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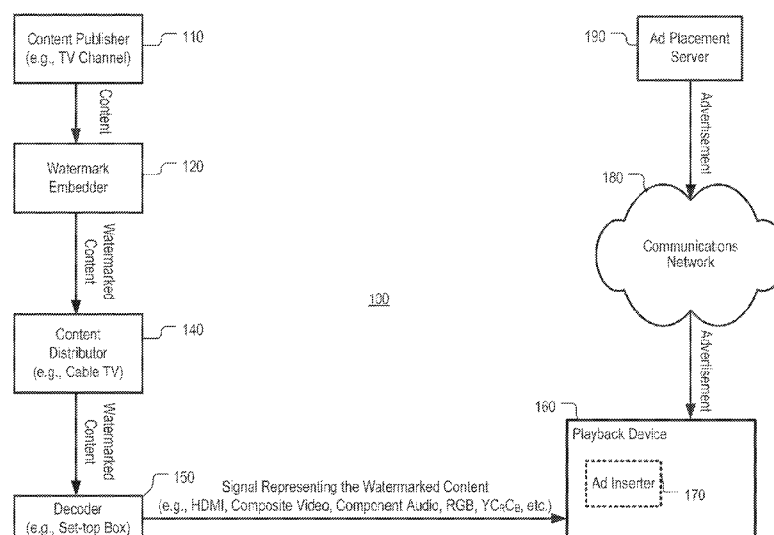


FIG. 1

(57) Abstract: Systems, methods, and media for presenting advertisements are provided. In some implementations, systems for presenting advertisements are provided, the systems comprising: at least one hardware processor that: receives media content containing a video portion and/or an audio portion; determines whether a watermark is embedded in at least one of the video portion and/or the audio portion of the media content; and if it is determined that the watermark is embedded in the at least one of the video portion and/or the audio portion of the media content: identifies a payload in the watermark; receives an advertisement selected at least in part based on the payload; and causes the advertisement to be presented instead of the media content.

INTERNATIONAL SEARCH REPORT

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PCT/US2014/028075**A. CLASSIFICATION OF SUBJECT MATTER****G06Q 30/02(2012.01)i, G06Q 50/10(2012.01)i**

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)

G06Q 30/02; H04N 7/10; G06F 17/30; G06F 17/60; H04L 9/32; H04L 9/00; G06F 13/00; G06Q 50/10

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean utility models and applications for utility models

Japanese utility models and applications for utility models

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

eKOMPASS(KIPO internal) & Keywords: advertisement, media content, watermark, payload

C. DOCUMENTS CONSIDERED TO BE RELEVANT

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X	US 2012-0072730 A1 (JOSEPH M. WINOGRAD et al.) 22 March 2012 See abstract, paragraphs [0068]-[0096], claims 1, 6, 12, 22, 27, 33, and figures 1-4.	1,3-8,10-15,17-21
Y		2,9,16
Y	US 2010-0153993 A1 (RICHARD KONIG et al.) 17 June 2010 See paragraphs [0043]-[0050], claims 1-4, and figures 1-3.	2,9,16
A	US 2012-0150903 A1 (BRUCE L. DAVIS et al.) 14 June 2012 See paragraphs [0039]-[0076], claim 33, and figures 1-2.	1-21
A	US 7587601 B2 (KENNETH L. LEVY et al.) 08 September 2009 See column 5, line 30 - column 11, line 12, claims 1, 6, 10, and figures 1-6.	1-21
A	JP 2003-114841 A (NIPPON TELEGR & TELEPH CORP. <NTT>) 18 April 2003 See paragraphs [0015]-[0033], claims 1-3, and figure 1.	1-21



Further documents are listed in the continuation of Box C.



See patent family annex.

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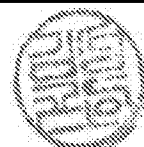
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