

Patent Screening Report

Product references relating to the listed invention

<u>US8781304</u>

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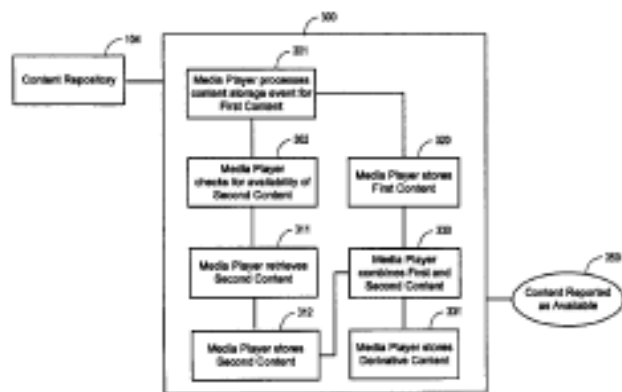
Contents

Patent Information US8781304 ('304)	3
Potential EOU – US8781304	4
TiVo Inc. Premiere (High)	4
TiVo Inc. Roamio (High)	8
DIRECTV (High).....	10
AT&T (High).....	13
Comcast (High)	16
Dish (High)	20

Patent Information US8781304 ('304)

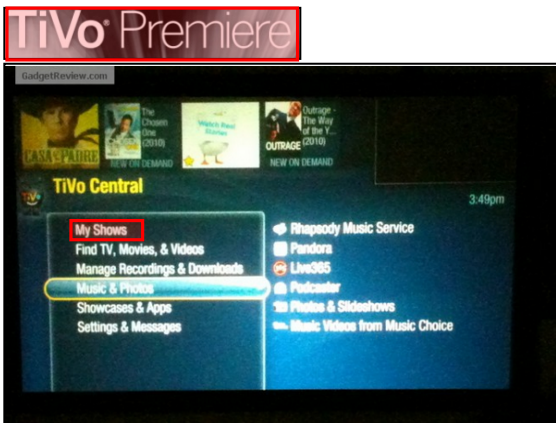
System and method for augmenting rich media content using multiple content repositories

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 US008781304B2	
(12) United States Patent Spears	(10) Patent No.: US 8,781,304 B2 (45) Date of Patent: Jul. 15, 2014
(54) SYSTEM AND METHOD FOR AUGMENTING RICH MEDIA CONTENT USING MULTIPLE CONTENT REPOSITORIES	
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(52) U.S. Cl. USPC 386/297	
(58) Field of Classification Search CPC H04N 5/00; H04N 21/00 USPC 386/241, 291, 297 See application file for complete search history.	
(56) References Cited U.S. PATENT DOCUMENTS 5,664,133 A 9/1997 Mohamed et al. 5,737,527 A 4/1998 Shieh et al. 5,802,361 A 9/1998 Wang et al. 7,176,853 B4 11/2006 Kohda et al. 7,464,058 B2 12/2008 Yen et al. 7,806,329 B2 09/2010 Dmitriev et al. 2002/0120901 A1 8/2002 Bell et al. 2002/0184714 A1 12/2002 Rhee 2003/0136607 A1* 7/2003 Phillips et al. 725/55 2004/0221339 A1* 11/2004 Harrington et al. 725/46 2005/0131762 A1 6/2005 Bharat et al.	
(Continued)	
FOREIGN PATENT DOCUMENTS WO 2009/04616 A1 8/2008 WO 2010/131231 A1 * 11/2010	
OTHER PUBLICATIONS Mystrands, Inc.: Mystrands Discovery for Windows; www.mystrands.com; 2006.	
(Continued)	
Primary Examiner — Huy T. Nguyen (74) Attorney, Agent, or Firm — Jones Day	
(57) ABSTRACT Computer-implemented systems and methods for determining second content which was not selected by the user but which is related to first content which was selected by the user. For example, a system and method can be configured to receive, using one or more processors, first and second content where the first and second content are rich media (e.g., content containing audio or video elements). Systems and methods may be further configured where the relationship between the first content and second content are determined based on data or metadata of the first content (e.g., the title of the content or an episode number). Systems and methods may be further configured where the relationship between the first content and second content are determined based on scheduling data of the first content (e.g., the time and channel when the first content is transmitted).	
44 Claims, 20 Drawing Sheets	
	



Potential EOU – US8781304


System and method for augmenting rich media content using multiple content repositories



