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

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
29 July 2004 (29.07.2004)

PCT

(10) International Publication Number
WO 2004/063892 A3

(51) International Patent Classification[7]: H04L 9/00

(21) International Application Number:
PCT/US2004/000564

(22) International Filing Date: 8 January 2004 (08.01.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
10/339,699 8 January 2003 (08.01.2003) US

(71) Applicant *(for all designated States except US)*: **TIVO INC.** [US/US]; 2160 Gold Street, Alviso, Ca 95002-2160 (US).

(72) Inventors; and

(75) Inventors/Applicants *(for US only)*: **BARTON, James** [US/US]; P.o. Box 2160, Alviso, Ca 95002-2160 (US). **LOOK, Howard** [US/US]; 1401 Parkinson Avenue, Palo Alto, Ca 94301 (US).

(74) Agent: **HICKMAN, Brian**; Hickman Palermo Truong & Becker LLP, Suite 550, 2055 Gateway Place, San Jose, CA 95110-1089 (US).

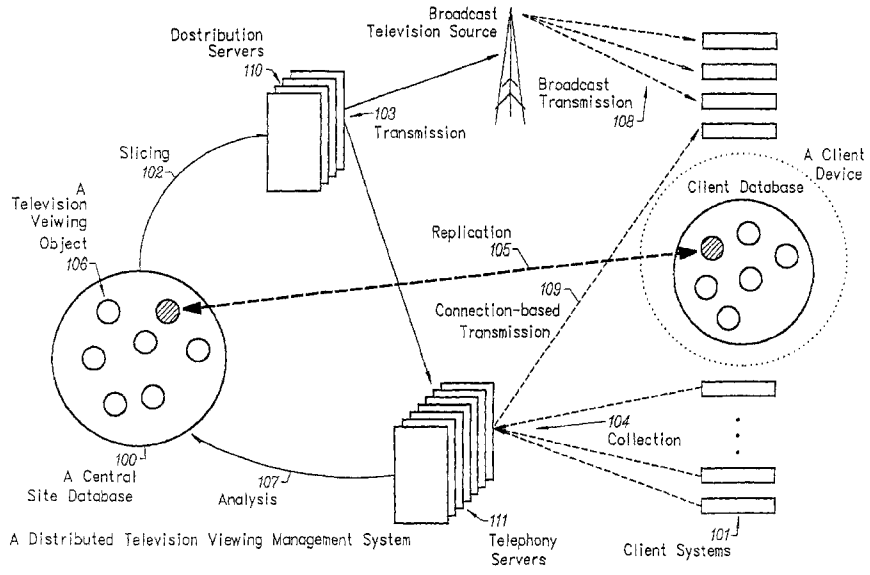
(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR,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

(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:
— *with international search report*

[Continued on next page]

(54) Title: CLIENT-SIDE MULTIMEDIA CONTENT TARGETING SYSTEM



(57) Abstract: A client-side multimedia content targeting system schedules the recording, storing, and deleting of multimedia content on a client system storage device. The invention accepts as input a prioritized list of program viewing preferences which is compared with a database of program guide objects that indicate when programs of interest are actually broadcast. The viewer's client system locally retains the viewer's preferences and other personal information that the viewer has entered and is sent targeting information relating to program guide objects by a server. Using the viewer's preferences and personal information, the client system creates a viewer profile, which is used with the targeting information by the client system to record content that is within the viewer profile.

WO 2004/063892 A3

— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

(88) Date of publication of the international search report:
6 May 2005

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.