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

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
21 December 2007 (21.12.2007)

PCT

(10) International Publication Number
WO 2007/146688 A3

(51) International Patent Classification:
G06Q 30/00 (2006.01)

(21) International Application Number:
PCT/US2007/070467

(22) International Filing Date: 6 June 2007 (06.06.2007)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
11/447,443 6 June 2006 (06.06.2006) US

(63) Related by continuation (CON) or continuation-in-part (CIP) to earlier application:
US 11/447,443 (CON)
Filed on 6 June 2006 (06.06.2006)

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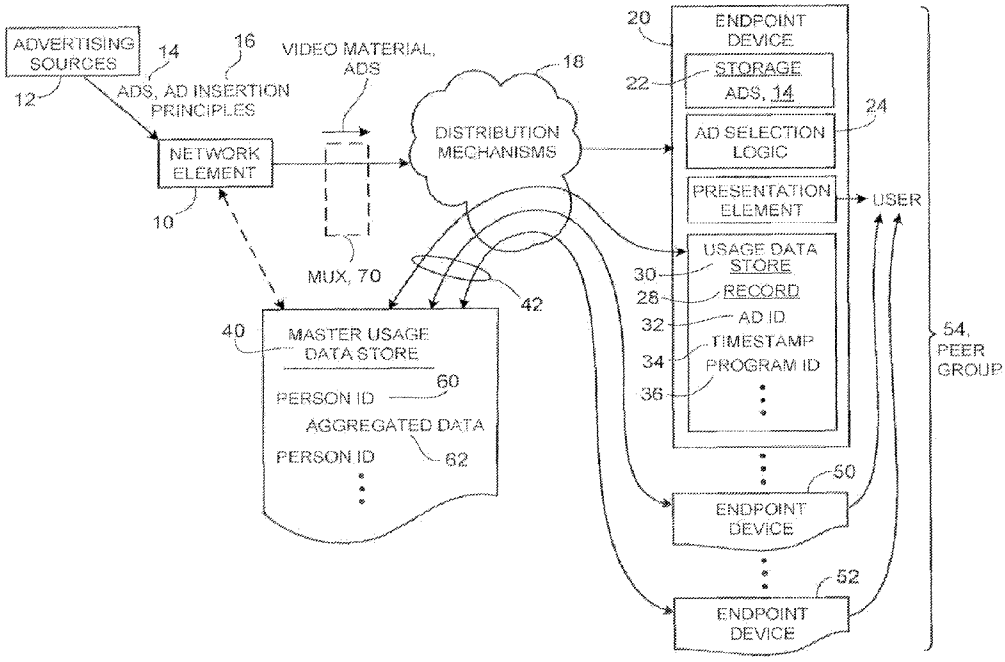
(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, 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, 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).

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:
17 July 2008

(54) Title: ADVERTISING DELIVERY



(57) Abstract: Among other things, information associated with presentation of video material on a presentation device to a single user is used to select video material to be presented to the user on another presentation device.

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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US 07/70467

A. CLASSIFICATION OF SUBJECT MATTER
IPC(8) - G06Q 30/00 (2007.10)
USPC - 705/14
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)
USPC - 705/14

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC - 705/7, 8, 14, 27; 725/23, 32, 42

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
PubWEST (USPT, PGPB, EPAB, JPAB); Google Scholar
Search Terms Used: selection, video, audio, endpoint device, PDA, handheld, advertisement, pop-up, computer, information, content, permit user, blocker, internet etc.

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 6,947,976 B1 (Devitt et al.) 20 September 2005 (20.09.2005) entire document, especially Abstract; col. 1, ln. 55-58; col. 3, ln. 1-53; col. 6, ln. 5-10; col. 7, ln. 33-67; col. 8, ln. 25-45; col. 14, ln. 46-55	1-5, 7-19, 22, 25-32 and 34 ---------- 6, 20-21 and 33
X -- Y	US 5,848,397 A (Marsh et al.) 08 December 1998 (08.12.1998) entire document, especially Abstract	23-24 ---------- 20-21 and 33
Y	US 6,128,663 A (Thomas) 03 October 2000 (03.10.2000) entire document, especially Abstract; col. 5, ln. 38-56	6

☐ Further documents are listed in the continuation of Box C. ☐

* Special categories of cited documents:
"A" document defining the general state of the art which is not considered to be of particular relevance
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"P" document published prior to the international filing date but later than the priority date claimed
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"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
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"&" document member of the same patent family

Date of the actual completion of the international search	Date of mailing of the international search report
17 October 2007 (17.10.2007)	12 MAY 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: Lee W. Young PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774

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