

PATENT COOPERATION TREATY

PCT

INTERNATIONAL PRELIMINARY REPORT ON PATENTABILITY  
(Chapter I of the Patent Cooperation Treaty)

(PCT Rule 44bis)

Applicant's or agent's file reference 0710-0001-WO	<b>FOR FURTHER ACTION</b>		See item 4 below
International application No. PCT/KR2007/005817	International filing date ( <i>day/month/year</i> ) 20 November 2007 (20.11.2007)	Priority date ( <i>day/month/year</i> ) 20 November 2006 (20.11.2006)	
International Patent Classification (8th edition unless older edition indicated) See relevant information in Form PCT/ISA/237			
Applicant SK TELECOM CO., LTD.			

<p>1. This international preliminary report on patentability (Chapter I) is issued by the International Bureau on behalf of the International Searching Authority under Rule 44 bis.1(a).</p> <p>2. This REPORT consists of a total of 6 sheets, including this cover sheet.</p> <p>In the attached sheets, any reference to the written opinion of the International Searching Authority should be read as a reference to the international preliminary report on patentability (Chapter I) instead.</p>																								
<p>3. This report contains indications relating to the following items:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 10%; text-align: center;"><input checked="" type="checkbox"/></td> <td style="width: 30%;">Box No. I</td> <td>Basis of the report</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td>Box No. II</td> <td>Priority</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td>Box No. III</td> <td>Non-establishment of opinion with regard to novelty, inventive step and industrial applicability</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td>Box No. IV</td> <td>Lack of unity of invention</td> </tr> <tr> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td>Box No. V</td> <td>Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td>Box No. VI</td> <td>Certain documents cited</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td>Box No. VII</td> <td>Certain defects in the international application</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td>Box No. VIII</td> <td>Certain observations on the international application</td> </tr> </table> <p>4. The International Bureau will communicate this report to designated Offices in accordance with Rules 44bis.3(c) and 93bis.1 but not, except where the applicant makes an express request under Article 23(2), before the expiration of 30 months from the priority date (Rule 44bis .2).</p>	<input checked="" type="checkbox"/>	Box No. I	Basis of the report	<input type="checkbox"/>	Box No. II	Priority	<input type="checkbox"/>	Box No. III	Non-establishment of opinion with regard to novelty, inventive step and industrial applicability	<input type="checkbox"/>	Box No. IV	Lack of unity of invention	<input checked="" type="checkbox"/>	Box No. V	Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement	<input type="checkbox"/>	Box No. VI	Certain documents cited	<input type="checkbox"/>	Box No. VII	Certain defects in the international application	<input type="checkbox"/>	Box No. VIII	Certain observations on the international application
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The International Bureau of WIPO 34, chemin des Colombettes 1211 Geneva 20, Switzerland	Date of issuance of this report 26 May 2009 (26.05.2009)
Facsimile No. +41 22 338 82 70	Authorized officer  <b>Philippe Becamel</b>  e-mail: pt12.pct@wipo.int

## PATENT COOPERATION TREATY



From the  
INTERNATIONAL SEARCHING AUTHORITY

# PCT

## WRITTEN OPINION OF THE INTERNATIONAL SEARCHING AUTHORITY

(PCT Rule 43bis.1)

To: YOON YANG KIM SHIN & YU  11th Floor, Namkang Bldg.1340-6, Seocho-dong, Seocho-gu Seoul 137-861 Republic of Korea		Date of mailing (day/month/year) <b>28 FEBRUARY 2008 (28.02.2008)</b>	
Applicant's or agent's file reference 0710-0001-WO		<b>FOR FURTHER ACTION</b> See paragraph 2 below	
International application No. <b>PCT/KR2007/005817</b>	International filing date (day/month/year) <b>20 NOVEMBER 2007 (20.11.2007)</b>	Priority date(day/month/year) 20 NOVEMBER 2006 (20.11.2006)	
International Patent Classification (IPC) or both national classification and IPC  <b>H04N 7/173(2006.01)i</b>			
Applicant <b>SK TELECOM CO., LTD. et al</b>			
1. This opinion contains indications relating to the following items: <input checked="" type="checkbox"/> Box No. I Basis of the opinion <input type="checkbox"/> Box No. II Priority <input type="checkbox"/> Box No. III Non-establishment of opinion with regard to novelty, inventive step and industrial applicability <input type="checkbox"/> Box No. IV Lack of unity of invention <input checked="" type="checkbox"/> Box No. V Reasoned statement under Rule 43bis.1(a)(i) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement <input type="checkbox"/> Box No. VI Certain documents cited <input type="checkbox"/> Box No. VII Certain defects in the international application <input type="checkbox"/> Box No. VIII Certain observations on the international application  2. <b>FURTHER ACTION</b> If a demand for international preliminary examination is made, this opinion will be considered to be a written opinion of the International Preliminary Examining Authority ("IPEA") except that this does not apply where the applicant chooses an Authority other than this one to be the IPEA and the chosen IPEA has notified the International Bureau under Rule 66.1bis(b) that written opinions of this International Searching Authority will not be so considered.  If this opinion is, as provided above, considered to be a written opinion of the IPEA, the applicant is invited to submit to the IPEA a written reply together, where appropriate, with amendments, before the expiration of 3 months from the date of mailing of Form PCT/ISA/220 or before the expiration of 22 months from the priority date, whichever expires later. For further options, see Form PCT/ISA/220.  3. For further details, see notes to Form PCT/ISA/220.			

