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[Continued on next page]

(54) Title: SYSTEMS AND METHODS FOR SUPPORTING USER GENERATED ADVERTISING TRANSACTIONS IN A VIDEO SERVICE PROVIDER ENVIRONMENT

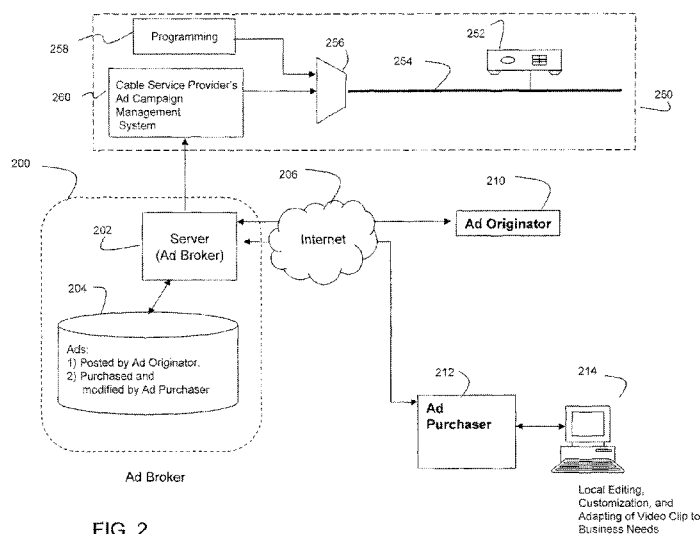


FIG. 2

(57) Abstract: In one embodiment, a system stores video clips which a user can select and use to create an ad video. The user can download the video clip, edit it appropriate, and then upload the ad video to the system. The user can then place the ad with a cable service provider as part of an ad campaign. The system allows the user to view available advertising opportunities with one or more video service providers, such as a cable service provider, and then define attributes of an ad campaign defining how and when to stream the ad in various programs. The ad campaign can place the ad in on-demand programs or schedule (broadcast) programs. The user can also be provided with reports indicating in part when the ad was actually streamed, allowing the user evaluate the performance of the ad campaign.



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INTERNATIONAL SEARCH REPORT

International application No.

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A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06Q 30/00 (2011.01)

USPC - 705/14.72

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)

USPC: 705/14.72

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

USPC: 705/1.1, 14.4, 14.41, 14.68, 14.72, 14.73; 725/23, 24, 32

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

PubWEST(USPT,PGPB,EPAB,JPAB); Google

Search terms: upload, download, video, edit, convert, ad, advertisement, broadcast, on, demand, campaign

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2003/0070167 A1 (Holtz et al.) 10 April 2003 (10.04.2003), para [00077], [0078], [0081], [0087], [0096], [0104], [0125], [0128], [0131], [0132], [0134], [0137], [0171], [0194], [0197]	1-20
Y	US 2008/0092193 A1 (Lee et al.) 17 April 2008 (17.04.2008), para [0005], [0006], [0037], [0041], [0042], [0044], [0046]	1-20
A	US 2008/0183578 A1 (Lipscomb) 31 July 2008 (31.07.2008), entire document	1-20
A	US 2008/0140502 A1 (Birnholtz et al.) 12 June 2008 (12.06.2008), entire document	1-20

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"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

"&" document member of the same patent family

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