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(54) **Title:** METHOD AND SYSTEM FOR TRANSMITTING VIDEO OBJECTS

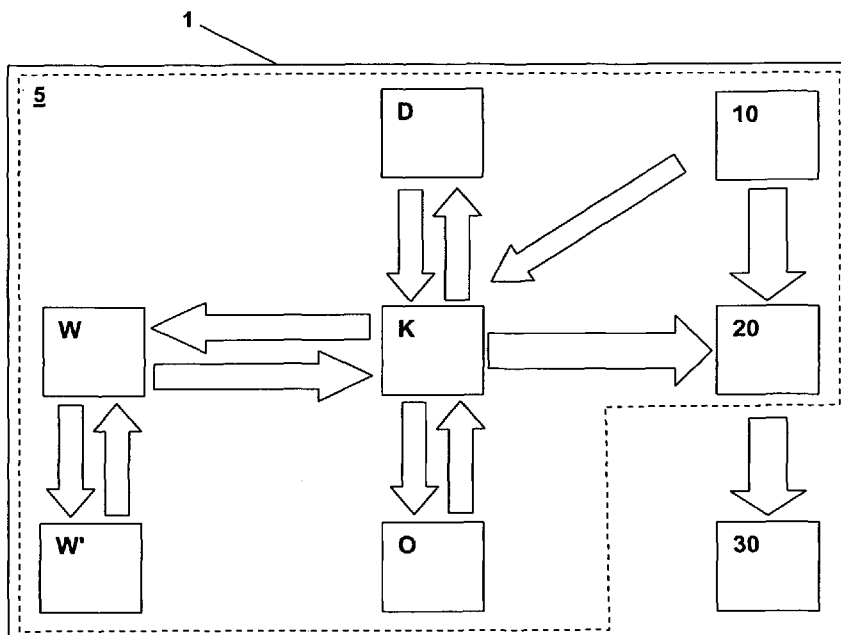


Fig. 1

(57) **Abstract:** The present invention relates to a method for transmitting objects in an Internet Protocol Television System from a distribution network to a destination terminal of a subscriber via an Internet Protocol transmission line, the method comprising: - determining a subscriber profile; - assigning at least one customized spot to an Internet Protocol Television program; - assigning one or more objects to the at least one customized spot, the one or more objects being chosen dependent on the subscriber profile; - providing the Internet Protocol Television Program and the customized spot to the destination terminal, wherein the one or more objects are provided as realistic objects.

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A. CLASSIFICATION OF SUBJECT MATTER
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ADD.
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)
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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	US 2007/204223 A1 (BARTELS JAY [US] ET AL) 30 August 2007 (2007-08-30) paragraphs [0009], [0010], [0012], [0026], [0027], [0128], [0129], [0132]; figures 3,11,14 -----	1-11
X	US 7 207 053 B1 (ASMUSSEN MICHAEL L [US]) 17 April 2007 (2007-04-17) column 1, line 55 - line 67; figures 1,2,4,10,14-17 column 5, line 16 - line 20 column 9, line 1 - column 10, line 16 claims 1-4 -----	1-11
X	US 2005/050576 A1 (UPENDRAN MANISH [US] ET AL) 3 March 2005 (2005-03-03) abstract claim 1 2; figure 1 -----	1,3,10, 11

Further documents are listed in the continuation of Box C.

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Date of the actual completion of the international search 25 January 2012	Date of mailing of the international search report 01/02/2012
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Name and mailing address of the ISA/ European Patent Office, P.B. 5818 Patentlaan 2 NL - 2280 HV Rijswijk Tel. (+31-70) 340-2040, Fax: (+31-70) 340-3016	Authorized officer Bernas, Yves
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INTERNATIONAL SEARCH REPORT

Information on patent family members

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