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[Continued on next page]

(54) Title: MOBILE MEDIA PLATFORM

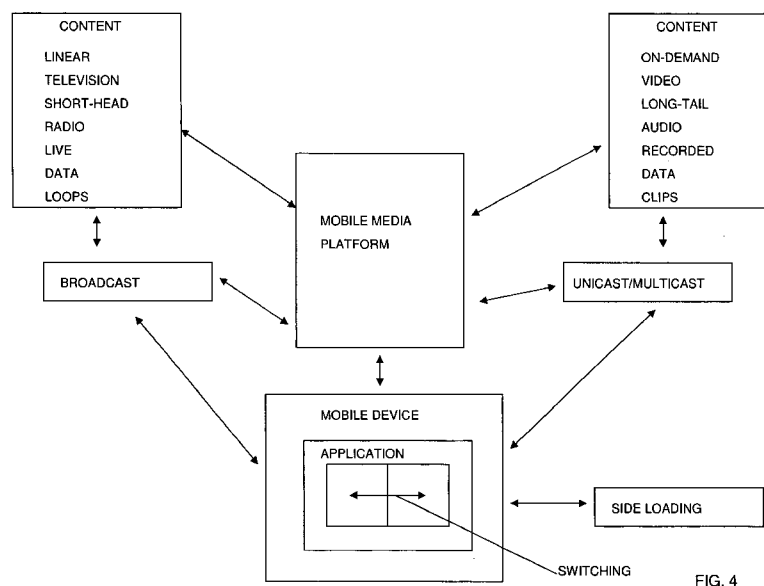


FIG. 4

(57) Abstract: In embodiments, the present invention provides a method and system for sourcing, encoding, management, hosting, financial mediation, transaction settlement, and delivery of mobile content with a mobile media platform, and delivering content to a mobile device..

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INTERNATIONAL SEARCH REPORT

International application No.
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A. CLASSIFICATION OF SUBJECT MATTER IPC: <i>H04H 20/71</i> (2008.01) , <i>A63F 13/00</i> (2006.01) , <i>G06Q 30/00</i> (2006.01) , <i>G06Q 40/00</i> (2006.01) , <i>H04H 20/26</i> (2008.01) , <i>H04H 40/27</i> (2008.01) (more IPCs on the last page) 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: <i>H04H</i> (2008.01) , <i>A63F</i> (2006.01) , <i>G06Q</i> (2006.01) , <i>H04L</i> (2006.01) , <i>H04N</i> (2006.01) , <i>H04Q</i> (2006.01) Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched Electronic database(s) consulted during the international search (name of database(s) and, where practicable, search terms used) Delphion, Questel QPAT, IEEEEXplore, Canadian Patent Database, Google. Keywords: broadcast, unicast, multicast, content, data, video, television, channels, sessions, wireless, network, GSM, UMTS, mobile, client, platform, switch, change, toggle, interface, display, simultaneously, video on demand, live content, radio, clips, Multimedia Broadcast Multicast Service/MBMS.		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	Einarsson et al.: "Multiple aggregated control URIs for RTSP", Network Working Group, Internet-Draft, 19 June 2006 (19-06-2006) <draft-einarsson-mmusic-rtsp-macuri-00> URL: http://tools.ietf.org/id/draft-einarsson-mmusic-rtsp-macuri-00.txt , Retrieved from the Internet on 18 June 2008 (18-06-2008) **abstract** **sections 2-4**	1-50 and 133-138
A	WO 2006/110322 A2 (Jiang et al.) 19 October 2006 (19-10-2006) **paragraphs [0033]-[0034]** **paragraphs [0073]-[0075]** **paragraphs [0129]-[0131]** **claims 73 and 93**	1-50 and 133-138
<input checked="" type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.		
* Special categories of cited documents : "A" document defining the general state of the art which is not considered to be of particular relevance "E" earlier application or patent but published on or after the international filing date "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) "O" document referring to an oral disclosure, use, exhibition or other means "P" document published prior to the international filing date but later than the priority date claimed	"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone "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 18 August 2008 (18-08-2008)	Date of mailing of the international search report 18 August 2008 (18-08-2008)	
Name and mailing address of the ISA/CA Canadian Intellectual Property Office Place du Portage I, C114 - 1st Floor, Box PCT 50 Victoria Street Gatineau, Quebec K1A 0C9 Facsimile No.: 001-819-953-2476	Authorized officer Georges Matar 819-994-6366	

