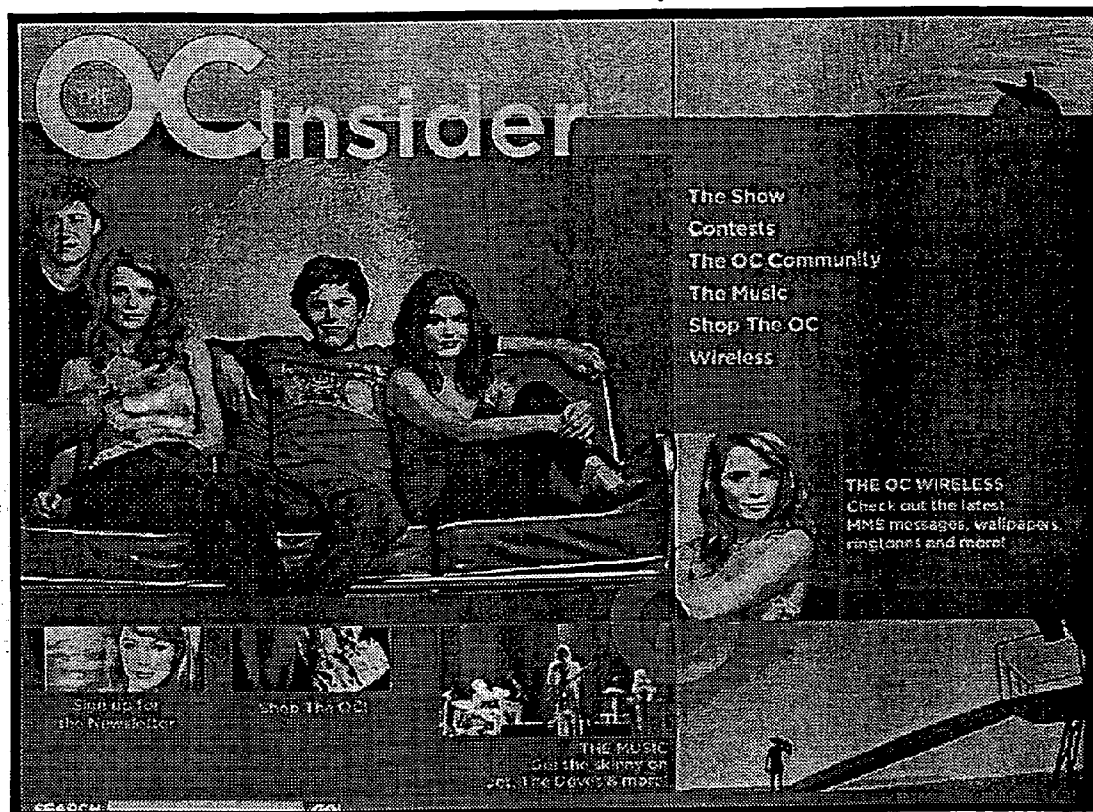


FIG. 53



**METHOD AND DISTRIBUTION CHANNEL FOR CREATING ANCILLARY REVENUE STREAMS FROM RELATED MEDIA CONTENT**

**CROSS-REFERENCE TO RELATED APPLICATION**

[0001] Priority is claimed under 35 U.S.C. § 119(e) to U.S. Provisional Patent Application No. 60/622,266, filed on Oct. 26, 2004, entitled “Method and Apparatus for Creating Ancillary Revenue Streams from Related Media Content,” by Lisa Gregorian and Craig Hunegs, which application is incorporated by reference herein.

[0002] A portion of the disclosure of this patent document contains material which is subject to copyright protection. The copyright owner has no objection to the facsimile reproduction by anyone of the patent document of the patent disclosure, as it appears in the Patent and Trademark Office patent file or records, but otherwise reserves all copyright rights whatsoever.

**BACKGROUND OF THE INVENTION**

[0003] 1. Field of the Invention

[0004] The invention relates generally to the field of producing additional sources of revenue through related media content. More specifically, the invention relates to a method and a distribution channel for creating ancillary revenue streams from new media content, services, and products that are related to other media content.

