

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
13 October 2011 (13.10.2011)

(10) International Publication Number
WO 2011/127359 A3

(51) International Patent Classification:
G06Q 30/00 (2006.01)

(21) International Application Number:
PCT/US2011/031704

(22) International Filing Date:
8 April 2011 (08.04.2011)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
12/757,276 9 April 2010 (09.04.2010) US

(71) Applicant (for all designated States except US): **AFFINE SYSTEMS, INC.** [US/US]; 2 Bryant St., Suite 220, San Francisco, CA 94105 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **IMPOLLONIA, Robert, Philip** [US/US]; 73 Sumner Street, Unit 101, San Francisco, CA 94103 (US). **SULLIVAN, Michael, Gregory** [US/US]; 35 Broderick Street, San Francisco, CA 94117 (US). **ZANDIFAR, Ali** [IR/US]; 88 Howar Street, Apt. 809, San Francisco, CA 94105 (US).

(74) Agents: **SUPERKO, Colleen** et al.; Wilmer Cutler Pickering Hale And Dorr LLP, 60 State Street, Boston, MA 02109 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PE, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

- with international search report (Art. 21(3))
- before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))

(88) Date of publication of the international search report:
1 December 2011

(54) Title: SYSTEMS AND METHODS FOR MATCHING AN ADVERTISEMENT TO A VIDEO

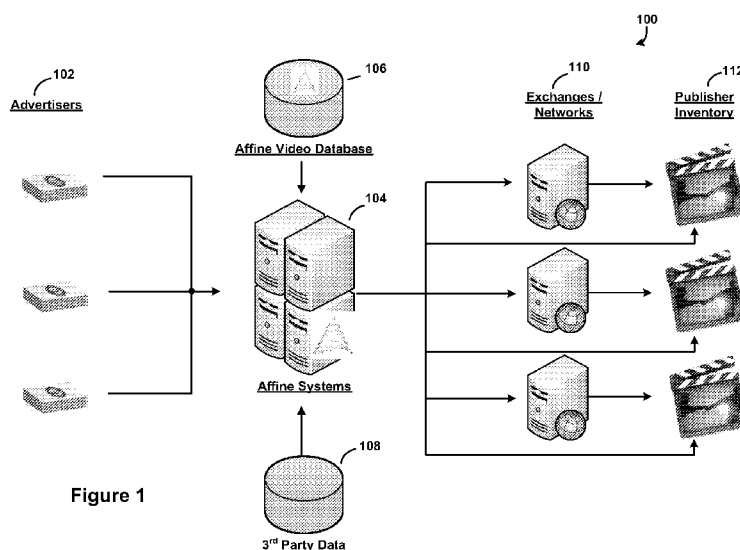


Figure 1

(57) Abstract: Systems and methods for automatically matching in real-time an advertisement with a video desired to be viewed by a user are provided. A database is created that stores one or more attributes associated with a plurality of videos. Supervised machine learning can be used to create signatures that uniquely identify particular attributes of interest, which can then be used to generate the attributes associated with the plurality of videos. When a user requests to view an on-line video having associated with it an advertisement, an advertisement can be selected for display with the video based on matching an advertiser's requirements or campaign parameters with the stored attributes associated with the requested video and/or with the user's information. The displayed advertisement can function as a hyperlink that allows a user to select to receive additional information. The performance or effectiveness of the selected advertisements can be measured and recorded.



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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US2011/031704

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06Q 30/00 (2011.01)

USPC - 705/14.49

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(8) - G06Q 30/00; H04N 5/45, 5/445 (2011.01)

USPC - 705/14.49, 14.73, 14.4, 14.67; 348/565; 725/42

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 practicable, search terms used)

MicroPatent, Google Patent

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2009/0094113 A1 (BERRY et al) 09 April 2009 (09.04.2009) entire document	1-52
Y	US 2008/0114861 A1 (GILDRED) 15 May 2008 (15.05.2008) entire document	1-52
Y	US 2007/0268406 A1 (BENNETT) 22 November 2007 (22.11.2007) entire document	3, 11, 19, 27, 33-52
Y	US 2009/0327083 A1 (MATHEW et al) 31 December 2009 (31.12.2009) entire document	4, , 12, 20, 28, 38, 48
Y	US 2009/0141940 A1 (ZHAO et al) 04 June 2009 (04.06.2009) entire document	34-36, 44-46

Further documents are listed in the continuation of Box C.

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Date of the actual completion of the international search 27 September 2011	Date of mailing of the international search report 07 OCT 2011
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Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201	Authorized officer: Blaine R. Copenheaver PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774
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