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**Declaration under Rule 4.17:**

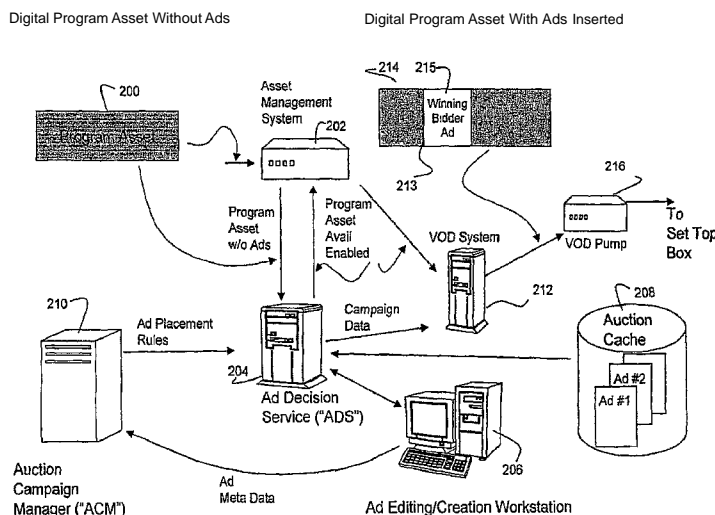
— as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(U))

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[Continued on next page]

(54) **Title:** SYSTEM AND METHODS FOR COMPETITIVE DYNAMIC SELECTION OF DIGITAL ADVERTISING ASSETS IN A VIDEO DISTRIBUTION SYSTEM



(57) **Abstract:** Systems and methods for an advertising auctioning capability are disclosed in conjunction with viewing of a movie or other type of program asset in a video distribution system. At certain points of the movie, called avails, advertisements are presented to the viewer. Each advertisement is selected from a plurality of advertisements based on criteria defined for selection. The selection of the advertisements may be based on criteria defined by the auctioning campaign, by the movie, the advertisements, and demographic information of the viewer selecting the movies. The auctioning process can occur in real-time and in various components, including a video on demand server or the viewer's set-top-box. Various tools are disclosed for indicating the avails, and defining the criteria for conduction the advertising auction campaign.

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**INTERNATIONAL SEARCH REPORT**

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**A. CLASSIFICATION OF SUBJECT MATTER**  
INV. H04N7/173 G06Q30/00

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)  
H04N G06Q

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 practical, search terms used)

EPO-Internal

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

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Y	US 2004/015994 A1 (CHOI HEE-KYUNG [KR] ET AL) 22 January 2004 (2004-01-22) the whole document	1-20
Y	US 2003/149975 A1 (ELDERING CHARLES [US] ET AL) 7 August 2003 (2003-08-07) the whole document	1-20
Y	US 2006/085816 A1 (FUNK JAMES M [US] ET AL) 20 April 2006 (2006-04-20) the whole document	1-20
Y	EP 1 071 287 A (LUCENT TECHNOLOGIES INC [US]) 24 January 2001 (2001-01-24) the whole document	1-20
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Further documents are listed in the continuation of Box C.

See patent family annex.

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- "A" document defining the general state of the art which is not considered to be of particular relevance
- "E" earlier document but published on or after the international filing date
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- "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
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C(Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
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