16 JUL 2002

20020433362

162162

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

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
7 September 2001 (07.09.2001)

PCT

(10) International Publication Number
WO 01/65841 A1

(51) International Patent Classification[7]: H04N 5/445, 7/088

(21) International Application Number: PCT/US01/02695

(22) International Filing Date: 26 January 2001 (26.01.2001)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
09/515,272 29 February 2000 (29.02.2000) US

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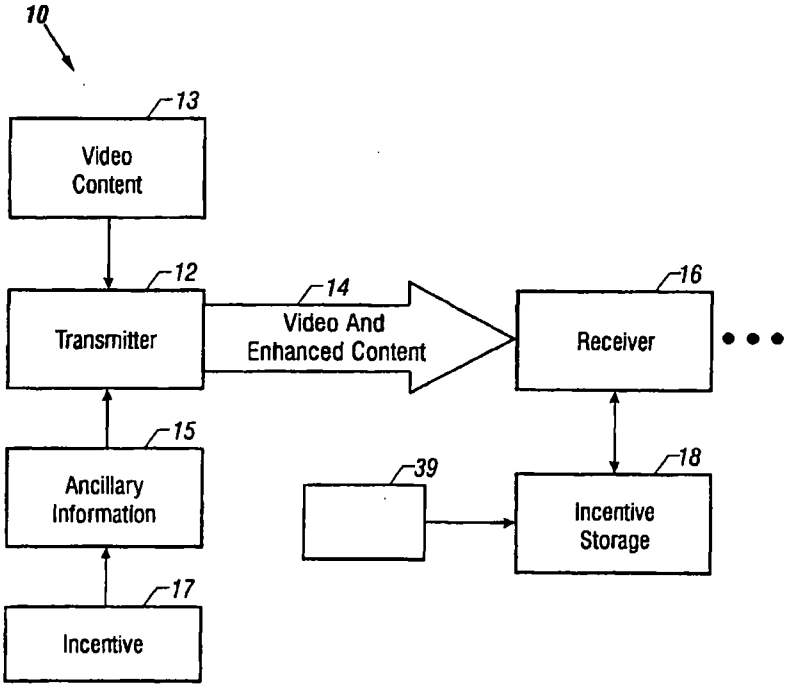
(81) Designated States *(national)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CR, CU, CZ, DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW.

(84) Designated States *(regional)*: ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, 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, 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: PROVIDING A VIEWER INCENTIVE WITH VIDEO CONTENT



(57) Abstract: Video content may be transmitted with enhanced content (14) or ancillary information (15) that includes viewer loyalty incentives (17). The viewer loyalty incentives (17) may be in the form of incentives, certificates or other information which may accumulate depending on viewing time. The more the viewer watches, the more incentives the viewer may receive.

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