Broadest Claim(s)	Reference
<p>1. A computer-implemented method of providing second content to a user via retrieval from a content repository over a plurality of networks, comprising:</p> <p>receiving a selection of first content selected by a user attempting to automatically identify second content which was not selected by the user but which is related to first content which was selected by the user, based on metadata associated with the first content;</p> <p>when the second content is identified, automatically retrieving second content from the content repository based on the first content being selected by the user and storing the retrieved second content in a media storage that is separate from the content repository;</p> <p>providing a report of available content to the user, wherein the report includes one of: an indicator associated with the first content for selection when the second content is not</p>	<p>TiVo Inc. Premiere (High)</p> <p>TiVo premiere DVR has My Shows section where a subscriber can select and play a recorded show. My Shows section offers an option known as “Bonus Feature” that when selected provides access to the content (second content – YouTube or Amazon’s live video product) that relates with the recorded content (first content). For example, a user can be access a bonus link (second content) for a classic Japanese movie (first content).</p> <p>Tivo Inc. stated about an advertising tool. The tool operates as mentioned here:</p> <p>When a user fast forwards an advertisement (which is the first content) then a tag pops up (indicator) on the screen. Thereafter, once the user clicks on that pop up, the user is redirected to additional content (second content) about that advertisement.</p> <p>In addition, TiVo premiere DVR provides an alternate audio icon (second content) in the banner corresponding to a show (first content) that broadcasts with more than one audio track/language (if available).</p>  <p>The My Shows section lets you view what you’ve recorded and make alterations, but the best part is the Bonus Features addition — this lets you access content that ties in with what you have recorded and is taken from the online components, such as YouTube or Amazon’s “Live” video product. Of course you can always browse online content directly, should checking out the guide of TV shows upcoming leave you unimpressed. And you can watch an image in the corner when in the Menu if you leave the “Picture in Graphics” active.</p>

Broadest Claim(s)	Reference
<p>identified;</p> <p>and an indicator associated with the second content without any indicator associated with the first content when the second content is identified;</p> <p>presenting the second content to the user from the media storage upon selection of the indicator associated with the second content by the user.</p>	<p>Source: http://www.gadgetreview.com/2012/07/tivo-premiere-digital-video-recorder-review</p> <div data-bbox="553 365 1377 562"> <p>My Shows</p> <p>All the shows recorded by your TiVo Premiere, including video podcasts and downloaded shows, appear on the My Shows screen.</p> <p>Highlight any title in My Shows (even a show that's still recording) and press PLAY to play the show from the beginning, or to resume playing from where you left off.</p> <p>To delete an individual show or a group, highlight the show or group name and press CLEAR. Highlight a title and press SELECT to open an information screen, where you'll be able to play, delete, or get more information about the show.</p> </div> <div data-bbox="553 569 1284 947"> <p>Program details</p> <p>You can highlight any show in My Shows and press SELECT to see the program details screen, which offers these options:</p> <ul style="list-style-type: none"> • Play (or Resume playing if you're returning to a partially watched show). • Delete Now (or Stop Recording if recording is in progress). • Bonus Features Watch YouTube videos related to the show, and find other related products available from amazon.com. • Explore this Show Find details about the show, including information about upcoming episodes and cast members. • More Options Choose how long to keep a recording (by default, recordings are saved until space is needed for new ones), view upcoming episodes or broadcasts of a show or movie, or get a Season Pass® recording of a series. </div> <p>Source:</p> <p>http://support.tivo.com/ci/fattach/get/74454/1345138016/redirect/1</p> <div data-bbox="553 1058 1385 1262"> <p>About TiVo® Premiere</p> <p>Content-centric. With Premiere's HD user interface, it's all about your favorite shows and movies. Easily find your favorite shows and Premiere gives you additional information and recommendation related to that program. You can browse cast lists, get bonus videos from the web [YouTube™], purchase books, DVDs and soundtracks from the show [Amazon Instant Video]. You can browse a list of seasons and episodes and choose which items to record or purchase. It's all there; everything is organized around the show</p> </div> <p>Source:</p> <p>http://www.tivo.com/buytivo/faqs/about-premiere/index.html</p> <div data-bbox="553 1373 1385 1604"> <p>New high-def TiVo Premiere combines host of features</p> <p>• Superb browsing. TiVo makes it simpler and more fun to find stuff. Movies and other shows are grouped into collections (Oscar Winners, Scariest Movies Ever, Sundance, etc.).</p> <p>You can display the cast of a show you're watching and bring up bonus links. For instance, a bonus feature for the classic Japanese movie <i>Rashomon</i> was the trailer for the movie on YouTube. Other bonus features lead to books, DVDs and such for purchase on Amazon.</p> </div> <p>Source:</p> <p>http://usatoday30.usatoday.com/tech/columnist/edwardbaig/2010-03-25-baig25_ST_N.htm99</p>

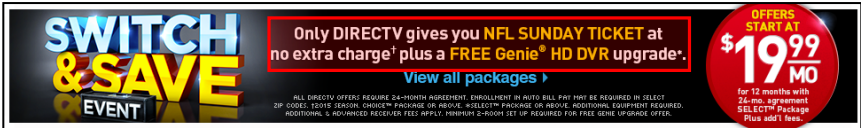

Broadest Claim(s)	Reference
	<p data-bbox="553 331 1398 464">TiVo began testing interactive advertising tools during the weekend as it looks to appease companies wary of users' ability to skip over ads.</p> <p data-bbox="553 489 1398 758">The company confirmed late Monday that it released the first in a series of advertising features to a random and limited number of subscribers to the digital-video recorder service. The first test feature--a tag--pops up on the screen when a viewer is fast-forwarding through an advertisement.</p> <p data-bbox="553 821 1398 968">If viewers press the thumbs-up or select button during the half second the tag is displayed, they will be redirected to a menu that leads to more information about the advertised product. The tag takes up about 25 percent of the screen, according to the company. TiVo said it is working with only one advertiser, a movie studio, on the trial balloon.</p> <p data-bbox="553 1020 1398 1125">Source: http://news.cnet.com/TiVo-tests-pop-up-style-ads/2100-1041_3-5644197.html</p>

