(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
27 September 2007 (27.09.2007)

PCT

(10) International Publication Number
WO 2007/109162 A3

(51) International Patent Classification:
H04N 5/445 (2006.01) *G06F 13/00* (2006.01)
G06F 3/00 (2006.01)

(21) International Application Number:
PCT/US2007/006687

(22) International Filing Date: 16 March 2007 (16.03.2007)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/783,463 17 March 2006 (17.03.2006) US

(71) Applicant *(for all designated States except US)*: **VIDDLER, INC.** [US/US]; 115 Research Drive, Suite 150, Bethlehem, PA 18015 (US).

(72) Inventors; and
(75) Inventors/Applicants *(for US only)*: **DEMARCO, Donna, L.** [US/US]; 15 Rupperts School Road, Fleetwood, PA 19522 (US). **SANDIE, Robert, A.** [US/US]; 901 Hayes Street, Bethlehem, PA 18015 (US).

(74) Agent: **GOLUB, Daniel, H.**; 1701 Market Street, Philadelphia, PA 19103 (US).

(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

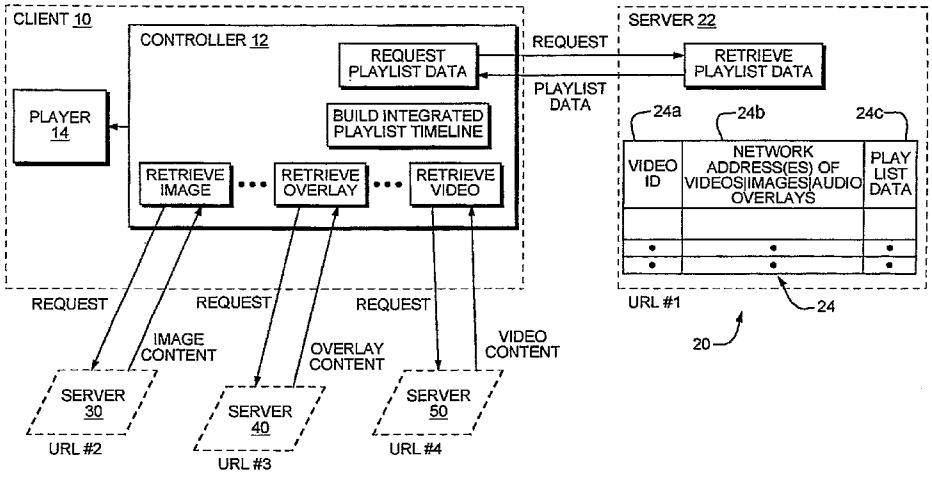
(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Declaration under Rule 4.17:
— *of inventorship (Rule 4.17(iv))*

Published:
— *with international search report*
— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

(88) Date of publication of the international search report:
12 June 2008

(54) Title: METHODS AND SYSTEMS FOR DISPLAYING VIDEOS WITH OVERLAYS AND TAGS



(57) Abstract: In a system and method for displaying a video and an overlay or tag, an application that runs through a browser on a client is used to send a request from the client to a server over a computer network. In response to the request, at least the following is sent from the server to the client: a first uniform resource locator (URL) corresponding to a location on the network where the video is stored, a second URL corresponding to a location on the network where the overlay or tag is stored, and playlist data. The first and second URLs are associated with different servers on the computer network. The first and second URLs and the playlist data are used at the client to retrieve the video and the overlay or tag, and build a playlist. The client merges the video and the overlay into an integrated media sequence that is played to a user via the browser in accordance with the playlist, and displays the tag. The user is automatically linked to content associated with the overlay or tag when the user clicks on a representation of the overlay or tag displayed on the browser.

WO 2007/109162 A3

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US07/06687

A. CLASSIFICATION OF SUBJECT MATTER
IPC: **H04N 5/445**(2006.01);**G06F 3/00**(2006.01),**13/00**(2006.01)

USPC: 725/51
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)
U.S. : 725/51

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: URL, supplemental, interactive, ITV, playlist, triggers, ATVEF

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2003/0084441 (HUNT) 01 May 2003 (01.05.2003), Figures 1-6 and Paragraphs 0022-0062	1-13
A	US 2006/0047779 (DESHPANDE) 02 March 2006 (02.03.2006), Figure 2 and and Paragraph 0030	1-13

☐ Further documents are listed in the continuation of Box C. ☐ 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 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	Date of mailing of the international search report
01 April 2008 (01.04.2008)	16 APR 2008
Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US Commissioner for Patents P.O. Box 1450 Alexandria, Virginia 22313-1450 Facsimile No. (571) 273-3201	Authorized officer Jason P. Salce Telephone No. (571) 272-7301

Form PCT/ISA/210 (second sheet) (April 2007)