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(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) Agents: **HICKMAN, Brian** et al.; Hickman Palermo Truong & Becker Llp, 1600 Willow Street, San Jose, Ca 95125 (US).

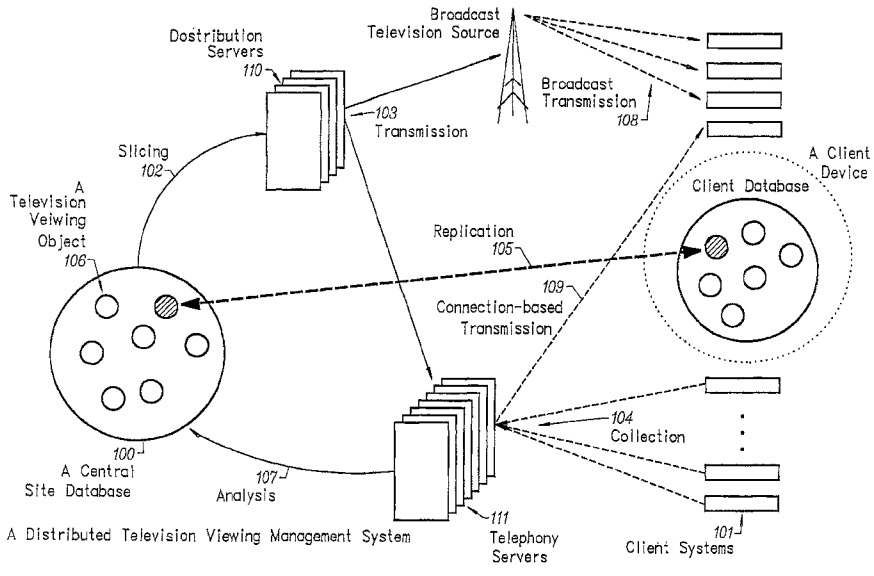
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(54) Title: CLIENT-SIDE MULTIMEDIA CONTENT TARGETING SYSTEM



(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.

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