Broadest Claim(s)	Reference
	<div data-bbox="553 327 1409 411"> Audio Select this icon for alternate audio tracks, if available. See page 45 for more on audio settings.</div> <div data-bbox="553 415 1409 674">Alternate audio Some shows are broadcast with more than one audio track, such as alternate language tracks. When alternate audio tracks are available, you'll see a bright alternate audio icon in the channel banner:  The Default Audio Language setting lets you choose which audio language track is recorded. The Default Audio Program setting lets you choose to have the default audio in stereo or mono, or have a secondary audio program (SAP) recorded when one is available.</div> <div data-bbox="553 716 1409 783">Source: http://support.tivo.com/ci/fattach/get/74454/1345138016/redirect/1</div>


Broadest Claim(s)	Reference
	<div data-bbox="548 321 1409 363">TiVo Inc. Roamio (High)</div> <p data-bbox="548 409 1409 667">TiVo Roamio DVR has My Shows section where a subscriber can select and play a recorded show. My Shows section offers an option known as “Bonus Feature” that when selected provides access to the content (second content – YouTube) that relates with the recorded content (first content). For example, a user can be access a bonus link (second content) for a classic Japanese movie (first content).</p> <p data-bbox="548 699 1409 850">In addition, TiVo Roamio DVR provides an alternate audio icon (second content) in the banner corresponding to a show (first content) that broadcasts with more than one audio track/language (if available).</p> <div data-bbox="553 884 846 1010"></div> <div data-bbox="553 1050 1409 1444"><p data-bbox="565 1056 792 1087">Program details</p><p data-bbox="565 1108 1398 1157">You can highlight any show in My Shows and press SELECT to see the program details screen, which offers these options:</p><ul data-bbox="565 1167 1398 1444" style="list-style-type: none"><li data-bbox="565 1167 1398 1192">• Play (or Resume playing if you’re returning to a partially watched show).<li data-bbox="565 1203 1398 1308">• Keep until... By default, recordings are saved until space is needed for new shows. But you always have the option to keep a show for as long as you want. Just select ‘Keep until...’ and on the next screen, choose ‘Keep until I delete’ or specify that the show be kept until a specific date you choose.<li data-bbox="565 1318 1398 1344">• Delete now (or Stop recording if recording is in progress).<li data-bbox="565 1354 1398 1379">• Bonus features Watch YouTube™ videos related to the show and more.<li data-bbox="565 1390 1398 1444">• Explore this show Find details about the show, including information about upcoming episodes and cast members.</div> <div data-bbox="553 1486 1144 1535"><p data-bbox="565 1493 1123 1535">Searching for shows (and more!)</p></div> <div data-bbox="553 1545 1409 1640"><p data-bbox="565 1551 1398 1640">For a show, select ‘Get this show’ to record the next showing or to set up a Season Pass® recording. From the information screen, you can also view upcoming episodes or an episode guide, learn more about cast members, and access bonus features!</p></div>

Broadest Claim(s)	Reference
	<div data-bbox="553 363 1409 436"> Audio Select this icon for alternate audio tracks, if available. See Audio settings for more.</div> <div data-bbox="553 443 1409 716"><h3>Alternate audio</h3><p>Some shows are broadcast with more than one audio track, such as alternate language tracks. When alternate audio tracks are available, you'll see a bright alternate audio icon in the info banner: .</p><p>The Default Audio Language setting lets you choose which audio language track is recorded.</p><p>The Default Audio Program setting lets you choose to have the default audio in stereo or mono, or have a secondary audio program (SAP) recorded when one is available.</p></div> <p>Source: http://support.tivo.com/ci/fattach/get/82033/1377907106/redirect/1</p>

Broadest Claim(s)	Reference
	<p>DIRECTV (High)</p> <p>The Directv Genie allows a subscriber to select a particular program (first content) from a particular channel. Using the info button, the subscriber is provided with additional information (second content) about the same program.</p> <p>Further, the NFL Sunday ticket App available in Directv DVR's provide the subscriber to select real time alert (second content) during online watching a match (first content). Using the info button, the subscriber is provided with additional information of favorite players (second content) about the same program (first content).</p> <p>The Directv allows a subscriber to access intertive leader board, scorcard and player bios (second content) watching PGA event (first content).</p> <p>DIRECTV GENIE™ & EARLIER HD DVR RECEIVERS</p> <p>Press the GUIDE button to display the onscreen Program Guide, with up to 14 days of programming information. Navigate in the Guide as follows:</p> <p>PROGRAM INFO</p> <p>Press INFO on any program to see its associated info screen, which screen displays the program's description and provides other information and functionality:</p> <ul style="list-style-type: none"> • Watch or record the program, view a list of other showings or episodes, and more. • Rotten Tomatoes™ – This popular film/TV Critic ratings system uses fresh or rotten tomato icons to represent critic scores. • Flixster – This audience ratings service uses upright or spilled popcorn icons to represent audience scores. (A 60%+ awards the fresh tomato and upright popcorn, respectively.) • Cast & Crew – see info on actors, directors, producers, etc. who worked on the show or movie. Select a name to view the "Filmography", which is the actor or crew member's entertainment resume. <p>Source: http://www.directv.com/learn/pdf/System_Manuals/DIRECTV/DIRECTV_HDDVR_HR20-44.pdf</p>









