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(54) **Title:** CLASSIFYING CONTENT BASED ON MOOD

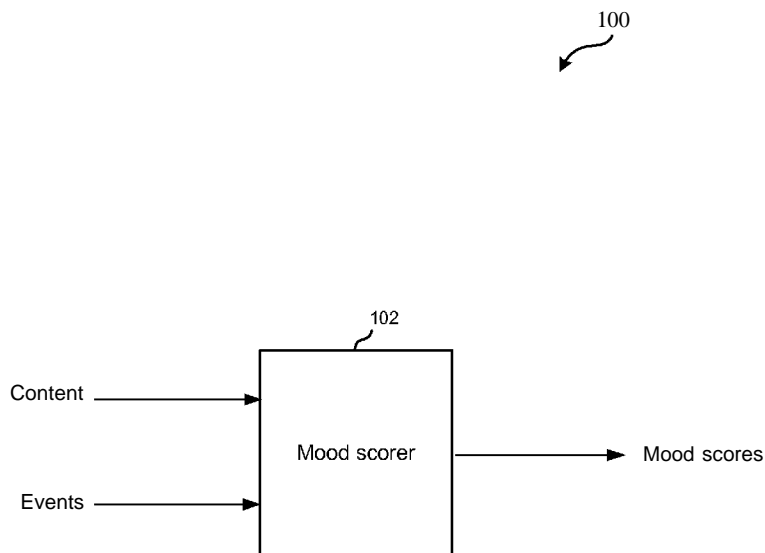


Fig. 1

(57) **Abstract:** In one embodiment, content and events are received. The content is analyzed based on to determine a mood score based on events. The mood score is used to classify the content and event with a mood. The mood classification may then be used to affect actions being performed. For example, the mood may affect ad matching to the content. In one example, depending on the mood that is calculated, different ads may be matched to different portions of the content. Accordingly, more effective ads may be served with the content when the mood classification is taken into account.



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## INTERNATIONAL SEARCH REPORT

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## A. CLASSIFICATION OF SUBJECT MATTER

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USPC - 706/55

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)  
USPC: 706/55Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched  
USPC: 705/27; 706/45, 52, 54; 707/4, 104.1; 715/708; 725/10 (search term limited)

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

Electronic Databases Searched: Pub WEST (USPT, PGPB, USOC, EPAB, JPAB); Google Scholar

Search Terms: targeted advertising, relevant advertising, marketing, television, multi-media, video, mood, feeling, emotion, search, match, blacklist, inappropriate, controversial, profanity, disputatious, probability, score, rank, model

## 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 2006/0135232 A1 (WILLIS) 22 June 2006 (22.06.2006) entire document, especially para [0002], [0007]-[0008], [0012]-[0014], [0037]	1-6, 9-16, 19-20 --- 7-8, 17-18
Y	US 2006/0063587 A1 (MANZO) 23 March 2006 (23.03.2006) entire document, especially para [0013], [0183], [0210]	7-8, 17-18
A	US 2006/0224444 A1 (KONINGSTEIN et al.) 05 October 2006 (05.10.2006)	1-20
A	US 2006/0161553 A1 (WOO) 20 July 2006 (20.07.2006)	1-20
A	US 6,944,585 B1 (PAWSON) 13 September 2005 (13.09.2005)	1-20
A	Chontanopoulos, K. and Spinellis, D., "Affective Usability Evaluation for an Interactive Music Television Channel," ACM Computers in Entertainment, Vol 2, No. 3, July 2004, Article 7b [retrieved 24 April 2008 (24.04.2008)] Retrieved from the Internet <URL: <a href="http://www.dmst.aueb.gr/dds/pubs/jrnl/2004-CIE-VC/html/CS04b.pdf">http://www.dmst.aueb.gr/dds/pubs/jrnl/2004-CIE-VC/html/CS04b.pdf</a> >	1-20

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"A" document defining the general state of the art which is not considered to be of particular relevance	"X" document of particular relevance, the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
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