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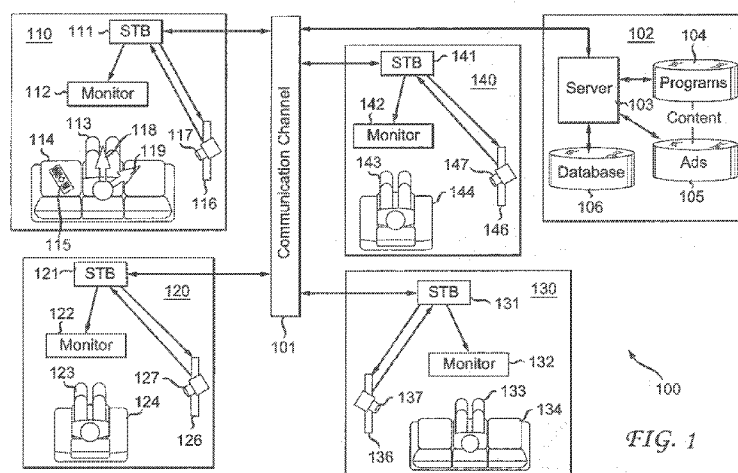


FIG. 1

(57) Abstract: Selection of an advertisement by a user for playout to at least one member of an audience of distributed members commences by establishing a content recommendation from the one audience member based on the one audience member's interaction with the at least one piece of content. The content recommended by the one audience member is transmitted to the at least one other member for playout to that other member

INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER IPC(8) - H04N 7/16 (2012.01) USPC - 725/9 According to International Patent Classification (IPC) or to both national classification and IPC				
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C. DOCUMENTS CONSIDERED TO BE RELEVANT				
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.		
X --- Y	US 2002/0138831 A1 (Wachtfogel et al.) 26 September 2002 (29.09.2002) entire document, especially fig. 6, para. [0015], [0158]-[0161], [0165]	1-3, 7-10 ----- 4-6, 11-20		
Y	US 2006/0218577 A1 (Goodman et al.) 28 September 2006 (28.09.2006) entire document, especially para. [0043], [0045]	4-6, 16-18		
Y	US 2009/0293079 A1 (McKee et al.) 26 November 2009 (26.11.2009) entire document, especially para. [0056]	11-20		
A	US 2011/0191288 A1 (Spears) 04 August 2011 (04.08.2011), entire document	1-20		
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