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- (81) **Designated States (unless otherwise indicated, for every
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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,
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SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM,
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ML, MR, NE, SN, TD, TG).

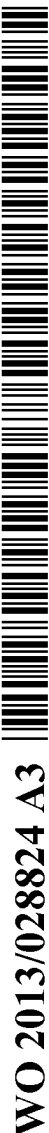
Declarations under Rule 4.17:

- as to the identity of the inventor (Rule 4.17(i))
- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))
- as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))

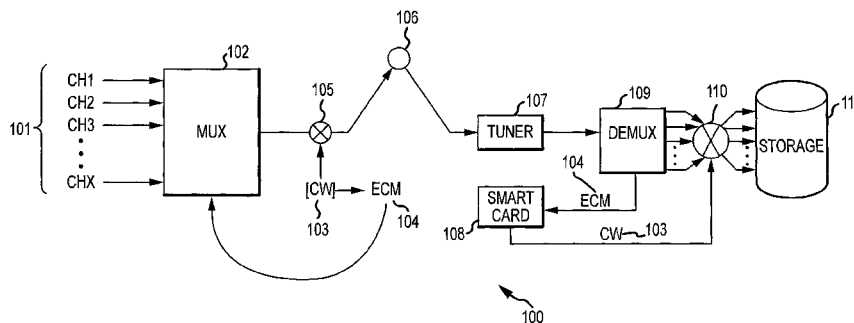
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(54) **Title:** STORING AND READING MULTIPLEXED CONTENT



(57) **Abstract:** A method for displaying content stored in a block of multiplexed content, the multiplexed content including a plurality of instances of content where each instance of content includes an associated content identifier, the method including receiving, at a content receiver, content identifying information for the content and instructions for displaying the content, determining a selected content identifier based on the content identifying information, selecting the block from one or more blocks based on the selected content identifier, scanning the block for a content identifier and encountering the content identifier, comparing the encountered content identifier to the selected content identifier, and processing an instance of content associated with the encountered content identifier where the encountered content identifier corresponds to the selected content identifier. A system for displaying and a system for storing multiplexed content are also described.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 12/51992

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06F 15/16 (2012.01)

USPC - 709/217

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) - G06F 15/16 (2012.01)

USPC - 709/217

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

IPC(8) - G06F 15/16 (2012.01) (keyword limited - see terms below)

USPC - 709/217-220, 227 (keyword limited - see terms below)

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

PatBase, Google Patents, Google Scholar; Search terms used: audio video multiplex identifier select search find time stamp display sequence synchronized block clip assemble compare scan storage disk processor controller tuner receiver software

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2008/0291206 A1 (Uchimura et al.) 27 November 2008 (27.11.2008), entire document, especially; para [0098], [0100], [0102], [0105], [0110], [0112], [0113], [0124], [0126], [0135], [0137], [0156], [0208], [0254], [0274], [0298], Fig. 1, 4, 25	1 - 20
A	US 2002/0152299 A1 (Traversat et al.) 17 October 2002 (17.10.2002), entire document	1 - 20
A	US 2004/0162871 A1 (Pabla et al.) 19 August 2004 (19.08.2004), entire document	1 - 20
A	US 2008/0271077 A1 (Kim et al.) 30 October 2008 (30.10.2008), entire document	1 - 20

Further documents are listed in the continuation of Box C.

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent but published on or after the international filing date

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"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"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

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&" document member of the same patent family

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02 October 2012 (02.10.2012)

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