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(54) **Title:** CONTEXTUAL ADVERTISING USING VIDEO METADATA AND ANALYSIS

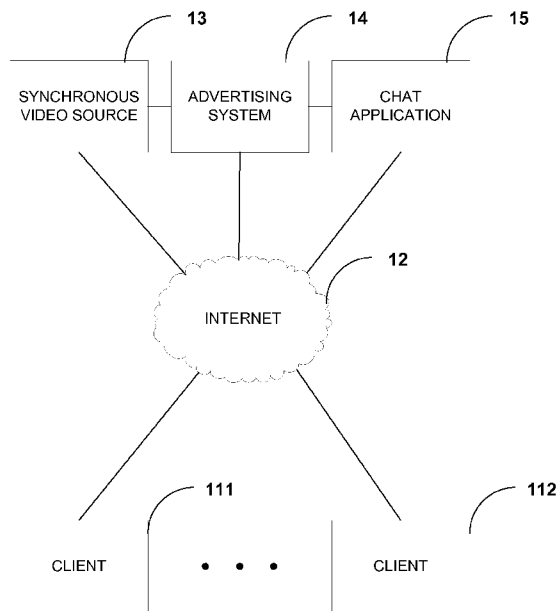


Fig. 1

(57) **Abstract:** A method of delivering advertising content over the internet to a selected client, the selected client being one of a plurality of clients causing display of media content synchronously. The method includes receiving chat text from at least one of the plurality of clients, generating a set of keywords using the chat text, receiving advertising content selected on the basis of the set of keywords from an advertising system, and delivering the advertising content to at least the selected client over the internet.

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USPC - 725/34

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B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
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USPC: 725/34, 87, 110; 715/201, 708, 719, 745, 756, 758; 707/708, 732; 709/219 (text search)

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, internet, web, http, chat, text, display, media, video, show, program, movie, keyword, key, word, metadata, meta, data, frequenc, filter, exclude, word, phras, term, order, relevan

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 2003/0097301 A1 (Kageyama et al.) 22 May 2003 (22.05.2003), Fig. 3, para [0027]-[0038], [0053]-[0059]	1-4, 6-15, 17-23 ----- 5, 16
Y	US 2006/0179454 A1 (Shusman) 10 August 2006 (10.08.2006), para [0090]	5, 16
A	US 2008/0083003 A1 (Biniak et al.) 03 April 2008 (03.04.2008), entire document	1-23
A	US 2006/0242663 A1 (Gogerty) 26 October 2006 (26.10.2006), entire document	1-23
A	US 2005/0091111 A1 (Green et al.) 28 April 2005 (28.04.2005), entire document	1-23

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