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(71) Applicant (for all designated States except US): **TELECOM PARTNERS LTD.** [US/US]; 300 North Broad Street, Doylestown, PA 18901 (US).

(72) Inventor; and

(75) Inventor/Applicant (for US only): **ELDERING, Charles, A.** [US/US]; 315 Hedgerow Lane, Doylestown, PA 18901 (US).

(74) Agents: **BLASKO, John, P.** et al.; J.P. Blasko Professional Corp., 107 North Broad Street, Doylestown, PA 18901 (US).

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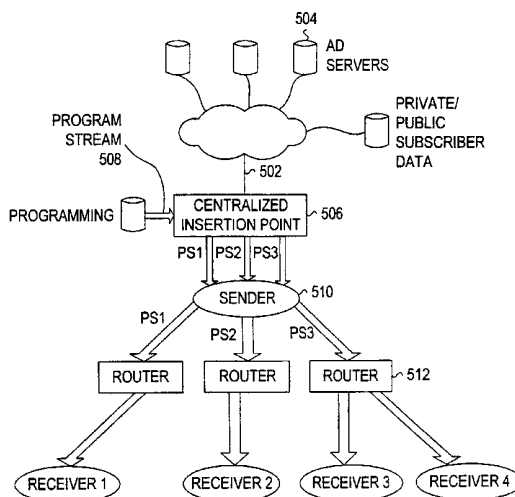
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(54) Title: ADVERTISEMENT SUBGROUPS FOR DIGITAL STREAMS



(57) Abstract: A targeted advertising system based on subgroups. Different subgroups are formed based on one or more subscriber characteristics, and different targeted advertisements transmitted to the different subgroups. In the Internet-environment, the subgroups are formed by utilizing multicast addresses. In cable-based and satellite-based systems, the subgroups are formed by node configurations. The targeted advertisements (504) may be transmitted simultaneously with programming (508) and inserted locally, or may be inserted at a centralized distribution point (506) such as a router or cable television local head-end. An apparatus is presented which receives  $n$  program streams and  $m$  advertisements, and creates  $p$  presentation streams containing targeted advertisements, where  $p$  is greater than  $n$ .

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INTERNATIONAL SEARCH REPORT

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**A. CLASSIFICATION OF SUBJECT MATTER**  
 IPC(7) :H04N 7/16  
 US CL :345/327; 348/10  
 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)  
 U.S. : 345/327; 348/6-13; 455/3.1-6.3; H04N 7/16, 7/173

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)

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X -- Y	US 5,815,671 A (MORRISON) 29 September 1998 abstract, columns 2-3 & figures 2-4	1-33 ----- 34-37
X -- Y	US 5,446,919 A (WILKINS) 29 August 1995 whole document	1-33 ----- 34-37
X	US 5,155,591 A (WACHOB) 13 October 1992 whole document	34

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

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Name and mailing address of the ISA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231 Facsimile No. (703) 305-3230	Authorized officer CHRISTOPHER GRANT <i>Rugenia Zagan</i> Telephone No. (703) 305-4755