

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
17 October 2002 (17.10.2002)

PCT

(10) International Publication Number
WO 02/082798 A3

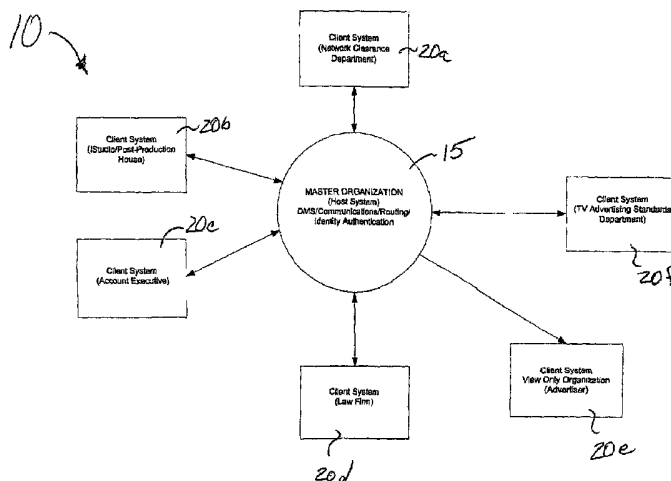
- (51) International Patent Classification⁷: G06F 17/60
- (21) International Application Number: PCT/US02/07560
- (22) International Filing Date: 14 March 2002 (14.03.2002)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data: 60/282,378 5 April 2001 (05.04.2001) US
- (71) Applicant (for all designated States except US): DIGITAL GENERATION SYSTEMS, INC. [US/US]; 300 E. Second Street, Reno, NV 89501 (US).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): MAROTTA, Leonard [US/US]; 90 Crystal Cove Court, Richmond, CA 94804 (US). HOWARD, Robert, H. [US/US]; DG Systems, 750 W. John Carpenter, Irving, TX 75039 (US). BEARD, Stephen, E. [US/US]; 3193 Wayside Plaza, Walnut Creek, CA 94596 (US). KHENY, Mahesh [IN/US]; 2762 Vista Diablo Court, Pleasanton, CA 94566 (US).
- (74) Agent: POLIT, Robert, Brian; Polit & Associates, LLC, Suite 520, 3333 Warrenville Road, Lisle, IL 60532 (US).
- (81) Designated States (national): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, OM, PH, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZM, ZW.
- (84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

- with international search report
- before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments

[Continued on next page]

(54) Title: A CONTENT SUBMISSION AND DISTRIBUTION SYSTEM FOR USE IN CLEARING ADVERTISEMENT SPOTS



(57) Abstract: An automated media content submission and distribution network (10) for use in clearing network advertisements, such as those for television networks, includes a job submission system disposed at a submitting organization that allows a user to submit a clearance job for an advertising spot, a job access system disposed at a clearance organization (20a), and a host system (15) that includes a content management system. The host content management system receives digital job content from the job submission system and provides the clearance organization with access to the digital job content through the job access system. In accordance with one embodiment of the network, the identification of users who are to have access to the digital job content is defined in the clearance job and used by the host system (15) to grant such identified users secured access to the digital job content. The system may be in the form of an Internet based client/server system.



WO 02/082798 A3



(88) Date of publication of the international search report:
17 April 2003

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.

INTERNATIONAL SEARCH REPORT

International application No. PCT/US02/07560

A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F 17/60
US CL : 705/14

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. : 705/14

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.
A	US 5,857,077 A (NAKAGAKI et al.) 05 January 1999, abstract, summary	1-3
Y	US 5,365,579 A (HENDRICKSON) 15 November 1994, abstract, summary	1-3
Y	US 6,067,531 A (HOYT et al) 23 May 2000, abstract, summary	1-3
A	US 5,732,219 A (BLUMER et al.) 24 March 1998, abstract, summary	1-3
A	US 5,666,490 A (GILLINGS et al) 09 September 1997 abstract, summary	1-3

Further documents are listed in the continuation of Box C. See patent family annex.

<p>* Special categories of cited documents:</p> <p>"A" document defining the general state of the art which is not considered to be of particular relevance</p> <p>"E" earlier application or patent published on or after the international filing date</p> <p>"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)</p> <p>"O" document referring to an oral disclosure, use, exhibition or other means</p> <p>"P" document published prior to the international filing date but later than the priority date claimed</p>	<p>"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</p> <p>"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</p> <p>"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</p> <p>"&" document member of the same patent family</p>
---	---

Date of the actual completion of the international search 02 December 2002 (02.12.2002)	Date of mailing of the international search report 20 FEB 2003
--	--

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 M Kemper <i>H. Leon Mendez</i> Telephone No. 703-308-1113
--	--