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.
FIG. 2

Welcome to The OC Insider, Bitch:

Username
Password

Sign up for email alerts!
Sign up for wireless alerts!

Listen to the bands of The OC at the BAIT & SPICE
[LINK: Non-member Band Shop page]

Malissa knows what's in and out. Do you?
FASHION
[LINK: Non-member Fashion & Style page]

Welcome to THE ALL-NEW OC INSIDER!!
Join the fun: Only $24.99 a year for all-fresh, all-new, all-day, all-night exclusive OC Insider perks. Don't be left out. [LINK: Join Page]

Watch it: Thursdays at 8/7c
BACKSTAGE PASS (About the Show)

PAGE IS AVAIL TO MEMBERS ONLY.

FIG. 3

- Episode Guide
- Spoilers
- Exclusive Vid Clips
- Insider Commentary
- Show and Tell (set photos and text)
- Production Notes

SHOW AND TELL: All about what our OC stars do when they're between takes.
FIG. 4

BACKSTAGE PASS (Episode Page)
PAGE IS AVAIL TO MEMBERS ONLY.

- Episode Guide
- Spoilers
- Exclusive Vid Clips
- Insider Commentary
- Show and Tell (just photos and text)
- Production Notes

[xx - Most recent ep. at top]
10 - The Perfect Couple
9 - The Heights
8 - The Rescue
7 - The Escape
6 - The Girlfriend
5 - The Outsider
4 - The Debut
3 - The Gamble
2 - The Model Home
1 - The Premiere

Click an episode to read more!

A USER WOULD CLICK AN EPISODE NAME AND THE SYNOPSIS WOULD APPEAR HERE IN A SCROLL BOX.
BACKSTAGE PASS - (Spoilers)

PAGE IS MEMBERS ONLY

FIG. 5

Title Header, logo

Watch it: Thursdays at 8/7c

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

Links to deeper pages

- Episode Guide
- Spoilers
- Exclusive Vid Clips
- Insider Commentary
- Show and Tell (set photos and text)
- Production Notes

Test Your Knowledge

CURRENT EPISODE IMAGE

(CURRENT EPISODE Spoiler)

SEASON 2 SPOILERS

SEASON 1 SPOILERS

Sign up for email alerts!

Sign up for phone alerts!

Wireless Number

Tell Someone

Help

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WIRELESS SIGNUP

POPCUP LINK: http://www2.warnerbros.com/maincomp/privacy.URD.html

POPCUP LINK: http://www2.warnerbros.com/maincomp/terms.URD.html
BACKSTAGE PASS (Exclusive Video Clips)

PAGE IS MEMBERS ONLY

Watch it: Thursdays at 8/7c

EXCLUSIVE VIDEO CLIPS

- Season 2 Premiere Party
  - Interviews with cast members at the Season 2 Premiere Party.

- Bloopers from "The Distance" November 4, 2004
  - Ryan receives a late night visit to his pool by... Lindsey.

- Preview from "The Achy Breaky..." November 18, 2004
  - Ryan receives a late night visit to his pool by... Lindsey.

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

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FIG. 9

PRODUCTION NOTES

It's not all made up. Just most of it.

- Episode Guide
- Spoilers
- Exclusive Vid Clips
- Insider Commentary
- Show and Tell (set photos and text)
- Production Notes

Test Your Knowledge

PRODUCTION NOTES HERE IN SCROLL BOX (TO COME FROM PRODUCTION)

Buy The OC DVD

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FIG. 10

BAIT SHOP (Music section)

PAGE IS AVAILABLE TO MEMBERS ONLY.

THE OC BAIT SHOP

The OC is about discovery. Opening your mind. Listening to tunes. Get yours here.

- Songlist by Episode
- Actor's picks
- Bands

Chat with other OC insiders right now!

