

Title (en)  
SYSTEMS AND METHODS FOR ALTERNATIVE ADVERTS

Title (de)  
SYSTEME UND VERFAHREN FÜR ALTERNATIVE WERBUNGEN

Title (fr)  
SYSTÈMES ET PROCÉDÉS POUR PUBLICITÉS ALTERNATIVES

Publication  
**EP 4360306 A2 20240501 (EN)**

Application  
**EP 22829049 A 20220616**

Priority  

- US 202163214191 P 20210623
- US 202117449741 A 20211001
- US 202117449743 A 20211001
- US 202117449756 A 20211001
- US 2022033826 W 20220616

Abstract (en)  
[origin: WO2022271529A2] Methods and systems of providing video content are disclosed. A request to view video content is received from a viewer. In response to the request, it is determined whether the viewer has advert-free rights to watch the video content. In response to determining that the viewer does not have the advert-free rights to watch the video content, an alternative advert (AA) query is prepared based on query rules, and the AA query is presented to the viewer. An AA query response to the AA query is received from the viewer. In response to determining that the AA query response is a first response, one or more AA offers are determined and the AA offers are sent to the viewer. The requested video content is streamed to a viewer device of the viewer without adverts.

IPC 8 full level  
**H04N 7/10** (2006.01); **G06Q 30/02** (2023.01); **H04N 21/2668** (2011.01)

CPC (source: EP)  
**G06F 3/0481** (2013.01); **G06Q 30/0201** (2013.01); **G06Q 30/0207** (2013.01); **G06Q 30/0247** (2013.01); **G06Q 30/0269** (2013.01); **G06Q 30/0282** (2013.01); **H04N 21/472** (2013.01); **H04N 21/4784** (2013.01)

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 2022271529 A2 20221229**; **WO 2022271529 A3 20230223**; AU 2022299016 A1 20240201; CA 3224871 A1 20221229; EP 4360306 A2 20240501; EP 4360306 A4 20241030

DOCDB simple family (application)  
**US 2022033826 W 20220616**; AU 2022299016 A 20220616; CA 3224871 A 20220616; EP 22829049 A 20220616