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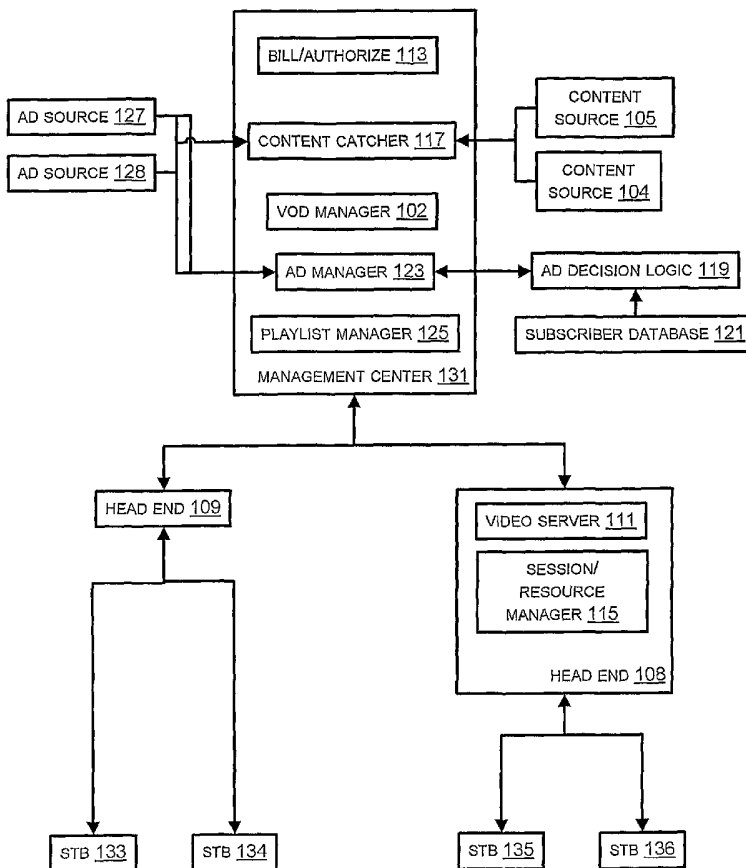
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[Continued on next page]

(54) Title: DIGITAL AD INSERTION FOR VIDEO-ON-DEMAND



(57) Abstract: A method including identifying one or more ad break points within digital video and/or audio content, selecting ad content to provide with the video and/or audio content, and generating a playlist referencing the ad content at the one or more ad break points.

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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US05/07777

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) : H04N 7/025, 7/10

US CL : 725/32

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

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 725/32, 87

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

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

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X --- Y	US 2002/0083439 A1 (ELDERING) 27 June 2002 (27.06.2002), paragraphs 28-83.	1-7, 9-20, 22-39 ----- 8 and 21
Y	US 2002/0069404 A1 (COPEMAN et al) 06 June 2002 (06.06.2002), paragraphs 41-42.	8 and 21

Further documents are listed in the continuation of Box C.

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"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		

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