[0005] 2. Description of the Related Art

[0006] Currently, most of the revenue created by various types of media content comes primarily from sales of the content itself and sometimes from sales of items associated with the delivered content. Often, the ancillary revenue from items associated with the content is not maximized, and comprises only a small portion of the total revenue that comes from the content. This occurs, in part, because those who would purchase items associated with the content do not view those items when they are most likely to purchase them. Additionally, at certain times, viewers of the content desire, and would purchase, additional or special content that is not available to them at that time.

[0007] Accordingly, it should be appreciated that there is a need for a method and a distribution channel for creating and maximizing ancillary revenue streams by providing specific ancillary or related content, products, and services related to content already viewed and/or disseminated to those viewers who desire them. The present invention satisfies these needs and provides other related advantages.

**SUMMARY OF THE INVENTION**

[0008] Embodiments of the present invention include a method and a distribution channel for creating and maximizing ancillary revenue streams from new media content, services, and products that are related to other media content. The method and the distribution channel of the present invention provide numerous advantages, some of which include, creating additional or ancillary revenue streams by providing related media content that viewers desire; providing specific content, products, and services to viewers at a time then they most desire it; providing content in a form

that is desirable to the viewer and that can be purchased easily; providing products, services, and content that create ancillary revenue streams with other products, services, and/or content that does not create ancillary revenue streams; providing additional or special content to the viewer for purchase, downloading, and/or viewing prior to the dissemination of related content the viewer is interested in.

[0009] An exemplary method according to the invention is a method for creating revenue for content related to a broadcast program. The method includes providing a subscription distribution channel that is accessible to a user, obtaining the content related to the broadcast program, and making the content available to the user via the subscription distribution channel.

[0010] In other, more detailed features of the invention, the method further includes creating the content during a production of the broadcast program. Also, the method can further include making the content available for purchase by the user via the subscription distribution channel. The content can be packaged in a form selected from the group consisting of a DVD, a videotape, a streaming video, a CD-ROM, and a download. In addition, the content can be made available to the user via the subscription distribution channel approximately contemporaneous with an airing of the broadcast program.

[0011] In other, more detailed features of the invention, the subscription distribution channel is an Internet website. The method can further include providing a user interface, displaying a web page associated with the Internet website on the user interface, and displaying a link on the user interface that the user can select to initiate the purchase of the content.

[0012] In other, more detailed features of the invention, the content is selected from the group consisting of an episode of the broadcast program, a season of the broadcast program, an additional video sequence, a piece of behind the scene footage, a video journal for a character on the broadcast program, an exclusive clip, a cast interview, a teaser regarding a future episode of the broadcast program, a game, a wireless content, a magazine, a copy of a script, a character playlist, a photograph, a novelization of the broadcast program, a scrapbook, a greeting card, a comic book, a piece of merchandise that has been autographed by an individual affiliated with the broadcast program, a screensaver, an alert, a sweepstakes, a giveaway, an article, prop, or piece of apparel used by an actor or actress on the broadcast program, and a duplicate of the article, prop, or piece of apparel used by the actor or actress on the broadcast program. The wireless content can be selected from the group consisting of a ring tone, a wallpaper, a photo, and a video clip. Also, the article can be selected from the group consisting of a piece of jewelry, an accessory, and a watch.

[0013] In other, more detailed features of the invention, the content is a piece of music selected from the group consisting of an entire song and a portion of the song that is included in the broadcast program. The subscription distribution channel is coupled to a database that includes information related to the piece of music selected from the group consisting of a name of the song, a name of an album that includes the song, a name of an artist that performs the song, a profile of the artist, a release date for the artist, a concert date for the artist, and a name of an episode of the broadcast

program that includes the song. The database is configured to be searched in response to a request from the user.

[0014] In other, more detailed features of the invention, the subscription distribution channel is an Internet website, and the method further includes providing the user with a user interface, and displaying a web page associated with the Internet website on the user interface. Also, the method can further include displaying a link on the web page that the user can select to initiate the purchase of the piece of music or a music video associated with the piece of music. In addition, the method can further include displaying the concert date for the artist on the web page based on the proximity of the location of a concert to the user. Furthermore, the method can include displaying a link on the web page that a user can select to initiate the purchase of a ticket to a concert to be performed by the artist.

