

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
15 May 2008 (15.05.2008)

PCT

(10) International Publication Number
WO 2008/058050 A3

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

(21) **International Application Number:**
PCT/US2007/083578

(22) **International Filing Date:**
5 November 2007 (05.11.2007)

(25) **Filing Language:** English

(26) **Publication Language:** English

(30) **Priority Data:**
11/556,759 6 November 2006 (06.11.2006) US
11/750,665 18 May 2007 (18.05.2007) US

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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, ME, 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).

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:**
24 July 2008

(54) **Title:** SYSTEM AND METHOD FOR PROVIDING ADVERTISEMENTS FOR VIDEO CONTENT IN A PACKET BASED NETWORK



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(57) **Abstract:** A system and method of providing advertisements for video content in a packet based communication system is provided. In one embodiment, the method includes storing a plurality of advertisements in a memory, wherein each of the plurality of advertisements is configured to be displayed concurrently with a video player having a perimeter and each of the plurality of video advertisements is configured to be displayed adjacent the perimeter of the video player such as, for example, around the entire perimeter of the video player. The method further comprises receiving a plurality of requests for an advertisement from a plurality of clients and wherein each of the plurality of clients is displaying one of a plurality of web pages that form part of a plurality of web sites. Each of the plurality of web pages includes a hyperlink configured to cause video content to be presented in a video player and the plurality of requests are received as a result of actuation of the hyperlink included in the plurality of web pages. The method further includes transmitting one of the plurality of advertisements to each of the plurality of clients for display adjacent the perimeter of the video player. The video content, advertisements, and web pages may be transmitted to the clients via two or more different servers. A request for data resulting from actuation of a hyperlink associated with an advertisement may be logged and redirected to a content provider such as the advertiser.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US07/83578

A. CLASSIFICATION OF SUBJECT MATTER IPC(8) - G06Q 30/00(2006.01 j) USPC - 705/014 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(B) - G06Q 3/00, G06F 17/60, G06F 17/30, G06F 15/16, H04L 29/08 (2008.01) USPC - 705/014, 707/102, 707/010, 709/203, 709/21B 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) MicraPatent, PubWest(US, USPG-PUB, EPO), GooglePatents		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US220060026067 A1 (NICHOLAS et al) 02 February 2006 (02.02.2006) entire document	1-42, 44, 46-54 and 57
Y		43, 45 and 55-56
Y	US20050010475 A1 (PERKOWSKI, et al) 13 January, 2005 (13.01.2005) entire document	43, 45 and 55-56
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Date of the actual completion of the international search 19 April 2008		Date of mailing of the international search report 13 MAY 2008
Name and mailing address of the ISA/US Mail Stop PCT, AUn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201		Authorized officer: Blalna R. Copenheaver PCT Hdpd bk: 571-272-4300 POT OSP: 571-272-7774