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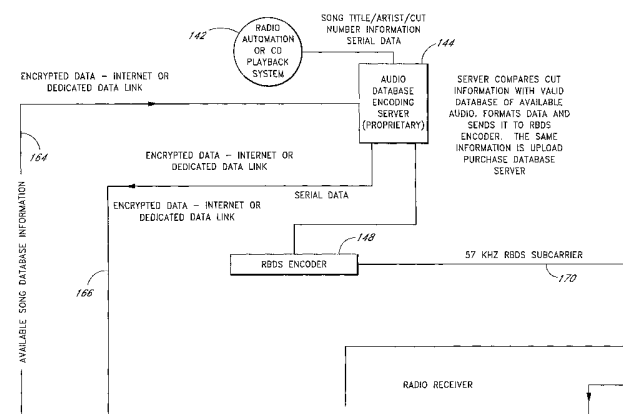
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For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: SYSTEM AND METHOD FOR ORDERING AND DELIVERING MEDIA CONTENT USING SUPPLEMENTARY DATA WHICH IS TRANSMITTED WITH A BROADCAST SIGNAL



(57) Abstract: An Automatic Purchase System (APS) provides a radio broadcast listener with the ability to conveniently purchase media content such as music or speech while listening to the radio. The user can respond to items in the radio broadcast such as advertisements, fund raising drives such as those conducted by public radio, or interactive listener polls during the broadcast. Data such as song title and artist, author or publisher and the IP address for the location where the digital version of the content is stored, can be transmitted using the RBDS/RDS data stream. A reference number representing song title and artist, author or publisher and the IP address for the location where the digital version of the content is stored can also be employed for ease of implementation. This reference number can reside in a lookup table to be accessed by the APS server software on a Data Server located at the broadcast site, a remote site or both for purposes of redundancy. Transmission of purchase requests from a Technology Enabled Radio (TER) is provided via wireless transmission, or by accessing the Internet using a personal computer or through a cellular or wireless phone.



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## INTERNATIONAL SEARCH REPORT

International Application No

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A. CLASSIFICATION OF SUBJECT MATTER  
 IPC 7 H04H1/00 H04H9/00

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)  
 IPC 7 H04H

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, WPI Data, PAJ, INSPEC, COMPENDEX

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 5 907 793 A (REAMS DAVID A) 25 May 1999 (1999-05-25) the whole document ----	1-15, 19-26
X	WO 99 35771 A (RITTER RUDOLF ; SWISSCOM AG (CH)) 15 July 1999 (1999-07-15) the whole document ----	9-11, 14-26
A	WO 99 43109 A (JOHNSON NICHOLAS DOUGALL ; TTP COMMUNICATIONS LTD (GB)) 26 August 1999 (1999-08-26) the whole document -----	1, 9, 16, 19, 20, 24-26

Further documents are listed in the continuation of box C.

Patent family members are listed in annex.

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Information on patent family members

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