

Title (en)

SYSTEMS AND METHODS FOR PROVIDING IMPROVED SKIP AND DELAY FUNCTIONALITY IN PLAYING MEDIA ASSETS

Title (de)

SYSTEME UND VERFAHREN ZUR BEREITSTELLUNG EINER VERBESSERTEN SPRUNG- UND VERZÖGERUNGSFUNKTIONALITÄT BEI DER WIEDERGABE VON MEDIENBESTÄNDEN

Title (fr)

SYSTÈMES ET PROCÉDÉS POUR FOURNIR UNE FONCTIONNALITÉ DE SAUT ET DE RETARD AMÉLIORÉE DANS UNE LECTURE DE CONTENUS MULTIMÉDIAS

Publication

EP 4173307 A1 20230503 (EN)

Application

EP 20845502 A 20201228

Priority

- US 202016915805 A 20200629
- US 202016915809 A 20200629
- US 2020067106 W 20201228

Abstract (en)

[origin: WO2022005519A1] Systems and methods are described for managing presentation of content. An action (e.g., interrupting presentation of a media asset) may be scheduled to occur at a first time within the presentation of the media asset. When a current presentation position approaches the first time, an option to delay the action may be generated for presentation, and upon receiving selection of such option, the action may be scheduled to occur at a later second time within the presentation of the media asset. Such systems and methods may also present, upon determining, based on identified user information, that presentation of a current media asset is not likely to be of interest to the user, a selectable option to skip current content (e.g., advertisement content) and start presentation of a next media asset (e.g., a selected media asset, or a media asset similar to the current media asset).

IPC 8 full level

H04N 21/472 (2011.01); **H04N 21/45** (2011.01); **H04N 21/482** (2011.01); **H04N 21/488** (2011.01); **H04N 21/81** (2011.01)

CPC (source: EP)

H04N 21/4532 (2013.01); **H04N 21/47217** (2013.01); **H04N 21/4825** (2013.01); **H04N 21/4882** (2013.01); **H04N 21/812** (2013.01)

Citation (search report)

See references of WO 2022005519A1

Designated contracting state (EPC)

AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO RS SE SI SK SM TR

Designated extension state (EPC)

BA ME

Designated validation state (EPC)

KH MA MD TN

DOCDB simple family (publication)

WO 2022005519 A1 20220106; CA 3144048 A1 20211229; EP 4173307 A1 20230503

DOCDB simple family (application)

US 2020067106 W 20201228; CA 3144048 A 20201228; EP 20845502 A 20201228