[0015] Embodiments of the present invention include a subscription distribution channel that includes an Internet website that is accessible to a user via a user interface and a web page that is associated with the Internet website. The user interface is configured to display the web page, and the web page is configured to make content related to a broadcast program available to the user.

[0016] Another exemplary embodiment of the invention is a web page associated with an Internet website and configured to be displayed to a user on a user interface. The web page is associated with a broadcast program and includes a link that the user can select to initiate the purchase of content related to the broadcast program.

[0017] Other features of the invention should become apparent from the following description of the preferred embodiments taken in conjunction with the accompanying drawings, which illustrate, by way of example, the principles of the invention.

#### BRIEF DESCRIPTION OF THE DRAWINGS

[0018] FIG. 1 is a schematic representation of the structure of an Internet website used to implement one particular embodiment of the present invention.

[0019] FIGS. 2-52 are schematic representations of Internet web pages that are associated with the Internet website of FIG. 1 and that implement one or more particular embodiments of the present invention.

[0020] FIG. 53 is a representation of an Internet web home page that implements one or more embodiments of the present invention.

#### DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

[0021] One particular embodiment of the present invention, which is provided as an example and should not limit the scope of the present invention, involves a method of creating ancillary revenue streams in connection with broadcast television programming by (1) creating related media content during physical production of episodes of one or more television programs, (2) packaging the related media content into a form in which it can be sold, (3) making the related media content available for purchase, download, or viewing prior to the actual airing of the television program

(“show”). This method, in addition to creating ancillary revenue streams, creates a show-based, lifestyle brand that is identifiable by consumers.

[0022] FIG. 1 is a block diagram of the structure of an Internet website 10 according to one embodiment of the present invention, which can be used to obtain related media content for a television show. The block diagram includes the names of the web pages 12 that are associated with the Internet website and that can be displayed for a user on a user interface, e.g., a computer or a cellular phone. FIGS. 2-53 are schematic representations of web pages associated with the embodiment illustrated in FIG. 1. The web pages can contain links 14 (see FIG. 2) to other web pages, which are selectable by the user.

[0023] In embodiment of the present invention, the related media content can be any type of content inspired by the show, including, but not limited to, additional video sequences 16 (see FIGS. 3 and 6), behind the scenes footage 18 (see FIG. 6), cast interviews and commentary 20 (see FIG. 7), teasers regarding future episodes 22 (see FIG. 6), and other content that the viewer, user, or other potential customer would like to see. In another particular embodiment of the present invention, the related media content relates to a specific episode of a television program 24. Typically, regular viewers of the television program would be very interested in receiving such information in advance of the airing of the actual television program, particularly if such information is not generally available to the public.

[0024] The related media content can be packaged in any form that is suitable for sale. Examples of such types of packaging include, but are not limited to, DVD 26 (see FIG. 2), videotape, streaming video 28 (see FIG. 6), CD-ROM 30 (see FIG. 12), and download 32 (see FIG. 25). The related media content can be made available for purchase by the fans and other users of the show though any suitable means known in the art, or, alternatively, in one aspect of the present invention, can only be purchased via a subscription 34 (see FIGS. 2 and 41). In one embodiment, the method for providing fans and other users with a subscription is by using an Internet website 10 (see FIG. 1), or some other distribution channel, that allows users to sign up for a subscription. The subscription Internet service, or other paid distribution channel, allows subscribers exclusive, discounted, and/or free access to show-related content including, for example, the following: interactive games 36 (see FIGS. 2 and 38), wireless content (ring tones, wallpaper, photos, and/or clips) 38 (see FIG. 40), apparel 40 (see FIG. 15) that is inspired by the show, and magazines 42 (see FIG. 41).

[0025] Because most television shows are shot, filmed, approximately 5-7 weeks prior to the show's air date, there is only a limited window within which to package this related media content, and to sell it to the viewer, user, or other potential customer, thereby creating ancillary revenue streams. It is believed that once the content, or episode, is disseminated or able to be viewed, interest in the related media content likely will fade dramatically since consumers will be less willing to pay for related content, e.g., teaser 44 (see FIG. 3), for an episode or content that has already aired.