Broadest Claim(s)	Reference
	<div data-bbox="553 296 911 352"> <p>NFL SUNDAY TICKET APP</p> </div> <div data-bbox="553 359 1409 485">  </div> <div data-bbox="553 491 922 541"> <p>Other amazing features</p> </div> <div data-bbox="553 548 1149 821">  </div> <div data-bbox="553 827 1019 898"> <p>Real-time highlight alerts.</p> </div> <div data-bbox="553 905 1149 1010"> <p>Get an alert right on your screen the moment a Big Play occurs. Just tap to see the highlight, and tune right back to the live game you're watching.</p> </div> <div data-bbox="553 1016 1409 1121"> <p>Source: http://www.directv.com/technology/mobile_apps/nfl_sunday_ticket</p> </div> <div data-bbox="553 1127 1011 1178"> <p>What are Player alerts?</p> </div> <div data-bbox="553 1184 1409 1289"> <p>Player Alerts is an interactive feature that allows you to keep tabs on your favorite players, no matter what game you're watching. You'll get an alert any time one of your favorite players makes a scoring play, turnover, or a play over 15 yards. Just tap the alert to replay the highlight.</p> </div> <div data-bbox="553 1295 1409 1415"> <p>To set up Player Alerts on your TV: Just tune to any of the NFL games on Chs. 705-719 during game day and press the RED button on your remote control to launch the new TV app. Select Player Tracker, then turn on Player Notifications at the top of your screen.</p> </div> <div data-bbox="553 1421 1409 1457"> <p>Source: https://support.directv.com/app/answers/detail/a_id/4325</p> </div>


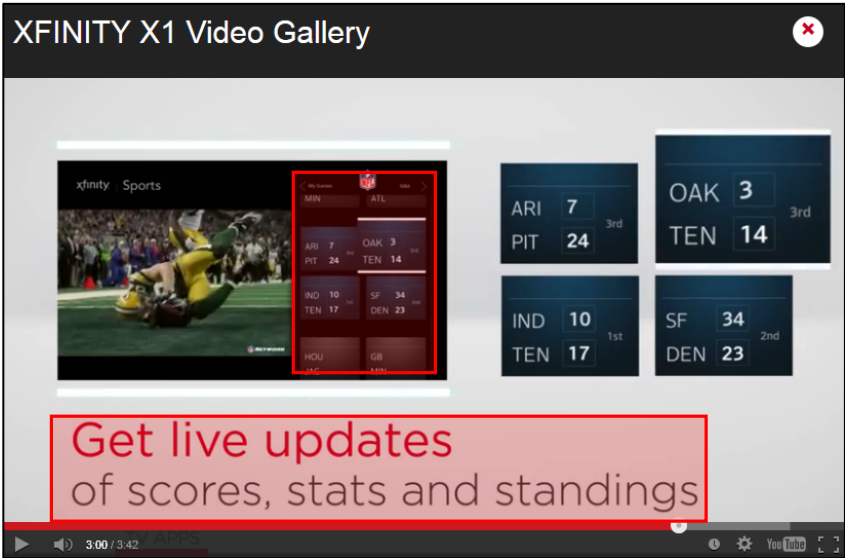
Broadest Claim(s)	Reference
	<div data-bbox="560 298 993 417" style="border: 1px solid red; padding: 5px;">See exclusive bonus coverage of every major and select PGA TOUR events.</div> <div data-bbox="560 428 1409 533" style="border: 1px solid red; padding: 5px;">DIRECTV brings you expanded LIVE coverage of every golf major you can't get anywhere else. And now we're doing the same for more top PGA events. Plus get exclusive access to special features at the press of a button. All included at no extra charge.</div> <div data-bbox="560 579 1138 621" style="border: 1px solid black; padding: 5px;">PGA Championship Experience from DIRECTV</div> <div data-bbox="560 632 1409 726" style="border: 1px solid red; padding: 5px;">Watch up to four screens of enhanced coverage on one channel. Plus get access to our interactive leader board, scorecard with expanded player stats, player bios, and course and green tours. All in HD.</div> <p data-bbox="560 737 1081 768">Source: http://www.directv.com/sports/golf</p>


