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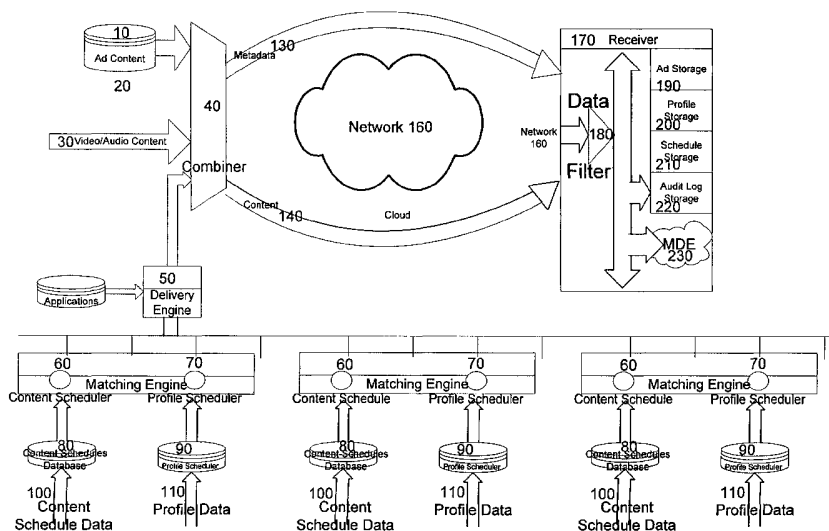
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[Continued on next page]

(54) Title: METHOD AND SYSTEM FOR TARGETED CONTENT DELIVERY, PRESENTATION, MANAGEMENT AND REPORTING IN A COMMUNICATIONS NETWORK



(57) Abstract: A method is described for the targeting of content presentation to individual users in a communications network including management and reporting, comprising the steps of receiving from content providers, potential content for presentation to users and presenting to a user content selected from said potential content based on information known about said user. Facilities are also provided to receive from users requests for content and other actions related to receipt of said content such as 'pause' requests, and to record and report the fact that said content has been presented to said user.



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INTERNATIONAL SEARCH REPORT

International Application No
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A. CLASSIFICATION OF SUBJECT MATTER IPC 7 H04N7/16 G06F17/30 G06F17/60 H04H9/00		
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 H04N G06F H04H		
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		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	EP 0 822 718 A (DISCOVERY COMMUNICAT INC) 4 February 1998 (1998-02-04)	50, 52
Y	page 5, line 48 -page 27, line 18	48, 49
X	DEDRICK R: "Interactive electronic advertising" COMMUNITY NETWORKING INTEGRATED MULTIMEDIA SERVICES TO THE HOME, 1994., PROCEEDINGS OF THE 1ST INTERNATIONAL WORKSHOP ON SAN FRANCISCO, CA, USA 13-14 JULY 1994, NEW YORK, NY, USA, IEEE, 13 July 1994 (1994-07-13), pages 55-66, XP010124407	50, 52
Y	ISBN: 0-7803-2076-X the whole document	48, 49, 51, 53
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<input checked="" type="checkbox"/> Further documents are listed in the continuation of box C.		
<input checked="" type="checkbox"/> Patent family members are listed in annex.		
° Special categories of cited documents :		
"A" document defining the general state of the art which is not considered to be of particular relevance		"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"E" earlier document but published on or after the international filing date		"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
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)		"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art.
"O" document referring to an oral disclosure, use, exhibition or other means		"&" document member of the same patent family
"P" document published prior to the international filing date but later than the priority date claimed		
Date of the actual completion of the international search 24 September 2002		Date of mailing of the international search report 02.10.02
Name and mailing address of the ISA European Patent Office, P.B. 5818 Patentlaan 2 NL - 2280 HV Rijswijk Tel. (+31-70) 340-2040, Tx. 31 651 epo nl, Fax: (+31-70) 340-3016		Authorized officer Willems, B

INTERNATIONAL SEARCH REPORT

International Application No
PCT/CA 01/01598

C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT		
Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 99 45702 A (PREVUE INTERNATIONAL INC) 10 September 1999 (1999-09-10)	50,52
Y	page 28, line 8 -page 32, line 13 -----	49
Y	WO 99 30493 A (COGENT TECHNOLOGY INC) 17 June 1999 (1999-06-17)	51,53
	page 10, line 1 -page 31, line 4 -----	

INTERNATIONAL SEARCH REPORT

International application No.
PCT/CA 01/01598

Box I Observations where certain claims were found unsearchable (Continuation of item 1 of first sheet)

This International Search Report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:

2. Claims Nos.: 1 - 47
because they relate to parts of the International Application that do not comply with the prescribed requirements to such an extent that no meaningful International Search can be carried out, specifically:
see FURTHER INFORMATION sheet PCT/ISA/210

3. Claims Nos.:
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box II Observations where unity of invention is lacking (Continuation of item 2 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

see additional sheet

1. As all required additional search fees were timely paid by the applicant, this International Search Report covers all searchable claims.

2. As all searchable claims could be searched without effort justifying an additional fee, this Authority did not invite payment of any additional fee.

3. As only some of the required additional search fees were timely paid by the applicant, this International Search Report covers only those claims for which fees were paid, specifically claims Nos.:

4. No required additional search fees were timely paid by the applicant. Consequently, this International Search Report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:

Remark on Protest

- The additional search fees were accompanied by the applicant's protest.
- No protest accompanied the payment of additional search fees.

FURTHER INFORMATION CONTINUED FROM PCT/ISA/ 210

This International Searching Authority found multiple (groups of) inventions in this international application, as follows:

1. Claim : 48

Determine which accessible and permitted versions of the content match the viewer opportunity and content characteristics, store the results of content viewing and report the information on content viewing to a reporting facility.

1.1. Claims: 50, 52

Presenting to a user content selected from potential content based on information about the user.

2. Claim : 49

Determine which accessible and permitted versions of the content match the viewer opportunity and content characteristics, and store the content on a local storage.

3. Claims: 51, 53

Presenting to a user content in response to a request, and report that said content has been presented to the user.

Please note that all inventions mentioned under item 1, although not necessarily linked by a common inventive concept, could be searched without effort justifying an additional fee.

FURTHER INFORMATION CONTINUED FROM PCT/ISA/ 210

Continuation of Box I.2

Claims Nos.: 1 - 47

Present claims 1 - 47 relate to an extremely large number of possible apparatus/methods. In fact, the claims contain so many options and possible permutations that a lack of clarity and conciseness within the meaning of Article 6 PCT arises to such an extent as to render a meaningful search of the claims impossible. Consequently, the search has been carried out for those parts of the application which do appear to be clear and concise, namely claims 48 to 53.

The applicant's attention is drawn to the fact that claims, or parts of claims, relating to inventions in respect of which no international search report has been established need not be the subject of an international preliminary examination (Rule 66.1(e) PCT). The applicant is advised that the EPO policy when acting as an International Preliminary Examining Authority is normally not to carry out a preliminary examination on matter which has not been searched. This is the case irrespective of whether or not the claims are amended following receipt of the search report or during any Chapter II procedure.

INTERNATIONAL SEARCH REPORT

Information on patent family members

International Application No

PCT/CA 01/01598

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Information on patent family members

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