INTERNATIONAL SEARCH REPORTInternational application No.
PCT/IB2007/004401**Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of the first sheet)**

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons :

1. ☐ Claim Nos. :
because they relate to subject matter not required to be searched by this Authority, namely :
2. ☐ Claim Nos. :
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically :
3. ☐ Claim Nos. :
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows :

The claims are directed to a plurality of inventive concepts as follows:

Group A - Claims 1-198: method and system for switching between broadcast and unicast content

Group B - Claims 199-223 and 252-257: method, system and facility for encoding content

(Continues in extra sheet on page 6 of 8)

1. ☐ As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
2. ☐ As all searchable claims could be searched without effort justifying additional fees, this Authority did not invite payment of additional fees.
3. ☐ As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claim Nos. :
4. ☒ No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claim Nos. : 1-50 and 133-138

Remark on Protest ☐ The additional search fees were accompanied by the applicant's protest and, where the payment of a protest fee.

☐ The additional search fees were accompanied by the applicant's protest but the applicable fee was not paid within the time limit specified in the invitation.

☐ No protest accompanied the payment of additional search fees.

INTERNATIONAL SEARCH REPORT

International application No.
PCT/IB2007/004401

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	WO 2006/113975 A1 (Wilson) 2 November 2006 (02-11-2006) **paragraphs [0007], [0008], [0035]**	1-50 and 133-138
A	US 6,704,576 B1 (Brachman et al.) 9 March 2004 (09-03-2004) **abstract** **column 2, lines 58-61** **column 8, lines 22-30** ---	1-50 and 133-138

INTERNATIONAL SEARCH REPORT
Information on patent family members

International application No.
PCT/IB2007/004401

Patent Document Cited in Search Report	Publication Date	Patent Family Member(s)	Publication Date
WO2006110322	19-10-2006	US2007168523 A1	19-07-2007
WO2006113975	02-11-2006	AU2006239739 A1	02-11-2006
US6704576	09-03-2004	NONE	

Continuation of Box No. III

Group C - Claims 224-226 and 258-260: method and system of pre-encoding mobile content

Group D - Claims 227-236 and 261-268: method and system of inserting sponsored content into creative content

Group E - Claims 237-243: an advanced encoding method and facility for mobile media

Group F - Claims 244-251 and 269-272: method and system of providing tagged content

Group G - Claims 273-319, 330, 331, 333-339, 341-345 and 352: method and system of managing playback of content

Group H - Claims 320-329 and 346-350: method and system for remotely controlling a streaming media server

Group I - Claims 332 and 351: method and system for optimizing ingestion, encoding, transcoding, hosting and delivery of mobile content using recorded parameters

Group J - Claim 340: method for managing mobile game play

Group K - Claims 353-356 and 363-369: method and system for mobile media event mediation

Group L - Claims 357 and 358: method for monetizing creative content

Group M - Claims 359-362: method for monetizing mobile media

Group N - Claims 370-374: method of managing costs of participating in a mobile media event

Group O - Claim 375: method of determining a share of advertisement revenue

Group P - Claims 376-466 and 471-475: consumption profile and a method of delivering content based on a consumption profile

Group Q - Claims 467-470: method of mediating interaction in a social networking environment

Group R - Claims 476-525 and 585-636: method and system of processing content based on applied tags

Group S - Claims 526-532: method of evaluating content tags to determine requirements for preparing content for delivery

Group T - Claims 533-551, 557 and 637-640: method and system of distributing tagged mobile content

Group U - Claims 552-556: method of providing hosting services based on tagged content

Group V - Claims 558-562: method of optimizing process based on content processing status

Group W - Claims 563-571 and 641-649: method and system of automated content tagging comprising performing searched/providing recommendations based on tags

Group X - Claims 572-580: method for processing content in a social networking environment

Group Y - Claims 581-584 and 650-653: method and system of providing an ad fulfillment engine for targeting advertising content

The claims must be limited to one inventive concept as set out in Rule 13 of the PCT.

