Title: DATA PRE-FETCHING BASED ON USER DEMOGRAPHICS

FIG. 3

Abstract: Mechanisms are provided for pre-fetching content data (470) and storing the content data (470) in a mobile device (330). An identifier of a mobile device (330) and a location (434) of the mobile device (330) are received. Demographic information (432) about a user (430) of the mobile device (330) is obtained based on the identifier of the mobile device (330). The demographic information (432) of the user (430) is compared with demographic information (412, 422) of other users (410, 420) to identify one or more similar users (410, 420) having similar demographic information to the demographic information (432) of the user (430) of the mobile device (330). Content data (470) to transmit to the mobile device (430) is identified based on the location (434) of the mobile device (330) and the identification of the one or more similar users (410, 420). The content data (470) is transmitted to the mobile device (330) for storage in the mobile device (330).
### INTERNATIONAL SEARCH REPORT

**International application No.**

PCT/US 12/63679

#### A. CLASSIFICATION OF SUBJECT MATTER

**IPC(8) - G06F 7/00 (2013.01)**

USPC - 707/733

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: 707/733

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

USPC: 707/770, 724

#### C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Category</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>US 6,571,279 B1 (Herz et al.) 27 May 2003 (27.05.2003), col. 3, ln. 48 - col. 4, ln. 5; col. 5, ln. 36-61; col. 5, ln. 62 - col. 6, ln. 15; col. 6, ln. 48 - col. 7, ln. 16; col. 7, ln. 17-51; col. 8, ln. 51-65; col. 14, ln. 63 - col. 15, ln. 54</td>
<td>1, 6-7, 9, 11, 16, 18, 20</td>
</tr>
<tr>
<td>Y</td>
<td>US 2011/0213762 A1 (Sherrets et al.) 01 September 2011 (01.09.2011), para [0012], [0034], [0041], [0050]</td>
<td>2-5, 8, 10, 12-15, 17, 19</td>
</tr>
<tr>
<td>Y</td>
<td>US 2009/0287750 A1 (Banavar et al.) 19 November 2009 (19.11.2009), para [0013], [0056], [0062]-[0063]</td>
<td>5, 15</td>
</tr>
</tbody>
</table>

- * Further documents are listed in the continuation of Box C.
- **A** Special categories of cited documents:
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  - "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

11 January 2013 (11.01.2013)

Date of mailing of the international search report

01 FEB 2013

Name and mailing address of the ISA/US

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