

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
12 April 2007 (12.04.2007)

PCT

(10) International Publication Number
WO 2007/041022 A3

(51) International Patent Classification:
G06F 17/30 (2006.01)

(21) International Application Number:
PCT/US2006/036958

(22) International Filing Date:
22 September 2006 (22.09.2006)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
11/240,655 30 September 2005 (30.09.2005) US

(71) Applicant (for all designated States except US): **SONY COMPUTER ENTERTAINMENT AMERICA INC.**
[US/US]; 919 East Hillsdale Boulevard, Second Floor,
Foster City, California 94404-2175 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **VAN DATTA, Glen**
[US/US]; 919 East Hillsdale Boulevard, Second Floor, Foster City, California 94404-2175 (US). **ZALEWSKI, Gary**
[US/US]; 919 East Hillsdale Boulevard, Second Floor, Foster City, California 94404-2175 (US).

(74) Agents: **KASLOW, Kenneth** et al.; Carr & Ferrell LLP,
2200 Geng Road, Palo Alto, California 94303 (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, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LV, 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.

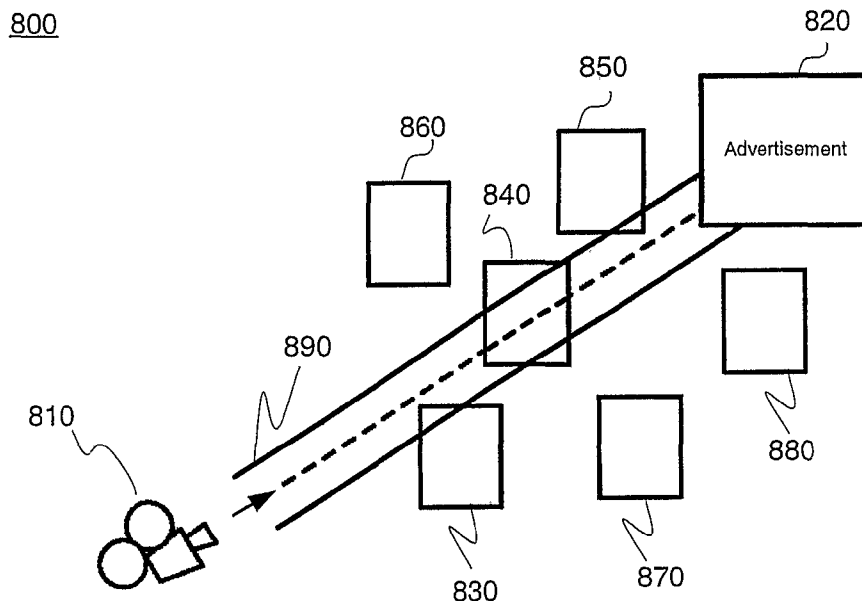
(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, 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

[Continued on next page]

(54) Title: TARGETED ADVERTISING



(57) Abstract: A targeted in-game advertising system is provided where advertising content may be delivered to a video game network environment. Advertisements may be delivered through the tagging of advertising assets in the video game environment according to one or more characteristics including user geographical location, personal preferences, a personal profile, video game preferences or video game genre. Methodologies for tracking advertising impressions are also provided based on monitoring the video game environment to determine the quality of impression to which the user is exposed in the video game environment.

WO 2007/041022 A3



(88) Date of publication of the international search report:

12 July 2007

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US 06/36958

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8): G06F 17/30 (2007.01)

USPC: 705/27

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(8): G06F 17/30 (2007.01)

USPC: 705/27

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC: 705/16, 27; 709/219

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

Electronic data base: USPTO WEST (PGPB, USPT, EPAB, JPAB); DIALOG PRO

Search Terms Used: targeting ads or advertisements, ad impression or image, network or internet, delivering or distributing content, tagging or marking, database or storage, tracking or monitoring, video gaming or multimedia, retrieving or accessing etc.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2004/0015608 A1 (Ellis et al.) 22 January 2004 (22.01.2004) (abstract, figs. 1-2 & 4-7, and para [0010]-[0017], [0032]-[0039], [0074]-[0080])	1-26
A	US 2005/0021403 A1 (Ozer et al.) 27 January 2005 (27.01.2005)	1-26
A	US 2003/0172376 A1 (Coffin, III) 11 September 2003 (11.09.2003)	1-26

☐ 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

"E" earlier application or patent but 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

08 March 2007 (08.03.2007)

Date of mailing of the international search report

27 APR 2007

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