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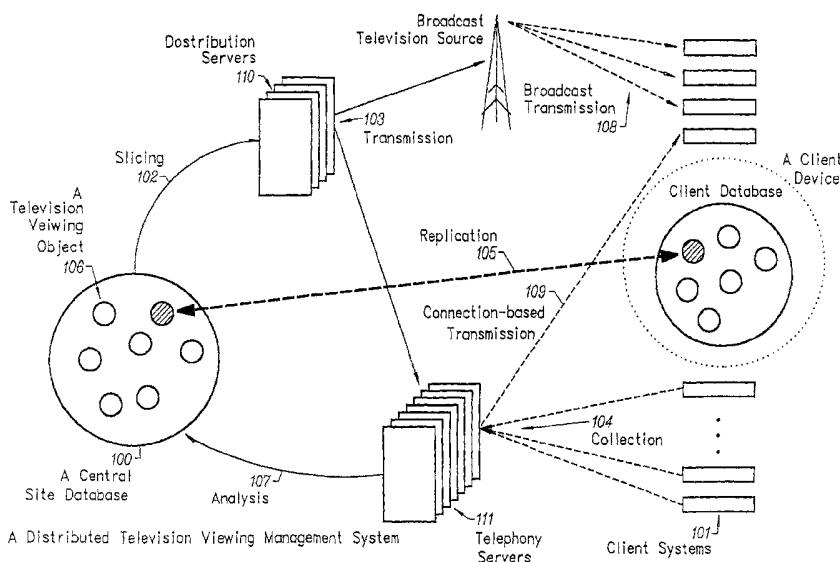
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(54) Title: CLIENT-SIDE MULTIMEDIA CONTENT TARGETING SYSTEM



(57) Abstract: A client-side multimedia content targeting system schedules the recording, storing, and deleting of multimedia content on a client system storage device. The invention accepts as input a prioritized list of program viewing preferences which is compared with a database of program guide objects that indicate when programs of interest are actually broadcast. The viewer's client system locally retains the viewer's preferences and other personal information that the viewer has entered and sent targeting information relating to program guide objects by a server. Using the viewer's preferences and personal information, the client system creates a viewer profile, which is used with the targeting information by the client system to record content that is within the viewer profile.

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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)
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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)
 EAST

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 5619247 (RUSSO), 08 April 1997, col. 4, lines 45-64	1-3,5-8,10-13 and 15 ----- 4,9 and 14
X,P --- Y	US 6177931 (ALEXANDER et al), 23 January 2001, col. 31, lines 25-33	1-15 ----- 4,9 and 14

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

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"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	

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