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(54) Title: SYSTEM FOR DISTRIBUTING ADVERTISEMENTS TO CLIENT DEVICES

(57) Abstract: An advertisement distribution system for distributing advertisements to a multiplicity of client devices via a communications network includes at least one ad server that stores the advertisements to be distributed to the client devices, each advertisement being stored in a storage location designated by a source address, and at least one playlist server that receives a playlist request from each of the client devices, and that transmits a playlist response in response to each received playlist request. Moreover, the playlist response transmitted to each client device includes at least one playlist that identifies advertisements to be downloaded by that client device.



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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER
IPC 7 G06F17/60

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 7 G06F

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 practical, search terms used)

EPO-Internal, WPI Data, PAJ, INSPEC, COMPENDEX

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	WO 99 59097 A (CREATIVE EDGE INTERNET SERVICES PTY. LTD.) 18 November 1999 (1999-11-18) page 2, line 30 -page 3, line 37 ---	1-96
A	US 5 809 242 A (SHAW DAVID E ET AL) 15 September 1998 (1998-09-15) cited in the application column 5, line 5 -column 7, line 23 column 22, line 58 -column 23, line 42 figure 6 -----	1-96

Further documents are listed in the continuation of box C.

Patent family members are listed in annex.

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- *&* document member of the same patent family

Date of the actual completion of the international search

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Information on patent family members

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