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

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
10 January 2008 (10.01.2008)

PCT

(10) International Publication Number
WO 2008/005198 A2

(51) International Patent Classification:
H04N 5/445 (2006.01) *G06F 13/00* (2006.01)
G06F 3/00 (2006.01)

(21) International Application Number:
PCT/US2007/014508

(22) International Filing Date: 21 June 2007 (21.06.2007)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
11/474,039 23 June 2006 (23.06.2006) US
11/492,281 24 July 2006 (24.07.2006) US

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

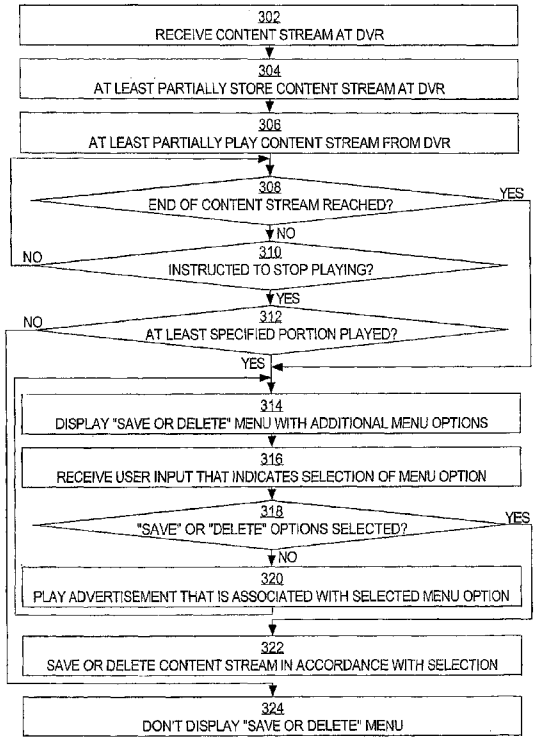
(72) Inventors; and
(75) Inventors/Applicants *(for US only)*: **BARTON, James M.** [US/US]; 2160 Gold Street, Alviso, California 95002 (US). **STEVENS, Paul** [US/US]; 1010 El Solyo Heights Drive, Felton, California 95018 (US). **SANDFORD, David** [US/US]; 80 Evergreen Lane, Berkeley, California 94705 (US). **HAYES, Robin** [US/US]; 1916 Ivy Lane, Palo Alto, California 94303 (US). **SCHMIDT, Margret** [US/US]; 2046 Stockbridge Avenue, Redwood City, California 94061 (US). **KLEIN, Bruce** [US/US]; 440 Olive Avenue, Palo Alto, California 94061 (US).

(74) Agents: **WONG, Kirk, D.** et al.; Hickman Palermo Truong & Becker LLP, 2055 Gateway Place, Ste. 550, San Jose, California 95110 (US).

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

[Continued on next page]

(54) Title: METHOD AND APPARATUS FOR ADVERTISEMENT PLACEMENT IN A USER DIALOG ON A SET-TOP BOX



(57) Abstract: Methods and apparatuses for presenting targeted advertisements to DVR users are described. After a DVR has finished playing a recorded television program, or in response to other specified events, the DVR presents a screen which comprises a "save or delete" menu. In addition to the "save" and "delete" options, the menu additionally comprises one or more other options. Each of these other options may correspond to a separate promotional item. For example, a user's selection of such an option may cause the DVR to display or play an advertisement on the user's television set. Additionally or alternatively, these other options, when selected by a user, may cause the DVR to display a user interface through which the user can actually purchase a product or service. The product or service advertised or offered may be one that was featured or referenced in the television program that the user was just watching.

WO 2008/005198 A2

(84) **Designated States** *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, 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, IS, IT, LT, LU, LV, MC, MT, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— *without international search report and to be republished upon receipt of that report*

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.