

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
11 October 2007 (11.10.2007)

PCT

(10) International Publication Number
WO 2007/114796 A1

- (51) **International Patent Classification:**
H04N 5/91 (2006.01) *H04N 7/00* (2006.01)
- (21) **International Application Number:**
PCT/SG2007/000091
- (22) **International Filing Date:** 5 April 2007 (05.04.2007)
- (25) **Filing Language:** English
- (26) **Publication Language:** English
- (30) **Priority Data:**
60/789,534 5 April 2006 (05.04.2006) US
- (71) **Applicant (for all designated States except US):**
AGENCY FOR SCIENCE, TECHNOLOGY AND RESEARCH [SG/SG]; 20 Biopolis Way #07-01, Centros, Singapore 138668 (SG).
- (72) **Inventors; and**
- (75) **Inventors/Applicants (for US only):** **DUAN, Lingyu** [CN/SG]; c/o Institute for Infocomm Research, 21 Heng Mui Keng Terrace, Singapore 119613 (SG). **ZHENG, Yantao** [CN/SG]; c/o Institute for Infocomm Research,

21 Heng Mui Keng Terrace, Singapore 119613 (SG). **XU, Changsheng** [CN/SG]; c/o Institute for Infocomm Research, 21 Heng Mui Keng Terrace, Singapore 119613 (SG). **TIAN, Qi** [SG/SG]; c/o Institute for Infocomm Research, 21 Heng Mui Keng Terrace, Singapore 119613 (SG).

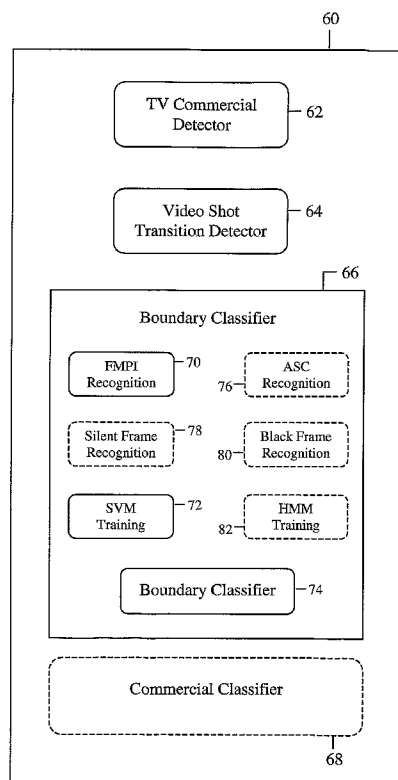
(74) **Agent:** **MCLAUGHLIN, Michael, Gérard**; Lloyd Wise, Tanjong Pagar, P.O. Box 636, Singapore 910816 (SG).

(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, 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, 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,

[Continued on next page]

(54) **Title:** APPARATUS AND METHOD FOR ANALYSING A VIDEO BROADCAST



(57) **Abstract:** An apparatus for determining likelihood that a candidate commercial boundary is a commercial boundary comprises a boundary classifier. A boundary classifier determines whether a candidate video frame comprises product information, and determines a likelihood the candidate commercial boundary is a commercial boundary in dependence of a determination the candidate video frame comprises product information. Another apparatus for classifying a commercial video broadcast comprises a proxy document identifier to identify a proxy of a commercial video broadcast. The apparatus also includes a training module for compiling training data from a corpus of training documents and a classifier module, trained by the training data, to classify the commercial video broadcast from an examination of data from the proxy document.



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:

— 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

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