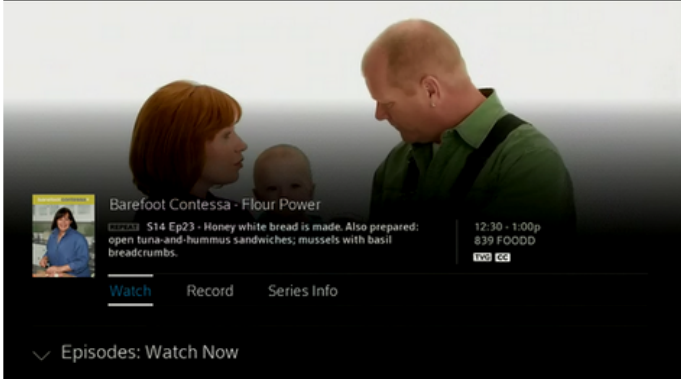
Broadest Claim(s)	Reference
	<p>AT&T (High)</p> <p>AT&T provides its customers with a service named U-Verse that provides integrated solution for TV, Internet and Voice Services.</p> <p>The AT&T U-Verse provides FIFA World Cup TV app that enables subscribers to access additional content (second content) such as statistics, schedules, athlete bios, scores, or some other additional information, embedded on the TV screen with respect to ESPN Channel (first content) that subscriber is watching.</p> <p>With the help of U-Verse iOS and Android App subscribers can get additional information related to a particular show (first content) that they are watching such as cast and crew's photos (second content) etc.</p> <p>Furthermore, iPad app for U-verse provides bonus content for the T.V shows they wish to watch. The bonus content may include photos, cast and crew data, a synopsis, and more.</p> <div data-bbox="553 1031 1378 1068" style="border: 1px solid black; padding: 2px;">AT&T U-verse®: the Evolution of Digital TV, Internet, and Voice</div> <div data-bbox="553 1077 808 1115" style="border: 1px solid black; padding: 2px;">U-verse Bundles</div> <div data-bbox="553 1123 1005 1617" style="border: 1px solid black; padding: 10px;">  <p>\$109 Plus \$200 in Reward Cards</p> <p><small>Per month for 12 months. 1-yr. term req'd. Other charges may apply. Geo. & svc. restrictions apply.</small></p> <p>Double Play + HBO®</p> <p>U-verse® High Speed Internet + U450 TV + HBO®</p> <ul style="list-style-type: none"> • Comes with a free high-capacity Total Home DVR for life • Adds free access to the entire national AT&T Wi-Fi Hot Spot network • Includes Showtime®, STARZ®, The Movie Channel®, ENCORE®, and much more! </div> <p>Source: https://www.att.com/shop/u-verse.html</p>

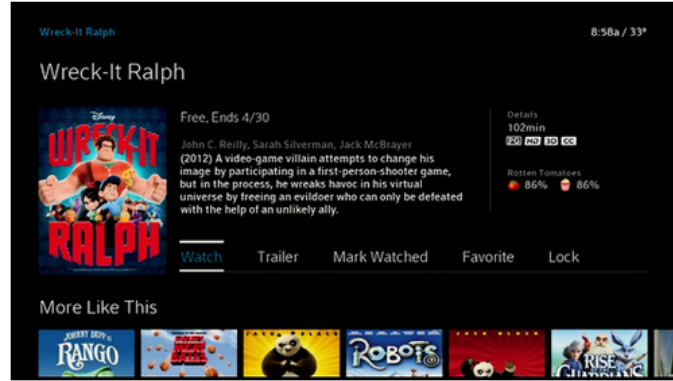
Broadest Claim(s)	Reference
	<div data-bbox="553 289 1008 352"> <p>AT&T U-Verse Adds ESPN3D June 9th, 2010 · No Comments · 3D Cable Programs, 3D HDTV</p> </div> <div data-bbox="553 363 1409 604"> <p>In addition to 3D coverage, AT&T and ESPN are also offering U-verse TV customers an innovative 2010 FIFA World Cup app which includes a Multiview that lets you watch up to four ESPN channels at one time and also brings athlete bios, groupings and the latest team standings straight from South Africa to your U-verse TV screen. The app is available to every U-verse TV customer at no extra charge on channel 618 and 1618. AT&T and ESPN are also delivering live coverage to mobile phones with AT&T Mobile TV and MobiTV, and coverage of all matches and exclusive bonus content is available for AT&T High Speed Internet customers.</p> </div> <div data-bbox="553 615 1203 657"> <p>Source: http://hdguru.com/att-u-verse-adds-espn3d/</p> </div> <div data-bbox="553 688 1279 730"> <p>AT&T: Putting its Own Interactive Spin on Digital TV Viewing</p> </div> <div data-bbox="553 741 1409 940"> <p>AT&T launched a new 2014 FIFA World Cup TV app for high speed internet subscribers that will make the TV watching experience more interactive, including access to statistics, schedules, athlete bios, scores, and additional information, which will be embedded on the TV screen. Customers just press the "Go Interactive" button on their U-verse TV remote to find the app. With this, AT&T is attempting to meld the "second screen" experience usually found on separate apps right into the TV — much like how Xbox One is attempting to embed Twitter streams into TV shows viewed on the platform.</p> </div> <div data-bbox="553 951 1393 1056"> <p>Source: http://www.latinpost.com/articles/14648/20140611/how-we-watch-streaming-free-the-world-cup-2014-univision-vs-espn-att-digital-plans.htm</p> </div>