Name and mailing address of the ISA/KR  Korean Intellectual Property Office Government Complex-Daejeon, 139 Seonsa-ro, Seo-gu, Daejeon 302 -701 Republic of Korea Facsimile No. 82-42-472-7140	Date of completion of this opinion 28 FEBRUARY 2008 (28.02.2008)	Authorized officer NAM, Ock Woo  Telephone No.82-42-481-5711	
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WRITTEN OPINION OF THE  
INTERNATIONAL SEARCHING AUTHORITY

International application No.

PCT/KR2007/005817

Box No. I Basis of this opinion

1. With regard to the **language**, this opinion has been established on the basis of :
  - the international application in the language in which it was filed
  - a translation of the international application into \_\_\_\_\_, which is the language of a translation furnished for the purposes of international search (Rules 12.3(a) and 23.1(b))
2.  This opinion has been established taking into account the **rectification of an obvious mistake** authorized by or notified to this Authority under Rule 91 (Rule 43*bis*.1(a))
3. With regard to any **nucleotide and/or amino acid sequence** disclosed in the international application and necessary to the claimed invention, this opinion has been established on the basis of:
  - a. type of material
    - a sequence listing
    - table(s) related to the sequence listing
  - b. format of material
    - on paper
    - in electronic form
  - c. time of filing/furnishing
    - contained in the international application as filed.
    - filed together with the international application in electronic form.
    - furnished subsequently to this Authority for the purposes of search.
4.  In addition, in the case that more than one version or copy of a sequence listing and/or table relating thereto has been filed or furnished, the required statements that the information in the subsequent or additional copies is identical to that in the application as filed or does not go beyond the application as filed, as appropriate, were furnished.
5. Additional comments:

**WRITTEN OPINION OF THE  
INTERNATIONAL SEARCHING AUTHORITY**

International application No.

**PCT/KR2007/005817**

**Box No. V Reasoned statement under Rule 43bis.1(a)(i) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement**

1. Statement

Novelty (N)	Claims	<u>1-24</u>	YES
	Claims	<u>NONE</u>	NO
Inventive step (IS)	Claims	<u>1-24</u>	YES
	Claims	<u>NONE</u>	NO
Industrial applicability (IA)	Claims	<u>1-24</u>	YES
	Claims	<u>NONE</u>	NO

2. Citations and explanations :

Reference is made to the following document:

D1: JP 13258011 A (SONY CORP.) 21 September 2001

**I. NOVELTY and INVENTIVE STEP**

The present invention relates to a system and method for providing a supplementary information service related to broadcast content, technology for providing a bidirectional data broadcasting service and a system and method for providing supplementary information of Digital Multimedia Broadcasting (DMB).

The subject matter of claim 1 is a system for providing a supplementary information service related to broadcast content, the system comprising: a Presentation Time Stamp (PTS) information creating server and a supplementary information service providing server.

D1 relates to a method and a system by which a viewer can acquire an article displayed on his viewing program and the music played on the program. When a viewer desires to purchase a handbag carried by a performer in a scene SC1 displayed on a screen 1 of a television monitor 122, the viewer moves a cursor 2 to the handbag and clicks the cursor. The selection operation of the article is finished thereby, and the handbag is displayed on a slave screen 3 with magnification. Furthermore, the viewer operates a key or a button of a commander or the like, to display an indication SC3 denoting the brand name and the price of the handbag. The purchase procedure of the handbag is attained on a network shopping SC4 according to a decided method. Addresses of shops, their URLs, and a map of the shops or the like can be displayed. The viewer can purchase the desired article from any of the shops according to these information.

