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ML, MR, NE, SN, TD, TG).

## Declarations under Rule 4.17:

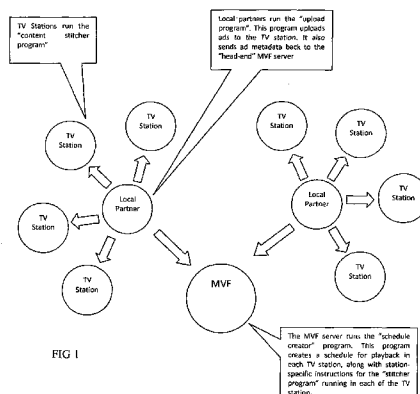
- as to the identity of the inventor (Rule 4.17(i))
- as to applicant's entitlement to apply for and be granted  
a patent (Rule 4.17(ii))
- as to the applicant's entitlement to claim the priority of  
the earlier application (Rule 4.17(iii))
- of inventorship (Rule 4.17(iv))

## Published:

- with international search report (Art. 21(3))
- before the expiration of the time limit for amending the  
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24 February 2011

(54) Title: RESOURCE CONSERVING SYSTEM TO DISTRIBUTE DIGITAL MEDIA CONTENT FOR TELEVISION



(57) Abstract: A system for distribution of digital media content with advertisements locally suited by Unique Fusion of Hy-bridized System of Proprietary Hardware to a Television Centre via Conglomeration of Geographical Emissary.

# INTERNATIONAL SEARCH REPORT

International application No.

PCT/IN 10/00104

## A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - H04N 7/173 (2010.01)

USPC - 725/98

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: 725/98

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched  
USPC: 725/22, 32, 62, 63, 98, 105 (keyword limited - see terms below)

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

PubWest (PGPB, USPT, EPAB, JPAB), Google,

Search terms used: advertis, local, commercial, central, media, channel, server, headend, head, end, package, mobile, cell, network, stitch, encrypt, encod, watermark, target, demograph, geographic, packet

## 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 2004/0181810 A1 (Pelkey et al.) 16 September 2004 (16.09.2004), para [0021]-[0023], [0036]-[0040]	1-5, 7-9 ----- 6
Y	US 2003/0032409 A1 (Hutcheson et al.) 13 February 2003 (13.02.2003), para [0039]	6
A	US 2007/0250856 A1 (Leavens et al.) 25 October 2007 (25.10.2007), entire document	1 - 9
A	US 2008/0010654 A1 (Barrett et al.) 10 January 2008 (10.01.2008), entire document	1 - 9

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

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

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

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"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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"&" document member of the same patent family

Date of the actual completion of the international search

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