

Netflix, Inc. v. Uniloc 2017 LLC

IPR2020-00041

U.S. Patent No. 8,407,609

Petitioner Netflix, Inc.'s Demonstratives

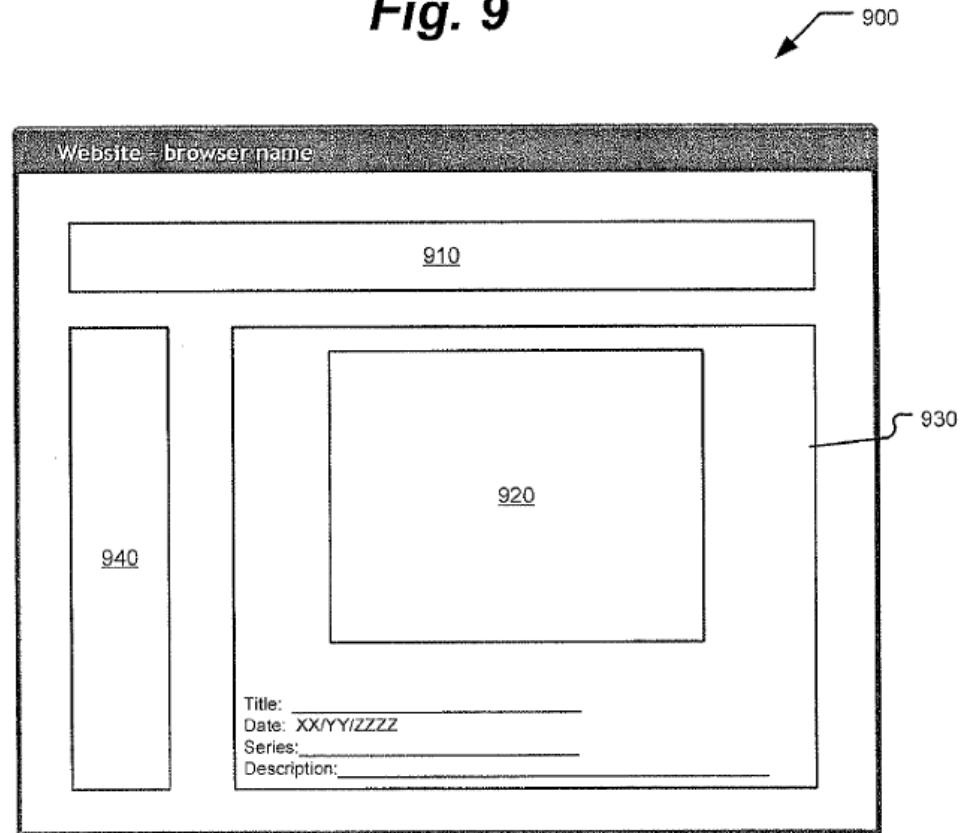
Oral Hearing

December 3, 2020

'609 Patent

For example, and referring now to FIG. 9, there is shown a view of a web page 900 according to an embodiment of the present invention. Web page 900 generally includes portions 910, 920, 930 and 940. Web page 900 may be provided to a user's computer 30 responsively to user selection of a presentation shown on a populated web page 200 (FIG. 2). By way of non-limiting explanation, should a user viewing web page 200 (FIG. 2) select a presentation 265 for viewing and/or listening, a suitably populated web page 900 may be served by computers 20. In such a served web page 900, portion 930 may be utilized to playback the selected presentation in a conventional manner, e.g., by downloading the content into or streaming the content to a media player application or plugin. Portions 910, 940 may be used to display related information, such as advertisements for example. In such a case, it may be desirable to be able to reliably identify how long the media was actually, or may typically be played, in order to appropriately value portions 910, 920 as available advertising billboard space. By way of further, non-limiting, example, while a per-click or per-display pricing schedule for portions 910, 940 may be used, where portion 920 is used to play-back content a typical user watches and/or listens to for ten minutes, portions 910, 940 may be worth more than where content play-back is typically for less than thirty-seconds.

Fig. 9



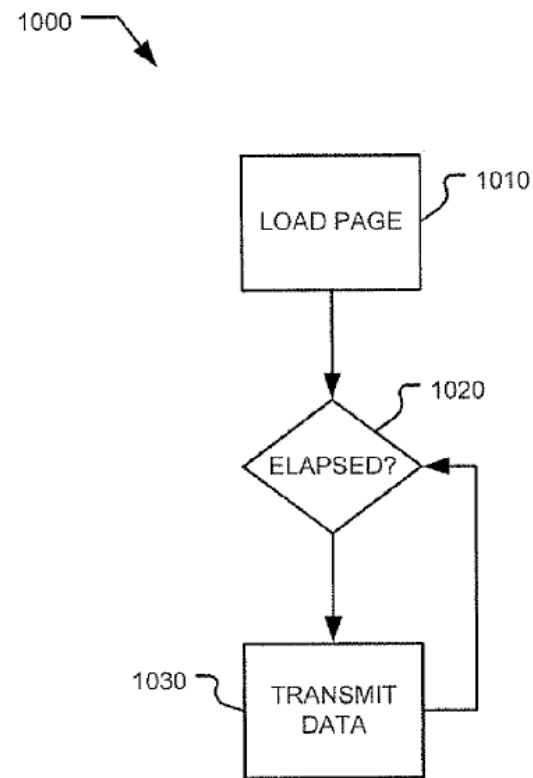
'609 patent at 11:59-12:15.

