

(51) International Patent Classification:
G06Q 30/00 (2006.01)

(21) International Application Number:

PCT/US2009/031157

(22) International Filing Date:

15 January 2009 (15.01.2009)

(25) Filing Language:

English

(26) Publication Language:

English

(30) Priority Data:

61/023,155	24 January 2008 (24.01.2008)	US
61/107,277	21 October 2008 (21.10.2008)	US
61/107,984	23 October 2008 (23.10.2008)	US

(71) Applicant (for all designated States except US): **Share-Meister, Inc.** [US/US]; 4915 N. Crystal Avenue, Suite H, Fresno, California 93705 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **HOEFLINGER, Jonathan, William** [US/US]; 4915 N. Crystal Avenue, Suite H, Fresno, California 93705 (US). **HENDERSON, Marlon, Jr.** [US/US]; 4915 N. Crystal Avenue, Suite H, Fresno, California 93705 (US). **LEATH, James, Michael, II** [US/US]; 4915 N. Crystal Drive, Suite H, Fresno, California 93705 (US).(74) Agent: **SHARIFAHMADIAN, Ali, R.**; Arnold & Porter LLP, Attn: IP Docketing Dept., 555 Twelfth Street, N.W., Washington, District Of Columbia 20004-1206 (US).

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

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report (Art. 21(3))

[Continued on next page]

(54) Title: SYSTEMS AND METHODS FOR DISTRIBUTING ELECTRONIC MEDIA

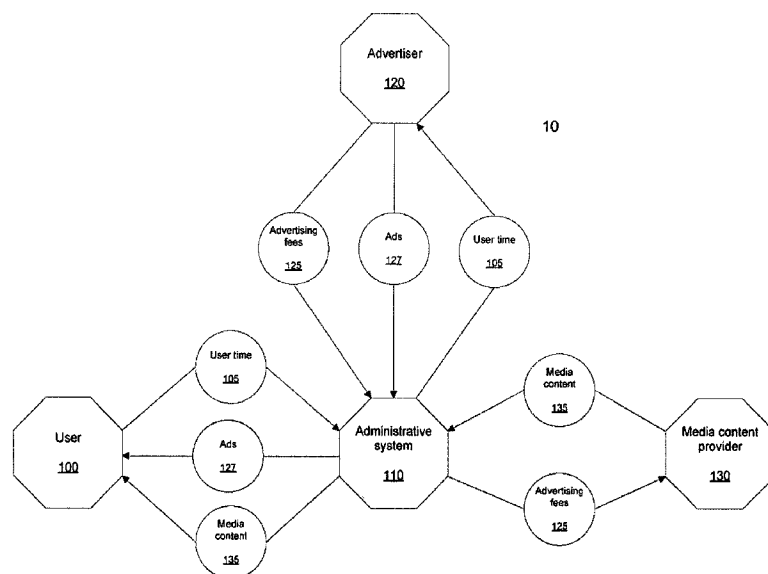


FIGURE 1

(57) Abstract: A system and method for the distribution of electronic media content to consumers is disclosed. A portal for the distribution of media content and advertisements to a user's device is provided. Media content and advertisements are displayed on the user's device such that the user views the advertisement while engaging with the media content. An administrative system coordinates the relationships between media content providers, advertisers, and users, and the receipt and provision of content throughout the system. The system and method disclosed provide for a cost-per-time advertising model, wherein the advertiser is charged an advertising fee as a function of the length of time that the advertisement is displayed to the user.



(88) Date of publication of the international search report:
30 December 2009

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 09/31157

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06Q 30/00 (2009.01)

USPC - 705/14

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC(8):G06Q 30/00 (2009.01)

USPC:705/14

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

USPC: 705/1, 27; 709/218, 231, 232; 725/32, 34, 35, 36

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

PubWest (PGPB, USPT, EAPB, JPAB); google: advertising, advertisement, advertise, internet, portal, multimedia, music, movie, audio, video, television, rewards, redeem, demographic.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2007/0067297 A1 (Kublickis) 22 March 2007 (22.03.2007) (Entire document, especially paras. [0119]-[0138])	1-23
A	US 2004/0122735 A1 (Meshkin) 24 June 2004 (24.06.2004) (Entire document)	1-23
A	US 2002/0128908 A1 (Brookler) 12 September 2002 (12.09.2002) (Entire document)	1-23
A	US 2006/0242554 A1 (Gerace et al.) 26 October 2006 (26.10.2006) (Entire document)	1-23
P, A	US 2009/0150210 A1 (Athani et al.) 11 June 2009 (11.06.2009) (Entire document)	1-23

☐ Further documents are listed in the continuation of Box C.


* Special categories of cited documents:

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

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

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

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

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

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

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

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

"&" document member of the same patent family

Date of the actual completion of the international search

23 September 2009 (23.09.2009)

Date of mailing of the international search report

02 OCT 2009

Name and mailing address of the ISA/US

Mail Stop PCT, Attn: ISA/US, Commissioner for Patents
P.O. Box 1450, Alexandria, Virginia 22313-1450

Facsimile No. 571-273-3201

Authorized officer:

Lee W. Young

PCT Helpdesk: 571-272-4300
PCT OSP: 571-272-7774