[0026] During the filming of a television episode for broadcast, additional footage 24 (see FIG. 6), behind the scenes pieces 18, and/or interviews 20 (see FIG. 7) with the



cast and crew are also filmed that relate to the episode to be broadcast. This footage is then edited, converted into a digital video format from which it can be readily accessed, and then, made available via the subscription Internet website **10** (see **FIG. 1**), or some other paid distribution channel, prior to, or contemporaneous with, the initial broadcast of the particular television episode.

[0027] Other content related to particular television episodes can also be made available to subscribers before or contemporaneous with the airing of such episodes. For example, the content provided to subscribers can include electronic copies or hardcopies of episode scripts **46** (see **FIG. 3**), including scripts with notes written by individuals affiliated with the television show episodes; video journals for characters on the episode; episode and/or show-specific photographs **48** (see **FIG. 8**); fan magazines **42** (see **FIG. 41**) for the show; novelizations **50** (see **FIG. 4**) of the show, or episodes of the show; episode and/or show-related scrapbooks **52** (see **FIG. 8**), greeting cards **54** (see **FIG. 40**), and comic books; show-branded consumer items, e.g., clothing (discussed below in greater detail) **40** and **50** (see **FIGS. 15 and 4**, respectively) and wall paper **56** (see **FIG. 40**); merchandise that has been autographed by an individual affiliated with the show; DVDs **26** (see **FIG. 2**) or videotapes of episodes; episode and/or show-related ring tones **58** (see **FIG. 40**) for wireless products, e.g., cellular phones; episode and/or show-related screensavers **60** for computers and wireless products; wireless and Internet-based alerts **62** and **64**, respectively, for the show, e.g., show time alerts; and episode and/or show-related games **36** (see **FIGS. 3 and 28**), sweepstakes **66** (see **FIGS. 25-27**), and giveaways **68** and **70** (see **FIGS. 15 and 21**, respectively). Electronic versions of the above items can be made available via the previously mentioned subscription Internet website **10** (see **FIG. 1**) or other paid distribution channel, prior to, or contemporaneous with, the broadcast of the particular television episode.

[0028] In yet another embodiment of the present invention, aspects of which are illustrated by **FIGS. 10-14**, ancillary revenue streams are created by (1) producing episodes of a television program which utilize music **72**, which can consist of entire songs **74**, partial songs **76**, clips, or music videos, from various artists **78**, (2) creating and populating a database **80** consisting of songs and/or music videos appearing on a particular episode of the television program, with such database being searchable on an episode-by-episode basis, (3) displaying the songs and/or music videos associated with such songs used in a particular episode in response to a user request, and (4) providing an Internet link whereby any particular song, music video, content containing such song, music video, album, video presentation or other product or service in which any particular song appears, can be purchased through a “buy it now” link **82** and **84** or a direct link **86** to a vendor of such song, album, music video, or other product or service. Ancillary revenues are thereby generated through referral arrangements between the database provider and the vendor of the product or service.

[0029] In yet another embodiment of the present invention, aspects of which are also illustrated in **FIGS. 10-14**, ancillary revenue streams are created by (1) producing episodes of a television program which utilize music **72**, which can consist of entire songs **74**, partial songs **76**, or

clips, from various artists **78**; (2) creating and populating a database consisting of concert dates and associated locations by the various artists who perform such songs; (3) displaying the concert dates and associated locations of artists whose songs are used in a particular episode in response to a user request; and (4) providing an Internet link, whereby tickets to such concerts can be purchased through a “buy it now” link or a direct link to a vendor of such concert tickets. In an additional embodiment of the invention, the concert dates of artists who perform songs in particular episodes can be displayed based on proximity to the user, either in response to user supplied location information, such as a zip code, or by collecting such information from a user at the time a user subscribes to, or joins, the website **10** (see **FIG. 1**), and then associating such information with the user each time the user visits and/or signs into the website. Ancillary revenues are thereby generated through referral arrangements between the database provider and the vendor of the songs or albums provided.