'609 Patent

Referring now to FIG. 10, there is shown a block diagram of a process 1000 according to an embodiment of the present invention. Process 1000 commences with a user's computer 20 receiving a web page from system 20 (FIG. 2) at block 1010. Such a received web page may take the form of page 900 (FIG. 9), for example. As is shown in FIG. 9, page 900 includes portion 930, which may be used to play-back user selected content via his computer 20 and a suitable plug-in or media player, for example. As explained herein, data indicative of the content played using portion 920 may be supplied by system 30 or a third party's computer system. Regardless, page 900 may include a timer applet. "Applet," as used herein, generally refers to a software component that runs in the context of another program, in the case of page 900 of FIG. 9, a web browser. Such an applet may typically used to perform a specific function or task, usually narrow in scope. In the case of FIGS. 9 and 10, such a timer applet may be used to indicate when a pre-determined temporal period has elapsed. For example, such an applet may be used to indicate each time some temporal period, such as 10, 15 or 30 seconds, elapses. Such a timer applet may be started at block 1020.

'609 patent at 12:56-13:9.

Fig. 10

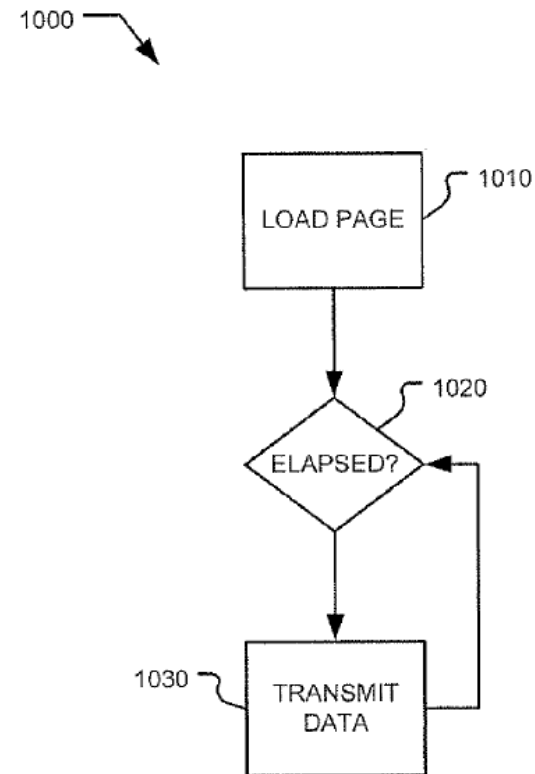


'609 Patent

At block 1030, when the applet determines the predetermined temporal period has elapsed, it signals its continued execution to system 20. In response, system 30 may log receipt of this indication, such as by using database server 32. In certain embodiments of the present invention, web page 900 (FIG. 9) may be accompanied with identifying data, such as in form of a cookie. A "cookie," as used herein, generally refers to a message provided to a web browser by a web server. The browser stores the message in a data or text file. In certain embodiments of the present invention, the applet may cause the cookie, or associated data, to be transmitted from the user's computer 20 to system 30, where upon receipt it, or data associated with it, may be logged, such as by using database server 32.

'609 patent at 13:10-23.

Fig. 10



'609 Patent

Claim 1

1. A method for tracking digital media presentations delivered from a first computer system to a user's computer via a network comprising:

providing a corresponding web page to the user's computer for each digital media presentation to be delivered using the first computer system;

providing identifier data to the user's computer using the first computer system;

providing an applet to the user's computer for each digital media presentation to be delivered using the first computer system, wherein the applet is operative by the user's computer as a timer;

receiving at least a portion of the identifier data from the user's computer responsively to the timer applet each time a predetermined temporal period elapses using the first computer system; and

storing data indicative of the received at least portion of the identifier data using the first computer system;

wherein each provided webpage causes corresponding digital media presentation data to be streamed from a second computer system distinct from the first computer system directly to the user's computer independent of the first computer system;

wherein the stored data is indicative of an amount of time the digital media presentation data is streamed from the second computer system to the user's computer; and

wherein each stored data is together indicative of a cumulative time the corresponding web page was displayed by the user's computer.

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