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407 Appian Way, Doylestown, PA 18901 (US). **DEO, Frank, P.**; 9 Ups N Downs Court, Flemington, NJ 08822 (US).

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(74) Agent: **KENNEDY, John, T.**; Dorsey & Whitney LLP, 370 Seventeenth Street, Suite 4700, Denver, CO 80202-5647 (US).

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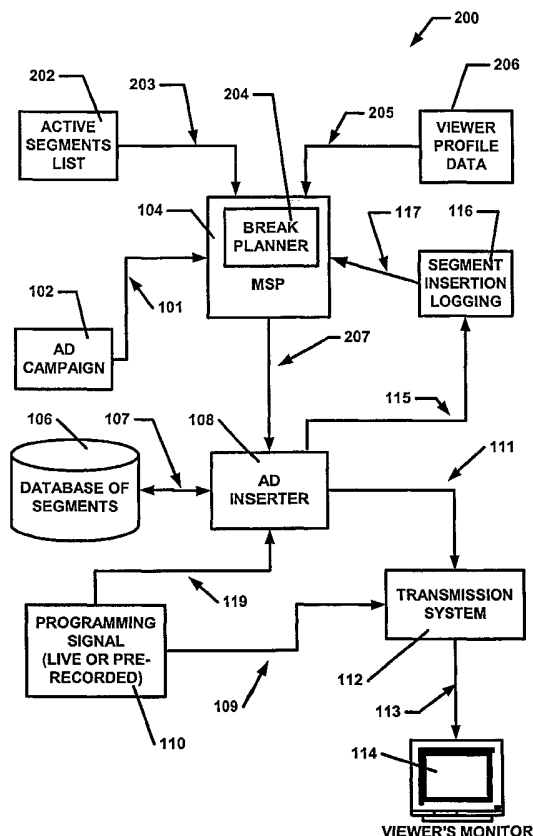
(71) Applicant: **ACTV, INC.** [US/US]; 233 Park Avenue South, 10th Floor, New York, NY 10003 (US).

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(72) Inventors: **DILGER, Bruce, C.**; 112 Headwater Drive, Medford, NJ 08055 (US). **CRISTOFALO, Michael, G.**;

[Continued on next page]

(54) Title: SYSTEM AND PROCESS FOR IMPLEMENTING COMMERCIAL BREAKS IN PROGRAMMING



(57) Abstract: A system and process is provided for determining, selecting and identifying commercial and/or non-commercial segments for insertion into a break in a given programming signal. In one embodiment, a break planner (204) is provided in a media stream planner (104). The break planner (204) utilizes at least one parameter provided by at least one of an ad campaign (102), an active segments list (202), a viewer profile database, and a prior inserts history to determine which segment to insert into a given break in a programming signal. Such determination may be made real-time or on a pre-determined basis and may be communicated to an advertisement inserter (108) which provides such "segments" to a transmission system (112) for insertion into a transmitted or otherwise communicated programming signal. In an alternative embodiment, the selection and insertion processes may be accomplished in a personal video recorder.



ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, SK,
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INTERNATIONAL SEARCH REPORT

International application No.
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A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : H04N 7/025, 7/10

US CL : 725/32, 34, 35, 36

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. : 725/32, 34, 35, 36

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
NONE

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

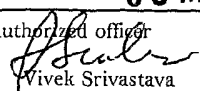
EAST - commercial, advertisement, insertion, profile, history, viewer, database

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6,002,393 A (HITE et al) 14 December 1999, whole document	1-58
A	US 6,029,045 A (PICCO et al) 22 February 2000, whole document	1-58
A	US 5,937,329 A (HELMY et al) 10 August 1999, whole document	1-58

☐ Further documents are listed in the continuation of Box C. ☐ See patent family annex.

* Special categories of cited documents:	"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
"A" document defining the general state of the art which is not considered to be of particular relevance	"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
"E" earlier document published on or after the international filing date	"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
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"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	

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Name and mailing address of the ISA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231 Facsimile No. (703) 305-3230	Authorized officer  Vivek Srivastava Telephone No. (703) 305-4038