[0030] In yet another embodiment of the present invention, aspects of which are illustrated by **FIGS. 15-20**, ancillary revenue streams are created by (1) selecting or designing an article **68**, such as an article of clothing, or prop for use by an actor or actress on a televised program that is not commercially available for sale to the public prior to the broadcast of such televised program; (2) producing an episode of a television program or motion picture with the actor or actress wearing or using the article or prop; (3) enabling the creation of duplicates of the article or prop such that the duplicates are available for sale contemporaneously with the initial broadcast of the television program; and (4) enabling the direct purchase of duplicates of the article or prop used by the actor on the televised program, either through phone or Internet ordering, during or immediately following broadcast of the televised program. Example articles can include, for example, the following: jewelry **88**, accessories, watches, hats, purses, sunglasses, or other items that are specifically selected or designed for use in the televised program. Additionally, the present invention embodies the related media content, services, or products discussed above being available only to viewers, users, and potential customers that subscribe to a membership.

[0031] It should be appreciated that the present invention should not be limited to the specific embodiments described above. The foregoing detailed description of the present invention is provided for purposes of illustration, and it is not intended to be exhaustive or to limit the invention to the particular embodiments disclosed. The embodiments can provide different capabilities and benefits, depending on the configuration used to implement the key features of the invention. Accordingly, the scope of the invention is defined only by the following claims.

What is claimed is:

**1.** A method for creating revenue for content related to a broadcast program, the method comprising:

- a. providing a subscription distribution channel that is accessible to a user;
- b. obtaining the content related to the broadcast program; and
- c. making the content available to the user via the subscription distribution channel.

2. The method according to claim 1, further comprising creating the content during a production of the broadcast program.

3. The method according to claim 1, further comprising making the content available for purchase by the user via the subscription distribution channel.

4. The method according to claim 3, wherein the content is packaged in a form selected from the group consisting of a DVD, a videotape, a streaming video, a CD-ROM, and a download.

5. The method according to claim 3, wherein the subscription distribution channel is an Internet website.

6. The method according to claim 5, further comprising:

- a. providing a user interface;
- b. displaying a web page associated with the Internet website on the user interface; and
- c. displaying a link on the user interface that the user can select to initiate the purchase of the content.

7. The method according to claim 1, wherein the content is made available to the user via the subscription distribution channel approximately contemporaneous with an airing of the broadcast program.

8. The method according to claim 1, wherein the content is selected from the group consisting of an episode of the broadcast program, a season of the broadcast program, an additional video sequence, a piece of behind the scene footage, a video journal for a character on the broadcast program, an exclusive clip, a cast interview, a teaser regarding a future episode of the broadcast program, a game, a wireless content, a magazine, a copy of a script, a character playlist, a photograph, a novelization of the broadcast program, a scrapbook, a greeting card, a comic book, a piece of merchandise that has been autographed by an individual affiliated with the broadcast program, a screensaver, an alert, a sweepstakes, a giveaway, an article, a prop, or a piece of apparel used by an actor or actress on the broadcast program, and a duplicate of the article, the prop, or the piece of apparel used by the actor or actress on the broadcast program.

9. The method according to claim 8, wherein the wireless content is selected from the group consisting of a ring tone, a wallpaper, a photo, and a video clip.

10. The method according to claim 8, wherein the article is selected from the group consisting of a piece of jewelry, an accessory, and a watch.

11. The method according to claim 1, wherein:

- a. the content is a piece of music selected from the group consisting of an entire song and a portion of the song that is included in the broadcast program;
- b. the subscription distribution channel is coupled to a database that includes information related to the piece of music selected from the group consisting of a name of the song, a name of an album that includes the song, a name of an artist that performs the song, a profile of the artist, a release date for the artist, a concert date for the artist, and a name of an episode of the broadcast program that includes the song; and
- c. the database is configured to be searched in response to a request from the user.

12. The method according to claim 11, wherein the subscription distribution channel is an Internet website, and the method further comprising:

a. providing the user with a user interface; and

b. displaying a web page associated with the Internet website on the user interface.

13. The method according to claim 12, further comprising displaying a link on the web page that the user can select to initiate the purchase of the piece of music or a music video associated with the piece of music.

14. The method according to claim 12, further comprising displaying the concert date for the artist on the web page based on the proximity of the location of a concert to the user.

15. The method according to claim 12, further comprising displaying a link on the web page that a user can select to initiate the purchase of a ticket to a concert to be performed by the artist.

16. A subscription distribution channel comprising:

- a. an Internet website that is accessible to a user via a user interface; and
- b. a web page associated with the Internet website;
- c. wherein the user interface is configured to display the web page, and the web page is configured to make content related to a broadcast program available to the user.

