

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
23 May 2002 (23.05.2002)

PCT

(10) International Publication Number
WO 02/041541 A3

(51) International Patent Classification⁷: **H04N 7/16**,
G06F 17/30, 17/60, H04H 9/00

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).

(21) International Application Number: PCT/CA01/01599

(22) International Filing Date:
20 November 2001 (20.11.2001)

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

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
2,326,368 20 November 2000 (20.11.2000) CA

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

(81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, OM, PH, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZM, ZW.

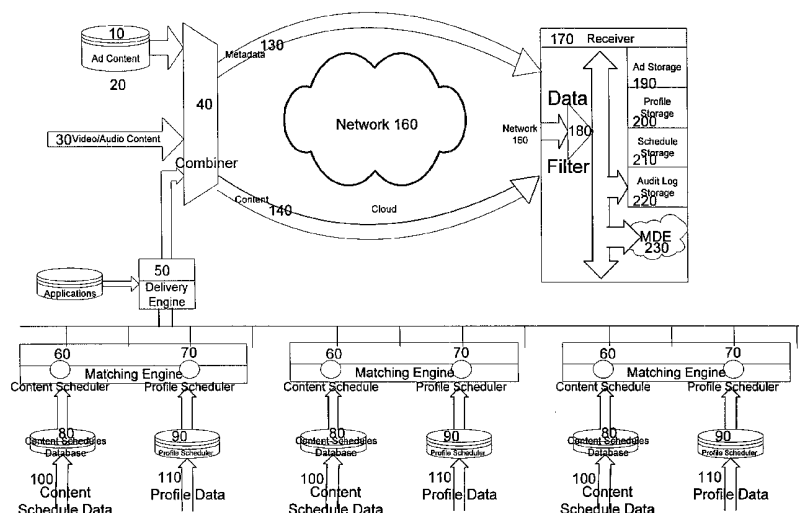
(72) Inventors; and

(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,**

(84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

[Continued on next page]

(54) Title: METHOD AND SYSTEM FOR AUTOMATED REPORTING IN A COMMUNICATIONS NETWORK



(57) Abstract: The present invention relates to a method and system for automated reporting in a communications network. In accordance with the present invention, there is provided a method for automated reporting in a communications network, the method comprising the steps of: collecting user data related to content targeting; and reporting said collected data to provide improved targeting. In accordance with the present invention, there is provided a method for automated reporting in a communications network, the method comprising the steps of: monitoring the programming stream for opportunities and content descriptors; determining the source for alternate content as described previously; matching the opportunity to the available content and the viewer characteristics; presenting the content to the viewer; and updating the secure audit log with the viewing result.



Published:

— with international search report

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(88) Date of publication of the international search report:

6 September 2002

INTERNATIONAL SEARCH REPORT

International Application No

PCT/CA 01/01599

A. CLASSIFICATION OF SUBJECT MATTER

IPC 7 H04N7/16 G06F17/30 G06F17/60 H04H9/00

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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Further documents are listed in the continuation of box C.

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Patent family members are listed in annex.

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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

Date of the actual completion of the international search

19 April 2002

Date of mailing of the international search report

16/05/2002

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

Willem, B

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