While each of the above mentioned groups relates to a different general concept, Group A, which comprises claims 1-198, is furthermore divided into several groups, when considering the prior art, as follows:

Continuation of Box No. III

Reference will be made to the following publication:

D1: Einarsson et al.: "Multiple aggregated control URIs for RTSP", Network Working Group, Internet-Draft, 19 June 2006 (19-06-2006) <draft-einarsson-mmusic-rtsp-macuri-00> URL: <http://tools.ietf.org/id/draft-einarsson-mmusic-rtsp-macuri-00.txt>, Retrieved from the Internet on 18 June 2008 (18-06-2008).

Using the wording of claim 1, D1 discloses (references in parenthesis apply to D1):

A method of switching between broadcast and unicast content (abstract: "switch content channel ") on a mobile device (see Introduction: "providing broadcasted TV over IP to mobile devices"), comprising:

- making unicast content available to a mobile device (see section 3.3: "the least popular channel (Ch1) is only available via unicast");
- making broadcast content available to the mobile device (see section 3.3: "most popular channel (Ch3) is only available via broadcast" and section 2 "suggest some changes to RTSP which makes it more easy to make a combined unicast and broadcast TV service"); and
- providing an application on the mobile device which allows for switching between the unicast and broadcast content (see section 3.1: "a unicast client has access to a number of content channels, and wants to be able to switch between the channels in as short time as possible." and section 4.2: "The proposed design is to use RTSP PLAY requests inside an RTSP session to request a new TV channel (content source)").

An *a posteriori* analysis has concluded that D1 discloses, as can be seen from the paragraph herein above, the subject matter of claim 1 (and consequently claim 133, which relates to the same subject matter as of claim 1, but in terms of a system).

The requisite unity of invention (PCT Rule 13.1) therefore no longer exists since a technical relationship involving at least one single general inventive concept in the sense of PCT Rule 13.2 cannot be established between the claims of Group A.

The present common concept linking the claims of Group A, which is defined by claim 1 (or claim 133), is known from D1, and thus does not constitute a technical feature that defines a contribution over the prior art (see PCT guidelines, sections 10.01 and 10.03). For these reasons, Group A is further divided as follows:

Group A1 - Claims 1-50 and 133-138: method and system for switching between broadcast and unicast content

Group A2 - Claims 51-62 and 139-148: relate to hosting content on a mobile media platform

Group A3 - Claims 63-70 and 149-154: relate to storing metadata regarding the content in the same file as the content

Group A4 - Claims 71-81 and 155-158: relate to providing notifications using a notification engine

Group A5 - Claims 82-86 and 159-163: relate to providing searching using a searching engine

Group A6 - Claims 87-93 and 164-169: relate to providing a recommendation using a recommendation engine

Group A7 - Claims 94-100 and 170-175: relate to making content available to a mobile device based on location information and location intelligence

Group A8 - Claims 101, 102 and 176: relate to providing an interactive programming guide

Group A9 - Claims 103-111 and 177-182: relate to providing a social networking application in connection with content

Group A10 - Claims 112-115 and 183-186: relate to providing a report using a reporting engine

Group A11 - Claims 116-125 and 187-192: relate to providing advertising content to a mobile device

Group A12 - Claims 126-132 and 193-198: relate to integrating the provision of the content with other systems

INTERNATIONAL SEARCH REPORT

International application No.
PCT/IB2007/004401

H04H 60/31 (2008.01), *H04H 60/33* (2008.01), *H04H 60/35* (2008.01), *H04L 12/16* (2006.01),
H04L 12/18 (2006.01), *H04L 12/26* (2006.01), *H04N 7/16* (2006.01), *H04Q 7/20* (2006.01),
H04Q 7/32 (2006.01), *H04Q 7/34* (2006.01)