17. The subscription distribution channel according to claim 16, wherein the web page is configured to make the content available for purchase by the user.

18. The subscription distribution channel according to claim 17, wherein the web page is configured to include a link that the user can select to initiate the purchase of the content.

19. The subscription distribution channel according to claim 17, wherein the content appears in the broadcast program.

20. The subscription distribution channel according to claim 16, wherein the content is made available to the user via the subscription distribution channel approximately contemporaneous with an airing of the broadcast program.

21. The subscription distribution channel according to claim 16, wherein the content is selected from the group consisting of an episode of the broadcast program, a season of the broadcast program, an additional video sequence, a piece of behind the scene footage, a video journal for a character on the broadcast program, an exclusive clip, a cast interview, a teaser regarding a future episode of the broadcast program, a game, a wireless content, a magazine, a copy of a script, a character playlist, a photograph, a novelization of the broadcast program, a scrapbook, a greeting card, a comic book, a piece of merchandise that has been autographed by an individual affiliated with the broadcast program, a screensaver, an alert, a sweepstakes, a giveaway, an article, a prop, or a piece of apparel used by an actor or actress on the broadcast program, and a duplicate of the article, the prop, or the piece of apparel used by the actor or actress on the broadcast program.

22. The subscription distribution channel according to claim 16, wherein:

- a. the content is a piece of music selected from the group consisting of an entire song and a portion of the song that is included in the broadcast program;
- b. the subscription distribution channel is coupled to a database that includes information related to the piece

of music selected from the group consisting of a name of the song, a name of an album that includes the song, a name of an artist that performs the song, a profile of the artist, a release date for the artist, a concert date for the artist, and a name of an episode of the broadcast program that includes the song; and

c. the database is configured to be searched in response to a request from the user.

23. The subscription distribution channel according to claim 22, wherein the web page is configured to include a link that the user can select to initiate a function selected from the group consisting of purchasing a copy of the piece of music, purchasing a copy of a music video associated with the piece of music, and purchasing a ticket to a concert to be performed by the artist.

24. The subscription distribution channel according to claim 16, wherein:

a. the content consists of is an article that appears on the broadcast program selected from the group of a prop, set dressing, a piece of apparel or accessory used or worn by an actor or actress, or duplicates of the props, set dressings, or piece of apparel or accessory used by the actor or actress on the broadcast program;

b. the subscription distribution channel is coupled to a database that includes information related to the article such as availability for purchase, pricing, color, size and shipping cost; and

c. the subscription distribution channel is configured to include a link that the user can select to initiate the purchase of the article.

25. A web page associated with an Internet website and configured to be displayed to a user on a user interface, the web page is associated with a broadcast program, the web page comprising a link that the user can select to initiate the purchase of content related to the broadcast program.

26. The web page according to claim 25, wherein the content is selected from the group consisting of an episode

of the broadcast program, a season of the broadcast program, an additional video sequence, a piece of behind the scene footage, a video journal for a character on the broadcast program, an exclusive clip, a cast interview, a teaser regarding a future episode of the broadcast program, a game, a wireless content, a magazine, a copy of a script, a character playlist, a photograph, a novelization of the broadcast program, a scrapbook, a greeting card, a comic book, a piece of merchandise that has been autographed by an individual affiliated with the broadcast program, a screensaver, an alert, a sweepstakes, a giveaway, an article, a prop, or a piece of apparel used by an actor or actress on the broadcast program, and a duplicate of the article, the prop, or the piece of apparel used by the actor or actress on the broadcast program.

27. The web page according to claim 25, wherein:

a. the content is a piece of music selected from the group consisting of an entire song and a portion of the song that is included in the broadcast program;

b. the Internet website is coupled to a database that includes information related to the piece of music selected from the group consisting of a name of the song, a name of an album that includes the song, a name of an artist that performs the song, a profile of the artist, a release date for the artist, a concert date for the artist, and a name of an episode of the broadcast program that includes the song; and

c. the database is configured to be searched in response to a request from the user.

28. The web page according to claim 25, wherein the web page further comprises another link that the user can select to initiate the purchase an item selected from the group consisting of a copy of the piece of music, a music video associated with the piece of music, and a ticket to a concert to be performed by the artist.

\* \* \* \* \*