However, D1 does not disclose identifying and receiving information about a start time of specific broadcast content in claim 1. Thus claim 1 is considered to be novel under PCT Article 33(2). And it is not easy for a person skilled in the art to arrive at the invention by using the system of D1. Thus, claim 1 is also considered to involve an inventive step, and meets the requirements of PCT Article 33(3).

Claims 2-4, dependent on claim 1, are novel because claim 1 is novel, and considered as involving an inventive step under PCT Article 33(3) for the following reasons: claims 2-4 specify claim 1 and have the specific feature of a system for providing a supplementary information service related to broadcast content in claim 1. And it is not easy for a person skilled in the art to arrive at the invention by using D1.

(continued on the Supplemental Box)

**WRITTEN OPINION OF THE  
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**Supplemental Box**

In case the space in any of the preceding boxes is not sufficient.

Continuation of :

Claim 5 relates to a system for providing a supplementary information service related to broadcast content, the system comprising: a PTS information creating server and a supplementary information service providing server.

However, D1 does not disclose the CTS and PTS information in claim 5. Thus claim 5 is considered to be novel under PCT Article 33(2). And it is not easy for a person skilled in the art to arrive at the invention by using the system of D1. Thus, claim 5 is also considered to involve an inventive step, and meets the requirements of PCT Article 33(3).

Claims 6-12, dependent on claim 5, are novel because claim 5 is novel, and considered as involving an inventive step under PCT Article 33(3) for the following reasons: claims 6-12 specify claim 5 and have the specific feature of a system for providing a supplementary information service related to broadcast content in claim 5. And it is not easy for a person skilled in the art to arrive at the invention by using D1.

Claim 13 relates to a system for providing a supplementary information service related to broadcast content, the system comprising a supplementary information service providing server for providing information about types of supplementary information available for each object displayed on a DMB screen, and a content server for providing content of supplementary information available for each object, the system providing a user of a user terminal with supplementary information about persons, products, etc. displayed on the DMB screen, wherein the supplementary information service providing server comprises: a Product Placement (PPL) information database, a PPL information searching unit and a PPL information downloading unit.

However, D1 does not disclose a Product Placement (PPL) information database in claim 13. Thus claim 13 is considered to be novel under PCT Article 33(2). And it is not easy for a person skilled in the art to arrive at the invention by using the system of D1. Thus, claim 13 is also considered to involve an inventive step, and meets the requirements of PCT Article 33(3).

Claims 14-21, dependent on claim 13, are novel because claim 13 is novel, and considered as involving an inventive step under PCT Article 33(3) for the following reasons: claims 14-21 specify claim 13 and have the specific feature of a system in claim 13. And it is not easy for a person skilled in the art to arrive at the invention by using D1.

Claim 22 relates to a system for providing a supplementary information service related to broadcast content, the system comprising a supplementary information service providing server for providing information about types of supplementary information available for each object displayed on a DMB screen, and a content server for providing content of supplementary information available for each object, the system providing a user of a user terminal with supplementary information about persons, products, etc. displayed on the DMB screen, wherein the supplementary information service providing server comprises: a PPL information database and a GUIP information providing unit.

(continued on the next sheet)

**Supplemental Box**

In case the space in any of the preceding boxes is not sufficient.

Continuation of :

However, D1 does not disclose a DMB, a PPL information database and a GUIP information providing unit in claim 22. Thus claim 22 is considered to be novel under PCT Article 33(2). And it is not easy for a person skilled in the art to arrive at the invention by using the system of D1. Thus, claim 22 is also considered to involve an inventive step, and meets the requirements of PCT Article 33(3).

Claims 23-24, dependent on claim 22, are novel because claim 22 is novel, and considered as involving an inventive step under PCT Article 33(3) for the following reasons: claims 23-24 specify claim 22 and have the specific feature of a system in claim 22. And it is not easy for a person skilled in the art to arrive at the invention by using D1.

**II. INDUSTRIAL APPLICABILITY**

Claims 1-24 are considered to be industrially applicable under PCT Article 33(4).