Broadest Claim(s)	Reference
	<div data-bbox="553 296 912 359" data-label="Section-Header"> <h2>AT&T U-verse®</h2> </div> <div data-bbox="553 369 1195 399" data-label="Section-Header"> <h3>AT&T launches U-verse app for iPad as a secondary screen</h3> </div> <div data-bbox="553 407 790 426" data-label="Text"> <p>updated 02:40 pm EST, Tue February 7, 2012</p> </div> <div data-bbox="553 449 1196 831" data-label="Text"> <p>AT&T has now released the U-verse iPad app (free, App Store), meant as a companion to the TV watching experience. U-verse TV subscribers can get extra information and bonus content through the app on the TV show they're watching, such as photos, cast and crew data, similar shows, a synopsis, and more. The app will also turn the iPad into a remote control and a guide, letting users schedule DVR recordings and see what's coming up.</p> </div> <div data-bbox="542 842 643 873" data-label="Text"> <p>Source:</p> </div> <div data-bbox="542 875 1408 949" data-label="Text"> <p>http://www.electronista.com/articles/12/02/07/att.u.verse.ipad.app.now.live.brings.epg.more/</p> </div> <div data-bbox="548 995 1117 1043" data-label="Section-Header"> <h2>AT&T U-verse App iOS FAQs</h2> </div> <div data-bbox="548 1058 1003 1096" data-label="Section-Header"> <h3>What can I do on the Show/Movie Details Page?</h3> </div> <div data-bbox="605 1102 1396 1176" data-label="Text"> <p>The Show/Movie Details page is a central location or hub where everything about a particular show or movie available on U-verse can be found. The show title, description and details are provided at the top of the page.</p> </div> <div data-bbox="605 1178 1401 1373" data-label="Text"> <p>You can also take direct action to either view or record that specific show by tapping Record or Watch. To explore other areas within U-verse where a movie or other series episodes appear, tap the On TV, On Demand and Recordings segments. Find more information about the show's cast and crew by tapping on that actor's photo and exploring related shows in which they appeared. This is found under the Info segment on iPhone or by just scrolling the page on the iPad. Tap Photos for expanded views of scenes from that particular show.</p> </div> <div data-bbox="542 1381 1297 1455" data-label="Text"> <p>Source: http://www.att.com/media/att/2015/support/pdf/U-verse+App+for+iOS+4+0+3+user+guide.pdf</p> </div> <div data-bbox="553 1459 1188 1505" data-label="Section-Header"> <h2>AT&T U-verse App for Android FAQs</h2> </div> <div data-bbox="548 1516 1000 1551" data-label="Section-Header"> <h3>What can I do on the Show/Movie Details Page?</h3> </div> <div data-bbox="605 1556 1388 1623" data-label="Text"> <p>The Show/Movie Details page is a central location or hub where everything about a particular show or movie available on U-verse can be found. The show title, description and details are provided at the top of the page.</p> </div> <div data-bbox="605 1625 1393 1797" data-label="Text"> <p>You can also take direct action to either view or record that specific show by tapping Record or Watch. To explore other areas within U-verse where a movie or other series episodes appear, tap the On TV, On Demand and Recordings segments. Find more information about the show's cast and crew by tapping on that actor's photo and exploring related shows in which they appeared. This is found under the Info segment on iPhone or by just scrolling the page on the iPad. Tap Photos for expanded views of scenes from that particular show.</p> </div> <div data-bbox="542 1799 1297 1875" data-label="Text"> <p>Source: http://www.att.com/media/att/2015/support/pdf/U-verse+App+for+Android+4.0.1+user+guide.pdf</p> </div>




Broadest Claim(s)	Reference				
	<div>Comcast (High)</div> <p>Comcast Xfinity offers various options that bundle TV and Internet packages. Xfinity uses X1 entertainment operating system as an underlying platform. It allows users to get live updates about the scores, stats and standings (second content) while watching a match (first content).</p> <p>The mini guide allows the subscriber to select a particular program (first content) from a particular channel. Using the info button, the subscriber is provided with additional information (second content) about the same program.</p> <p>The on-Demand Menu provides the subscriber with an option to choose between Standard-Defination (second content) and High-Defination (second content), if both are available for a program (first content).</p> <div></div> <div><div> Experience TV and Internet like never before with the X1 Entertainment Operating System®</div><div>Deal</div><table><tr><td><div>HD Complete</div><div> Learn More</div></td><td><div>260+</div><div>View Lineup</div><div> X1 Entertainment Operating System®</div></td><td><div>105 Mbps</div><div>Unlimited Nationwide Talk & Text</div></td><td><div>\$250 Visa® Prepaid Card</div><div>TMC®, STARZ®, HBO®, SHOWTIME®, Cinemax®, Streampix® included</div><div>Sports Entertainment Package</div><div>HD in up to 4 rooms & cloud-based DVR service</div></td></tr></table></div> <div>Source: http://www.comcast.com/?CMP=ILCXFICOMUTOL3X</div>	<div>HD Complete</div> <div> Learn More</div>	<div>260+</div> <div>View Lineup</div> <div> X1 Entertainment Operating System®</div>	<div>105 Mbps</div> <div>Unlimited Nationwide Talk & Text</div>	<div>\$250 Visa® Prepaid Card</div> <div>TMC®, STARZ®, HBO®, SHOWTIME®, Cinemax®, Streampix® included</div> <div>Sports Entertainment Package</div> <div>HD in up to 4 rooms & cloud-based DVR service</div>
<div>HD Complete</div> <div> Learn More</div>	<div>260+</div> <div>View Lineup</div> <div> X1 Entertainment Operating System®</div>	<div>105 Mbps</div> <div>Unlimited Nationwide Talk & Text</div>	<div>\$250 Visa® Prepaid Card</div> <div>TMC®, STARZ®, HBO®, SHOWTIME®, Cinemax®, Streampix® included</div> <div>Sports Entertainment Package</div> <div>HD in up to 4 rooms & cloud-based DVR service</div>		

