(54) Title: SYSTEM AND METHODS FOR DATA INSERTION (COMMERCIALS) IN CLIENT GENERIC DATA-ON-DEMAND BROADCAST TRANSMISSIONS

(57) Abstract: A computer implemented universal set-top-box (STB) method for receiving a plurality of data files (400) including at least one DOD data file (402) and at least one non-DOD data file (404) comprising the acts of: receiving at least one DOD data file (402) in a non-client specific manner such that the DOD data file may be viewed on demand; receiving at least one non-DOD data file (404); providing the EPG data (410) to the user of the universal STB; receiving user input from the user of the universal STB requesting access to the first data file; providing access to the first data file to the user; displaying at least a portion of the DOD data file (402) to the user; and displaying at least a portion of the non-DOD data (404) file to the user.
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.
**INTERNATIONAL SEARCH REPORT**

**A. CLASSIFICATION OF SUBJECT MATTER**

<table>
<thead>
<tr>
<th>IPC(7)</th>
<th>US CL.</th>
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<td>H04N 7/173, 7/16, 7/025, 7/10, 7/20, G06F 3/00, 13/00</td>
<td>725/40, 42, 71, 98, 112, 46, 35, 25, 28</td>
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According to International Patent Classification (IPC) or to both national classification and IPC

**B. FIELDS SEARCHED**

Minimum documentation searched (classification system followed by classification symbols)


Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

East: web, VBI, supplemental, modem, EPO

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

<table>
<thead>
<tr>
<th>Category</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>US 6,240,555 S (SHOFF et al) 29 May 2001 (29.05.2001); Figures 2-5 and 8a-8c; Column 1, Lines 23-25; Column 2, Lines 56-63; Column 3, Lines 9-17, 23-25, 31-38; Column 4, Lines 43-44, 55-63; Column 5, Lines 57-60; Column 9, Lines 41-46; Column 10, Lines 3-14</td>
<td>1-2, 5-19, 24-36, 41, 48-49</td>
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<td>Y</td>
<td>US 6,005,598 A (JEONG) 21 December 1999 (21.12.1999), Figure 3; Column 1, lines 50-52; Column 2, Lines 25-40</td>
<td>20-23, 37-40, 50</td>
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<tr>
<td>Y</td>
<td>US 5,973,723 A (DELUCA) 26 October 1999 (26.10.1999), Column 2, lines 61-67; Column 3, Lines 1-65</td>
<td>22, 39</td>
</tr>
</tbody>
</table>

Further documents are listed in the continuation of Box C. See patent family annex.

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  * "A* document defining the general state of the art which is not considered to be of particular relevance
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**Date of the actual completion of the international search**

17 May 2003 (17.05.2003)

**Date of mailing of the international search report**

[Signature]

Date: 29 OCT 2003

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