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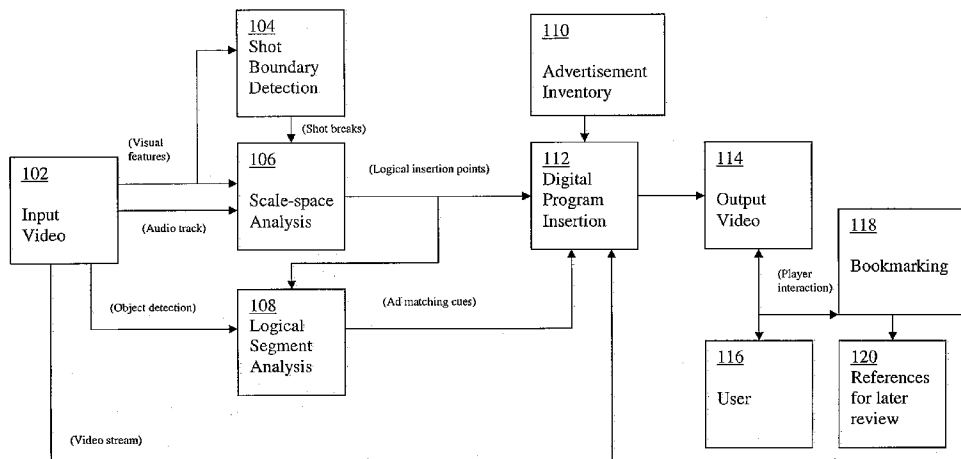
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(54) Title: DELAYED ADVERTISEMENT INSERTION IN VIDEOS

FIG. 1



(57) Abstract: A method for achieving uninterrupted interactivity for user watching a video yet clicking on an advertisement is provided. A method for delayed interactivity is provided herein. Delayed interactivity is implemented in the form of delayed insertions. When a user clicks on an object in hypervideo, presentation of or any action on the related information is deferred rather than played immediately. Delayed interactivity also is implemented in the form of video bookmarks. When a user clicks on an actual advertisement, related information is stored, i.e., bookmarked, along with video content. In this way, the user can pursue the related information at a later time and at the user's convenience.

WO 2009/032993 A3

**A. CLASSIFICATION OF SUBJECT MATTER****G06Q 30/00(2006.01)i**

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**B. FIELDS SEARCHED**

Minimum documentation searched (classification system followed by classification symbols)

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Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean utility models and applications for utility models since 1975.

Japanese utility models and applications for utility models since 1975.

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

e-KIPASS "hypervideo, delay"

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6154771 A (Rangan; P. Venkat et al.) 28 November 2000 See abstract; figures 1-12; columns 16-17; claims 1-4	1,6
A	US 6996775 B1 (Dey; Jayanta Kumar et al.) 7 February 2006 See abstract; figures 1-10; columns 2-3; claims 1-4	1-10
A	US 20060277470 A1 (Schneider; Tina Fay et al.) 7 December 2006 See abstract; figures 12-15; pages 1-3; claims 60-64	1-10

 Further documents are listed in the continuation of Box C. See patent family annex.

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US 6154771 A	28.11.2000	None	
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US 2006-0277470 A1	07.12.2006	None	