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Sanjeev [CA/CA]; 523 Clair Creek Blvd., Waterloo, Ontario N2T 1R8 (CA). SCANLAN, Bruce, David [CA/CA]; 355 Meadowvale Place, Waterloo, Ontario N2K 3P8 (CA).

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(74) Agents: HARRIS, John, D. et al.; Gowling Lafleur Henderson LLP, Suite 2600, 160 Elgin Street, Ottawa, Ontario K1P 1C3 (CA).

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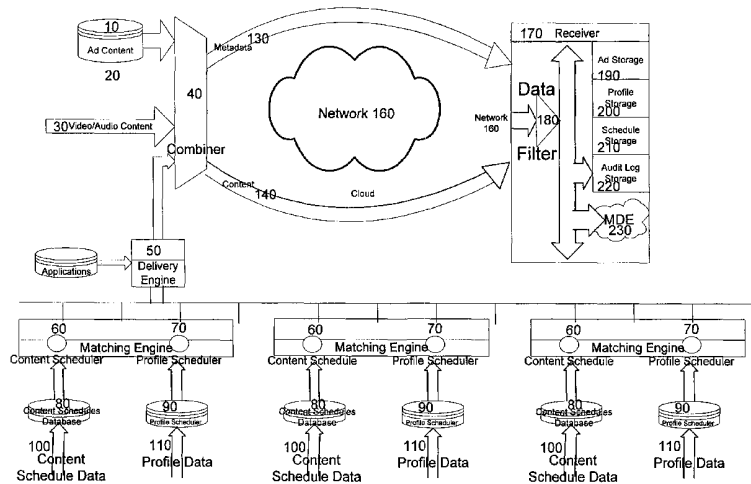
(71) Applicant (for all designated States except US): ADEX-ACT CORPORATION [CA/CA]; 702-101 Frederick Street, Kitchener, Ontario N2H 6R2 (CA).

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(72) Inventors; and
(75) Inventors/Applicants (for US only): BACSO, Stephen [CA/CA]; 147 Claremont Avenue, Kitchener, Ontario N2M 2P9 (CA). JUNEAU, Rene, J. [CA/CA]; 155 Westhamp-ton Drive, Thornhill, Ontario L4J 7X2 (CA). SHANKAR,

[Continued on next page]

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



(57) Abstract: The present invention relates to a method and system for targeted content presentation in a communications network. In accordance with the present invention, there is provided a method for targeting content to users in a communications network; the method comprising the steps of determining targeted user characteristics and presenting content in accordance with said characteristics. In accordance with the present invention, there is further provided a method for targeted content presentation in a communications network for regularly scheduled content opportunities, the method comprising the steps of: monitoring the programming stream for opportunities and content descriptors; determining the source for alternate content; matching the opportunity to the available content and the viewer characteristics; presenting in one embodiment, the system includes a delivery engine, a matching engine, a combiner, and a micro decision engine (MDE).



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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)

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

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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

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C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT		
Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
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