Broadest Claim(s)	Reference
	<div data-bbox="553 296 1318 642"> <p>View your favorite apps on the big screen</p>  <p>Sports Get fast access to televised sporting events, plus live scores, upcoming schedules, and more.</p> <p>Watch It Work</p> </div> <div data-bbox="553 680 1393 1234"> <p>XFINITY X1 Video Gallery</p>  <p>Get live updates of scores, stats and standings</p> </div> <p>Source: http://www.comcast.com/x1</p>

Broadest Claim(s)	Reference																					
	<div><h3>X1: Guide - How to Navigate in the Mini Guide</h3><div><h4>To Navigate in the Mini Guide</h4><p>1. To access the Mini Guide, press the right arrow button on the remote control.</p><div><table><thead><tr><th colspan="3">Channels</th></tr></thead><tbody><tr><td>837</td><td>What Not to Wear</td><td>12:00p - 1:00p</td></tr><tr><td>838</td><td>House Hunters Intern</td><td>12:30p - 1:00p</td></tr><tr><td>839</td><td>Barefoot Contessa</td><td>12:30p - 1:00p</td></tr><tr><td>840</td><td>21 Mind Blowing Esc</td><td>12:00p - 1:00p</td></tr><tr><td>841</td><td>truTV Presents: Worl</td><td>12:00p - 1:00p</td></tr><tr><td>843</td><td>Planet X</td><td>12:30p - 1:00p</td></tr></tbody></table></div></div><div><p>Highlight a program and press the Info button to view information about a program, and to access options to:</p><ul style="list-style-type: none">• Watch the program• Record the program• See more program information (More Info)• View Series information<div><p>Barefoot Contessa - Flour Power</p><p>S14 Ep23 - Honey white bread is made. Also prepared: open tuna-and-hummus sandwiches; mussels with basil breadcrumbs.</p><p>12:30 - 1:00p 839 FOOD</p><p>Watch Record Series Info</p><p>Episodes: Watch Now</p></div></div></div> <div>Source: http://customer.comcast.com/help-and-support/cable-tv/x1-guide-how-to-navigate-in-the-mini-guide</div>	Channels			837	What Not to Wear	12:00p - 1:00p	838	House Hunters Intern	12:30p - 1:00p	839	Barefoot Contessa	12:30p - 1:00p	840	21 Mind Blowing Esc	12:00p - 1:00p	841	truTV Presents: Worl	12:00p - 1:00p	843	Planet X	12:30p - 1:00p
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	<div data-bbox="553 300 1341 401"> <h3>X1: On Demand Menu - Watch TV Shows and Movies</h3> </div> <div data-bbox="553 411 943 441"> <p>3. Highlight the Watch option and press OK.</p> </div> <div data-bbox="584 441 1252 819">  </div> <div data-bbox="609 850 1349 909"> <ul style="list-style-type: none"> • To rent an XFINITY On Demand program, see X1: On Demand Menu - Rent TV Shows and Movies. • To buy an XFINITY On Demand program, see X1: On Demand Menu - Buy TV Shows and Movies. </div> <div data-bbox="553 915 1406 1008"> <p>4. If the program is available in both High Definition and Standard Definition, you will be prompted to choose the version you wish to view. Use the up arrow or down arrow button on the remote to choose your preferred version and press OK.</p> </div> <div data-bbox="540 1024 1411 1098"> <p>Source: http://customer.comcast.com/help-and-support/cable-tv/x1-on-demand-menu-watch-tv-programs-and-movies/</p> </div> <div data-bbox="547 1136 1109 1190"> <h2>Comcast Internet Deals</h2> </div> <div data-bbox="547 1201 1380 1539"> <p>The On-screen Program lead lists programming for each channel and is a great help when trying to choose a program. The Parental Control guide allows you to block inappropriate programming from being accidentally viewed by innocent eyes. Programming may be blocked by rating, content, channel, title, or time. This is great for parents with young kids. Programming choices include the most popular channels available - more than 275 channels - grouped in useful packages that includes local channels, sports and movie channels, children's programming, digital music channels, and On-Demand (similar to Pay-Per-View). On-Demand is a convenience alone because you choose the programming you would like, to see when you want, highlight a bonus feature - you may well pause and rewind the movie or even program for unexpected interruptions. High definition options are added and this also gives viewers the chance for a great unforgettable experience in TV viewing.</p> </div> <div data-bbox="540 1549 1094 1587"> <p>http://comcastinternetdeals01.tumblr.com/</p> </div>

