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

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
5 June 2008 (05.06.2008)

PCT

(10) International Publication Number
WO 2008/066496 A1

(51) International Patent Classification:
G06Q 30/00 (2006.01)

(21) International Application Number:
PCT/SG2007/000408

(22) International Filing Date:
27 November 2007 (27.11.2007)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/861,188 27 November 2006 (27.11.2006) US

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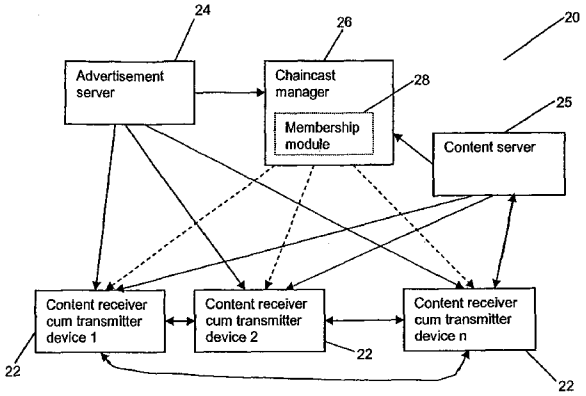
(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, 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.

(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).

Declaration under Rule 4.17:
— *of inventorship (Rule 4.17(iv))*

Published:
— *with international search report*

(54) **Title:** A COMMUNICATION SYSTEM, A MEDIA PLAYER USED IN THE SYSTEM AND A METHOD THEREOF



(57) **Abstract:** There is provided a communication system including a plurality of content receiver cum transmitter devices connected to a network, each device being for receiving content, selectively storing content and for selectively re-transmitting content. The system may include at least one server for storage of advertisements and transmission of advertisements either directly to the plurality of content receiver cum transmitter devices, or the transmission of advertisements being directed by at least one chaincast manager, the at least one server for storage of advertisements and transmission of advertisements being either online or offline. There may also be at least one content server connected to the network for storage of content and transmission of content either directly to the plurality of content receiver cum transmitter devices, or the transmission of content being directed by at least one chaincast manager. The at least one chaincast manager connected to the network may preferably be for registering the plurality of content receiver cum transmitter devices, and for scheduling content and advertisement transfers amongst the plurality of content receiver cum transmitter devices. It is advantageous that the system enables simultaneous recording and transmission of content by each content receiver cum transmitter device with minimal lag time. A corresponding method of the aforementioned system and an embodiment of the content receiver cum transmitter device are also described.

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