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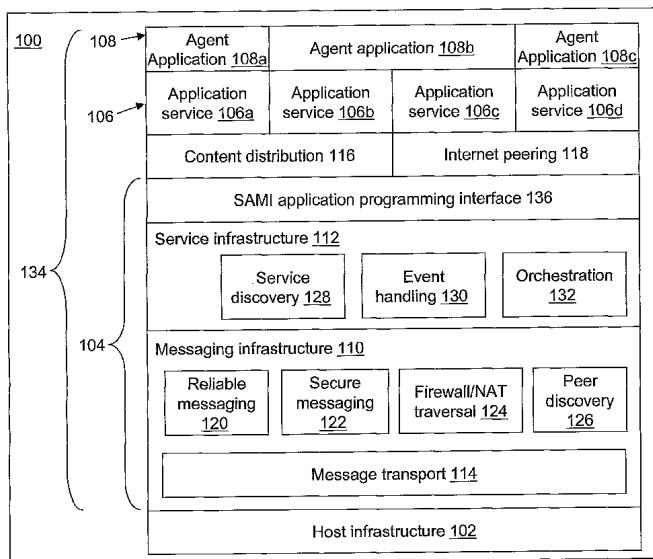
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(54) Title: ADVERTISEMENT IDENTIFICATION, SELECTION, AND DISTRIBUTION INVOLVING A PEER-TO-PEER NETWORK



(57) Abstract: An advertisement presentation method is provided. A request for content is sent to a device in a peer-to-peer (P2P) network. A file is received from the P2P network that includes the content requested and a campaign file including information identifying when and which advertisements are presented to a user during execution of the requested content. The received file is installed, and the requested content is executed. A time is determined for presenting an advertisement based on information read from the campaign file. At the determined time, the advertisement is requested and presented. The advertisement is delivered in-advance of a request or on demand in response to a request from either the content-requesting device, a peer or server in the P2P network, or a third party Internet delivery service. For example, an advertisement is displayed during the playback of a video.

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A. CLASSIFICATION OF SUBJECT MATTER IPC(8): G06F 13/00 (2007.01) USPC: 725/42 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) USPC: 725/42 Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched USPC: 725/22, 24, 32, 42, 54, 98; 709/203, 206, 238; 705/14, 27 (view text search terms below) Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) PubWEST(PGPB,USPT,EPAB,JPAB; PLUR=YES; DialogPRO(Engineering); Google Scholar Search Terms: advertisement presentation, request for content, peer-to-peer (P2P) network, content requested, campaign file, when and which advertisements are presented to a user during execution, installed, executed, time for presenting etc.		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2005/0027821 A1 (ALEXANDER et al.) 03 February 2005 (03.02.2005) entire document, (especially Abstract, FIGS.1, 3, 5 and 10 and para [0035], [0061]-[0062], [0078] and [0083])	1-17
A	US 2004/0225566 A1 (BEYDA et al.) 11 November 2004 (11.11.2004)	1-17
A	US 2003/0050863 A1 (RADWIN) 13 March 2003 (13.03.2003)	1-17
A	ABOU-SETTA, Ahmed M et al. Scientific papers: medical conferences in the next millennium?. In Technology and Health Care archive, Volume 10, Issue 6 (December 2002) - Special issue: Qualit-e-health, Pages: 443 ? 444. Year of Publication: 2002. [retrieved on 2007-07-19]. Retrieved from the Internet: <URL: http://iospress.metapress.com/media/7pab6qgbtg7vynfbdwrq/contributions/l/k/4/5/lk45vpct70vrwpu9.pdf >	1-17
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