Buy The OC Poster

Tease to Actor's Picks (LINK: ACTOR'S PICKS Page, with actor playlists)

Tease to streaming music by episode (LINK: Music list by episode)

Featured Band (LINK: Band Profile Page)

A-Z Songlist of the bands of The OC with the season number next to each band name (like "01", "02"), with links through to their bio pages

Buy the Soundtrack (LINK: to Store)

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WIRELESS SIGNUP

POPUP LINK: http://www2.warnerbros.com/main/comp/terms.URD.html

EMAIL SIGNUP

Sign up for email alerts! Email: Sign up for phone alerts! WIRELESS NUMBER: Tell Someone Help

66

72
FIG. 11

BAIT SHOP (Songlist by Episode)

PAGE IS MEMBERS ONLY

Click an episode to see its band and song list. (user would click on the episode name and the episode songlist would appear in the right scrolling window)

[1] - Most recent ep. at top
[2] - The Perfect Couple
[3] - The Heights
[4] - The Rescue
[5] - The Escape

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www2.warnerbros.com/main/ocp/
privacy_URD.html
WIRELESS
SIGNUP

EMAIL SIGNUP

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

Search

Buy The OC Poster

Chat with other OC insiders right now!

Image from relevant episode

Watch it: Thursdays at 8/7c
FIG. 12

BAIT SHOP (Buy Now)

PAGE IS MEMBERS ONLY

Click an episode to see its band and song list. User would click on the episode name and the episode songlist would appear in the right scrolling window.

- Songlist by Episode
- Actor's picks
- Bands

Click with other OC Insiders right now!

Buy The OC Poster

Album Cover art

Buy the CD [LINK to Store]

Buy and download the song now [LINK to download at iTunes]

Email Signup

Sign up for email alerts

Sign up for phone alerts

Wireless Number

Tell Someone

Help
FIG. 14

BLACK EYED PEAS

1. Title, Album
2. Title, Band

ARTICLE ARCHIVE
LZ PHAR
JEM
TIMOTHY MAS
THE SELS

BLACK EYED PEAS: Bio

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

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FIG. 15

FASHION & STYLE


Tease to Sephora co-promotional packs (LINK: Makeup Page featuring Sephora)

Tease to Trend Alert page which will focus on a trend that you'll see in the current episode (LINK: Trend Alert page)

Tease to star's makeup that week (LINK to page featuring one of the female stars and what makeup they're wearing)

Tease to Seth's Shiri

Test Your Knowledge

Fashion Images of OC-like clothing. User clicks through cycle.

Sign up for email alerts!
**STYLE ON THE SET**

The OC's fashion expert gives you advice. Better take it.

KARLA STEVENS: Wear it like you mean it.

Sign up for email alerts!  Email  Sign up for phone alerts!  Wireless Number  Tell Someone  Help
FASHION & STYLE (Healthy Lifestyle)

FIG. 19

- Style on the Set
- Trend Alert
- Star Makeup (makeup page)
- Healthy Lifestyle (yoga etc.)
- Fresh Attire for Guys

YOGA ARTICLE

Image of a castmember exercising or eating right

Test Your Knowledge

Get Seth's Shirt

Watch it: Thursdays at 8/7c

FASHION & STYLE

CAPTAIN OATS STABLE

THE POOL HOUSE

UP CLOSE AND PERSONAL

THE SQUIRREL SHOPPING
FASHION & STYLE (Fresh Attire For Guys)

PAGE IS AVAILABLE TO MEMBERS ONLY.

FIG. 20

Fresh Attire for Guys

- Style on the Set
- Trend Alert
- Star Makeup (makeup page)
- Healthy Lifestyle (yoga etc.)
- Fresh Attire for Guys

Fashion feature: Surf Shorts

SPORT SHADES: Get the right lens for your sport.

Don't be afraid of Product. Getting your hair hot for the ladies.

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Tell Someone
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CAPTAIN OATS' STABLE (Star Blogs)

FIG. 22

PETER'S BLOG

October 13, 2004

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. Headless to say, no shooting went on today and I just went back home and watched music videos on the internet.

