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(54) Titre : PROCEDE ET SYSTEME POUR UTILISER UN RESEAU DE COMMUNICATION CIBLANT LA PUBLICITE
EN CONTINU DANS UN MEDIA INTERACTIF

(54) Title: METHOD AND SYSTEM FOR USING A COMMUNICATION NETWORK TO SUPPLY TARGETED
STREAMING ADVERTISING IN INTERACTIVE MEDIA

(57) **Abrégé(suite)/Abstract(continued):**

and updated, musical content and related advertising are classified and matched. A subscriber has an appropriate microprocessor based device capable of selecting information and receiving information from the Internet. The subscriber receives the programmed music and matched advertisements from the repository over the Internet.

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PROGRAMMED MUSIC ON DEMAND FROM THE INTERNETABSTRACT OF THE DISCLOSURE

A system and method for delivering programmed music and targeted advertising messages to Internet based subscribers includes a software controlled microprocessor based repository in which the dossiers of a plurality of the subscribers are stored and updated, musical content and related advertising are classified and matched. A subscriber has an appropriate microprocessor based device capable of selecting information and receiving information from the Internet. The subscriber receives the programmed music and matched advertisements from the repository over the Internet.

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PROGRAMMED MUSIC ON DEMAND FROM THE INTERNETBACKGROUND OF THE INVENTION

5 The present invention relates to a method and apparatus for transmitting and receiving programmed music to and from the Internet to subscribers of the programmed music, where the programmed music received by the subscribers includes targeted advertising according to predetermined criteria.

10 Public and network television and radio stations have for decades distributed proprietary copyrighted subject matter to the viewing and listening public without any charge due to the sponsorship and financing of these programs by various advertisers and/or governmental bodies. With television and radio
15 broadcast, it is difficult if not impossible to deliver specific advertisement messages to finely selected audiences since audience targeting is possible only on the basis of broad geographical areas, e.g. the city of New York. It is impossible to target individuals, or
20 individuals who share a common trait, e.g. a certain age range, educational background, etc.

In contrast, the Internet communicates (at least along a portion of its path) over personal communication lines, i.e. the telephone. This enables
25 sending of tailored messages between the ultimate recipient of specific information and the source of the information, e.g. a website, an Internet Service Provider, etc. Traditionally, proprietary, e.g. copyrighted, information could be downloaded from the
30 Internet. In most cases, charge accounts are established

be transmitted to the subscriber over the Internet. In constructing the stream, the system overlays the generic or identity audio message onto the music content so that, when delivered, the audio generic message and the audio content can both be heard by the subscriber simultaneously. The completed data stream is then delivered to the subscriber in a single, inseparable stream of data packets over the Internet.

In a first aspect, the present invention provides a method of transmitting programmed information to a plurality of users, comprising:

(a) creating a first database containing a large number of discrete data units each of which has a related profile;

(b) creating a second database containing a variety of discrete advertising messages each of which has a related profile;

(c) receiving requests for the data units from the plurality of users, and enabling each user to select a desired one of said data units;

(d) appending to the requested data units at least one of said advertising messages based upon a matching of profile criteria to create a composite response packet in the form of a sequential data flow, containing an advertising message and a data unit; and

(e) transmitting the composite response packet to the requesting user.

In a second aspect, the present invention provides a method of transmitting programmed information to a plurality of subscribers, comprising:

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(a) creating a first database containing a large number of discrete data units each of which has a related profile, the data units being musical works;

(b) creating a second database containing a variety of discrete advertising messages each of which has a related profile;

(c) receiving requests for the data units from the plurality of subscribers, and enabling each subscriber to select a desired one of said data units;

(d) appending to the requested data units at least one of said advertising messages based upon a matching of profile criteria to create a composite response packet in the form of a sequential data flow, containing an advertising message and a data unit; and

(e) transmitting the composite response packet to the requesting subscriber; appending the advertising message to the musical work in the form of a voice over a leading portion of the musical work; classifying the subscribers into predetermined subscriber classes; and associating each piece of advertising message with at least two subscriber classes on a prioritized basis.

In a third aspect, the present invention provides a method of transmitting programmed information to a plurality of subscribers, comprising:

(a) creating a first database containing a large number of discrete data units each of which has a related profile;

(b) creating a second database containing a variety of discrete advertising messages each of which has a related profile;

5b

(c) receiving requests for the data units from the plurality of subscribers, and enabling each subscriber to
5 select a desired one of said data units, the data units being musical works;

(d) appending to the requested data units at least one of said advertising messages based upon a matching of profile criteria to create a composite response packet in
10 the form of a sequential data flow, containing an advertising message and a data unit; and

(e) transmitting the composite response packet to the requesting subscriber; and combining the musical work with the advertising message in a manner so that the musical
15 work cannot be separated from the advertising messages by subscribers.

In a fourth aspect, the present invention provides a method of transmitting programmed information to a plurality of subscribers, comprising:

20 (a) creating a first database containing a large number of discrete data units each of which has a related profile;

(b) creating a second database containing a variety of discrete advertising messages each of which has a
25 related profile;

(c) receiving requests for the data units from the plurality of subscribers, and enabling each subscriber to select a desired one of said data units;

(d) appending to the requested data units at least
30 one of said advertising messages based upon a matching of profile criteria to create a composite response packet in the form of a sequential data flow, containing an

5c

advertising message and a data unit, the data units being musical works; and

(e) transmitting the composite response packet to the
5 requesting subscriber; and packaging selected ones of the response packets so that each successive playing of the musical work results in the subscriber hearing a different advertising message.

Other features and advantages of the present invention
10 will become apparent from the following description of the invention which refers to the accompanying drawings.

BRIEF DESCRIPTION OF THE DRAWING

For the purpose of illustrating the invention,
15 there is shown in the drawings a form which is presently preferred, it being understood, however, that the invention is not limited to the precise arrangement and instrumentalities shown.

Figure 1 is a block diagram of the basic system
20 hardware arrangement of the present invention.

Figure 2 is a block diagram of major software blocks of the present invention.

Figure 3 shows a block diagram of the software control and protocol flow suitable for implementing a
25 portion of the preferred embodiment of the present invention.

DETAILED DESCRIPTION OF THE INVENTION

In general terms, the present invention
30 comprises a software controlled CPU, e.g. a microprocessor, based repository in which the dossiers of a plurality of subscribers are stored and updated. The

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manner, an advertiser desiring that its messages reach broader audiences may also earmark its advertisements to secondary classes of listeners, thus increasing the versatility and usefulness of the present invention.

5 Although the present invention has been described in relation to particular embodiments thereof, many other variations and modifications and other uses will become apparent to those skilled in the art. It is preferred, therefore, that the present invention be
10 limited not by the specific disclosure herein, but only by the appended claims.