Broadest Claim(s)	Reference
	<div data-bbox="548 321 1409 363">Dish (High)</div> <p data-bbox="548 373 1409 485">Hopper/Hopper Sling is a DVR provided by Dish. The Electronic Program Guide provides detailed information (second content) about a program (first content) by pressing INFO button.</p> <p data-bbox="548 520 1409 667">Dish offers score overlay feature that provides live scores of all the games (second content – updated after every 30 seconds) while watching a game on ESPN channel (first content) by clicking a button on an app.</p> <p data-bbox="548 703 1409 814">Dish also offers Video on Demand feature for browsing your favorite movie (first content) with its bonus feature (second content).</p> <div data-bbox="553 848 1008 1087">The logo for Hopper WITH sling WHOLE-HOME DVR USER GUIDE. It features the word 'Hopper' in a large, bold, black font. To the right of 'Hopper' is a red silhouette of a kangaroo. Below 'Hopper' is the text 'WITH sling' in a smaller, black font. Below that is 'WHOLE-HOME DVR' in a red, bold font. At the bottom is 'USER GUIDE' in a large, bold, black font.</div> <div data-bbox="553 1094 1252 1188">USING THE PROGRAM GUIDE<p data-bbox="623 1150 1247 1188">You can use the Electronic Program Guide (EPG) to see what programs are on, to change channels, and to set up timed recordings. To access the program guide, press GUIDE.</p></div> <div data-bbox="553 1194 1276 1270"><p data-bbox="565 1203 1265 1228">While browsing Program Guide information, you can move the highlight to a program and:</p><ul data-bbox="565 1245 1265 1270" style="list-style-type: none">• Press the INFO button to see a pop-up screen of more detailed program information.</div>

Broadest Claim(s)	Reference
	<div data-bbox="553 327 878 401"> <h2>TV APPS.</h2> </div> <div data-bbox="553 405 1109 753">  </div> <div data-bbox="553 793 1346 1125"> <h2>SCORE OVERLAY.</h2> <p>Calling All Sports Fans!</p> <p>No need to get up from your couch. Now you can view all of the scores for live games on the Sports Overlay on ESPN and ESPN2 with the click of a button on an app. The sports data updates every 30 seconds so you are always on top of the action. No additional equipment needed.</p> </div> <p>Sources: http://www.dish.com/technology/applications/</p> <div data-bbox="553 1199 1403 1780"> <h2>APPS</h2> <h3>OVERVIEW</h3> <p>With Hopper, TV is just the beginning. Hopper with Sling brings you more than the best in TV, movies, music and entertainment. It also brings the best of the Web to your TV with news, sports, music, weather and game apps. You can even share your favorite shows and movies with friends on Twitter®. Press the Menu button on your remote and select Apps. Featured apps can be accessed by pressing the blue color key on your remote while watching TV.</p> <div data-bbox="1109 1318 1318 1476">  </div> <div data-bbox="581 1514 997 1749">  </div> <h3>GAME FINDER</h3> <p>While watching live TV, press the blue color key on your remote. This is a shortcut to featured apps like Game Finder. The DISH Game Finder lets you quickly locate any game available for viewing, based on your location and programming package.</p> <p>You can use Game Finder to select your favorite teams, get up-to-the-minute box scores of individual games, schedule recordings and set reminders for upcoming games on TV without missing a play.</p> </div> <p>Source: http://www.mydish.com/support/receiver-manuals</p>

Broadest Claim(s)	Reference
	<div data-bbox="553 327 836 401" data-label="Section-Header"> <h3>Video On Demand</h3> </div> <div data-bbox="553 405 1373 516" data-label="Text"> <p>DISH On Demand is available on the following receiver models: 512, 522, 612, 622, 625, 722, 922 and the Hopper. <i>*To connect your HD DVR to broadband, you must have receiver model 612, 622, 722, 722k, 922 or the Hopper. (A phone line or broadband connection is required to order)</i></p> </div> <div data-bbox="553 520 1008 594" data-label="Section-Header"> <h3>HOW DISH ON DEMAND WORKS.</h3> </div> <div data-bbox="553 598 1408 753" data-label="Text"> <p>For even more choices, connect your HD DVR* to broadband to access our vast library. Browse thousands of movies on demand including everything from hard-to-find independent films to your favorite classics to the biggest Hollywood blockbusters. Plus we have shows from over 75 of your favorite networks like Bravo, bonus features from your favorite films and events and adult content.</p> </div> <div data-bbox="542 758 1291 795" data-label="Text"> <p>Sources: http://www.dish.com/entertainment/vod/#movies</p> </div> <div data-bbox="553 833 1349 1344" data-label="Text"> <p>Connect your HD DVR or Hopper to broadband and you will have access to our enormous library of thousands of videos. We're talking classics, Hollywood blockbusters and even hard-to-find independent films. Watch shows on any of more than 75 networks, check out bonus features from your favorite films and events, even browse adult content. That's a lot of behind the scenes footage and insight into the making of some of your favorite videos. Plus, it's all on the latest technology so you have the best TV experience possible.</p> </div> <div data-bbox="542 1346 1247 1381" data-label="Text"> <p>Sources: http://www.dish.com/info/videos-on-demand/</p> </div>