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"Rub Elbows with the Stars" Sweepstakes

Want 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. YOU HAVE BEEN PREVIOUSLY ENTERED.

11:59 p.m. EDT, on 10/20/05. Open only to legal residents of the US, 18 years of age or older. Void where prohibited. Excludes sales will be determined. See Official Rules for other descriptive/eligibility and complete details. Odds of winning depend on the number of eligible entries received.

Address 1
City
State Dropdown
Zip Code
Phone Number
Date of Birth

Test Your Knowledge

FACIAL BACKROUNDS PASS THE OC SHOP FASHION & STYLE CAPTAIN OAT'S TALES THE POOL HOUSE UP CLOSE AND PERSONAL THE OC SHOP... Thursdays at 8/7c

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

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

Enter Sweepstakes Clear Form

Privacy Policy | Terms of Use

MESSAGE NUMBER Enter Wireless Number

Wireless Number some help

WIRELESS SIGNUP
"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.

Downloads

Test Your Knowledge

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

EMAIL SIGNUP
"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.

- 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
THE POOL HOUSE (Trivia)

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

Send my Answers

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

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THE POOL HOUSE (Trivia Results)

TRIVIA

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

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

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

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

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

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

Watch it. Thursdays at 8/7c
UP CLOSE AND PERSONAL (Cast Section)

This week: Borrow Mischa’s philosophy on hair (if your shampoo comes from the same place as your food, you’re buying the wrong stuff).

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

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

Tease to Adam Brody
Tease to Peter Gallagher
Tease to Ben McKenzie

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www2.warnerbros.com/main/crnpf
http://www2.warnerbros.com/main/crnpf/privacy_UHD.html

Watch it: Thursdays at 8/7c
Title Header, logo
UP CLOSE AND PERSONAL: MISCHA BARTON

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

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

REAL LIFE BIOGRAPHY
- Birthday
- Birthplace
- Current Residence
- Summary of Life

FILMOGRAPHY

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UP CLOSE AND PERSONAL (Chris Carmack)

PAGE IS MEMBERS ONLY.

UP CLOSE AND PERSONAL: CHRIS CARMACK

QUESTION OF THE WEEK:
REAL LIFE BIOGRAPHY
Birthday
Birthplace
Current Residence
Summary of Life
FILMOGRAPHY

IMAGE OF STAR

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FIG. 40

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

WHAT'S UP IN THE 949?
Get gear for your mobile device. When did phones become "devices" anyway?

- Phone Wallpapers
- Wireless Screensavers
- Vacations
- Mobile Greeting Cards

Test Your Knowledge
Wallpaper Teaser (LINK: to Wallpaper choose-and-download page)
Vacations Teaser (LINK: to Vacations downloads page)
Screen savers Teaser (LINK: to Screen saver preview-and-download page)
Mobile Greeting Cards Teaser (LINK: to Mobile Greeting Card preview-and-download page)

Buy The OC DVD

EMAIL SIGNUP

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WIRELESS SIGNUP

POPUP LINK: http://www2.warnerbros.com/main/app/terms_URD.html
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.
REGISTRATION (Profile Information)

FIG. 43

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 TheOncider.com.

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

First Name
Last Name
Username [6-30 letters/numbers]
Password [6-30 letters/numbers]
Re-type Password
Address 1
Address 2
City
State Dropdown
Country
Postal Code
Phone Number
Gender
Language

SIGNUP

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FIG. 44

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'll just won't get anything unless 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 Certificates
Continue

By doing so, I agree to those terms & conditions. (LINK: terms & conditions)

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

Sign up for email alerts!

