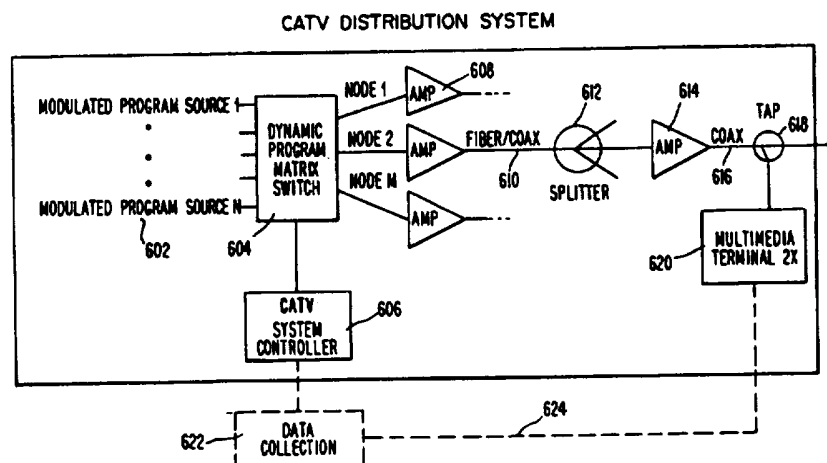




## INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

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(21) International Application Number: PCT/US95/15429 (22) International Filing Date: 29 November 1995 (29.11.95) (30) Priority Data: 08/346,425 29 November 1994 (29.11.94) US (60) Parent Application or Grant (63) Related by Continuation US 08/346,425 (CIP) Filed on 29 November 1994 (29.11.94) (71)(72) Applicants and Inventors: HERZ, Frederick [US/US]; Condominium C-304, Herzwood, Canaan Valley, Davis, WV 26260 (US). UNGAR, Lyle [US/US]; 321 South 20th Street, Philadelphia, PA 19103 (US). ZHANG, Jian [US/US]; Apartment 412E, 836 Cooper Landing Road, Cherry Hill, NJ 08002 (US). WACHOB, David [US/US]; 8379 Glen Road, Elkins Park, PA 19117 (US). SALGAN- ICOFF, Marcos [US/US]; 2425 Olive Street, Philadelphia, PA 19130 (US). (74) Agents: ROCCI, Steven, J. et al.; Woodcock Washburn Kurtz Mackiewicz & Norris, 46th floor, One Liberty Place, Philadelphia, PA 19103 (US).		(81) Designated States: AM, AT, AU, BB, BG, BR, BY, CA, CH, CN, CZ, DE, DK, EE, ES, FI, GB, GE, HU, IS, JP, KE, KG, KP, KR, KZ, LK, LR, LT, LU, LV, MD, MG, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, TJ, TM, TT, UA, UG, US, UZ, VN, European patent (AT, BE, CH, DE, DK, ES, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, ML, MR, NE, SN, TD, TG), ARIPO patent (KE, LS, MW, SD, SZ, UG). <b>Published</b> <i>With international search report.</i> <i>Before the expiration of the time limit for amending the</i> <i>claims and to be republished in the event of the receipt of</i> <i>amendments.</i> (88) Date of publication of the international search report: 26 September 1996 (26.09.96)

(54) Title: SYSTEM AND METHOD FOR SCHEDULING BROADCAST OF AND ACCESS TO VIDEO PROGRAMS AND OTHER DATA USING CUSTOMER PROFILES



## (57) Abstract

A system and method for scheduling the receipt of desired video programs, movies, or other data from a network which simultaneously distributes many sources of such data to many customers, as in a cable television system. Customer profiles are developed for the recipient describing how important certain characteristics of the broadcast video program, etc., are to each customer. From these profiles, an "agreement matrix" (908) is calculated by comparing the recipient's profiles to the actual profiles of the characteristics of the available video programs, etc. "Virtual" channels are generated from the agreement matrix (908) to produce a series of video or data programming which will provide the greatest satisfaction to each customer. Feedback paths (1020, 1024) are also provided so that the customer's profiles and/or the profiles of the video programs, etc., may be modified to reflect actual usage, and to minimize the data downloaded to the customer's set top terminal (620).

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## INTERNATIONAL SEARCH REPORT

International application No.  
PCT/US95/15429

## A. CLASSIFICATION OF SUBJECT MATTER

IPC(6) : H04N 7/10

US CL : Please See Extra Sheet.

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)

U.S. : Please See Extra Sheet.

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 practicable, search terms used)

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X,P	US, A 5,410,344 (GRAVES ET AL) 25 April 1995, see whole document.	1,3,6,9,10,13, 17,19,20,24,2 5,31,34,35,45, 47,48,50,53,5 4,58,61,62,66, 68,69,72,74,7 5, 8 1, 8 4 - 86,94,99,100, 102-115



Further documents are listed in the continuation of Box C.



See patent family annex.

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*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

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# INTERNATIONAL SEARCH REPORT

International application No.  
PCT/US95/15429

## A. CLASSIFICATION OF SUBJECT MATTER: US CL :

348/1, 10; 455/2

## B. FIELDS SEARCHED

Minimum documentation searched

Classification System: U.S.

348/1, 6, 7, 10, 12, 13, 906; 455/2, 4.1, 4.2, 5.1, 380/6-8, 10-20  
H04N 7/10, 7/14, 7/16, 7/173