EMAIL SIGNUP

POPUP LINK: http://www2.warnerbros.com/maincmp/privacy_URD.htm

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FIG. 45

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

<table>
<thead>
<tr>
<th>Item</th>
<th>Qty.</th>
<th>Name</th>
<th>Details</th>
<th>Price</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>521</td>
<td>1</td>
<td>Membership</td>
<td>US Standard</td>
<td></td>
<td>$12.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subtotal</td>
<td></td>
<td></td>
<td></td>
<td>$12.00</td>
<td></td>
</tr>
<tr>
<td>Shipping and Handling</td>
<td></td>
<td></td>
<td></td>
<td>$0.00</td>
<td></td>
</tr>
<tr>
<td>Total Amounts</td>
<td></td>
<td></td>
<td></td>
<td>$12.00</td>
<td></td>
</tr>
<tr>
<td>Credit Card Payment Amounts</td>
<td></td>
<td></td>
<td></td>
<td>$12.00</td>
<td></td>
</tr>
</tbody>
</table>

Credit Card Type Dropdown
Credit Card Number
CVV2 Number (see example)

CVV2 Options
- If present
- If unreadable
- If not present

Checkboxes to mark billing address as same as shipping address:
- Billing Address 1
- Billing Address 2
- Billing City
- Billing State Dropdown
- Billing Country
- Billing Postal Code
- Phone Number

Continue by clicking continue. I agree to these terms & conditions. (LINK: terms & conditions)

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

Sign up for email alerts | Email | Sign up for phone alerts | [Website] | Tell Someone | Help

EMail Sign Up

POPUP LINK: http://www2.warnerbros.com/mainlcmpl_w2warnerbros.com/mainlanp.html
WIRELESS SIGNUP

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### FIG. 47

**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.

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

For support, please email orders@theinsider.com or call 000-000-0000. Please be sure to include your member and order number when you contact us.

#### Click here to order from TheDCInsider.com membership services.

<table>
<thead>
<tr>
<th>Order No:</th>
<th>121147</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership:</td>
<td>Free Membership (New Member)</td>
</tr>
<tr>
<td>Number:</td>
<td>821175</td>
</tr>
<tr>
<td>Order Date:</td>
<td>Aug 3, 2006</td>
</tr>
</tbody>
</table>

#### Shipped From:
- TheDCInsider.com
- 600 7th Ave.
- New York, NY 10019
- United States

#### Shipped Via:
- Standard Shipping

<table>
<thead>
<tr>
<th>Item</th>
<th>Qty.</th>
<th>Name</th>
<th>Details</th>
<th>Price</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>531</td>
<td>1</td>
<td>Membership US Standard</td>
<td>$15.00</td>
<td>$25.00</td>
<td></td>
</tr>
</tbody>
</table>

**Total:** $25.00

**Shipping and Handling:** $9.00

**GIFT CERTIFICATE:** $5.00

**Total Amounts:** $39.00

**Credit Card Payment Amount:** $39.00

---

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**WIRELESS SIGNUP:**

---

**POPUP LINK:** http://www2.warnerbros.com/maincom/terms.php
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

Join the Fun. All-fresh, all-new, all-day, all-night exclusive perks.
Welcome back, bitches. You're already a member, so just sign in already.

Don't remember the tidbits of information asked for below? Click here to get it back. (LINK: retrieve logon info)

Logon
Password

Opt-in to remember logon for this computer
Login to TheOCInsider.com

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

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

EMAIL SIGNUP

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Privacy Policy Terms of Use
FIG. 50

Retrieve Password

Enter your email address below and we'll send your logon information to you in a flash.

Email Address

Send me my logon info

Still not getting what you're asking for? Click here to email us. (MAIL TO info@theocinsider.com)
METHOD AND DISTRIBUTION CHANNEL FOR CREATING ANCILLARY REVENUE STREAMS FROM RELATED MEDIA CONTENT

CROSS-REFERENCE TO RELATED APPLICATION


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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 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.
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 know 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, (see FIG. 40) for 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 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; and
   b. the subscription distribution channel is coupled to a database that includes information related to the piece of music.
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.

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