

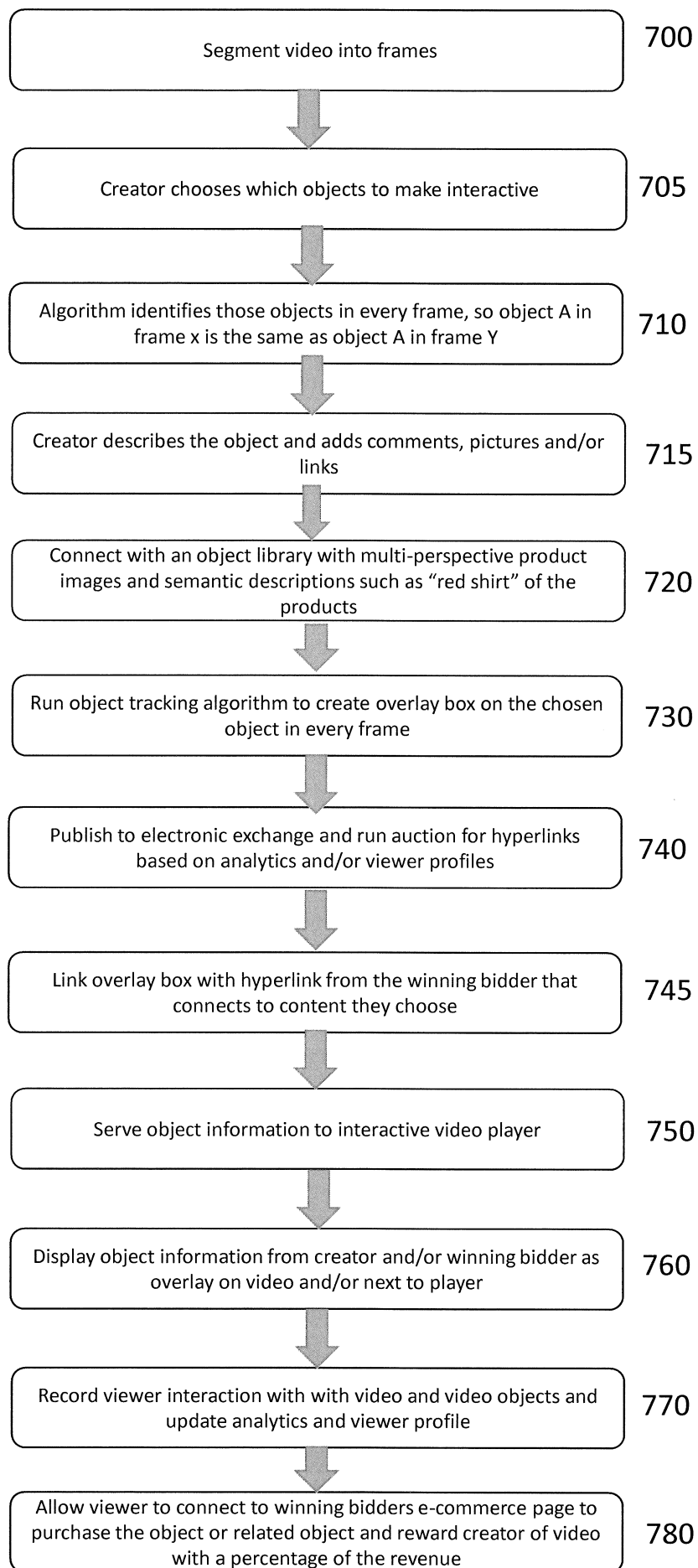


Fig. 1

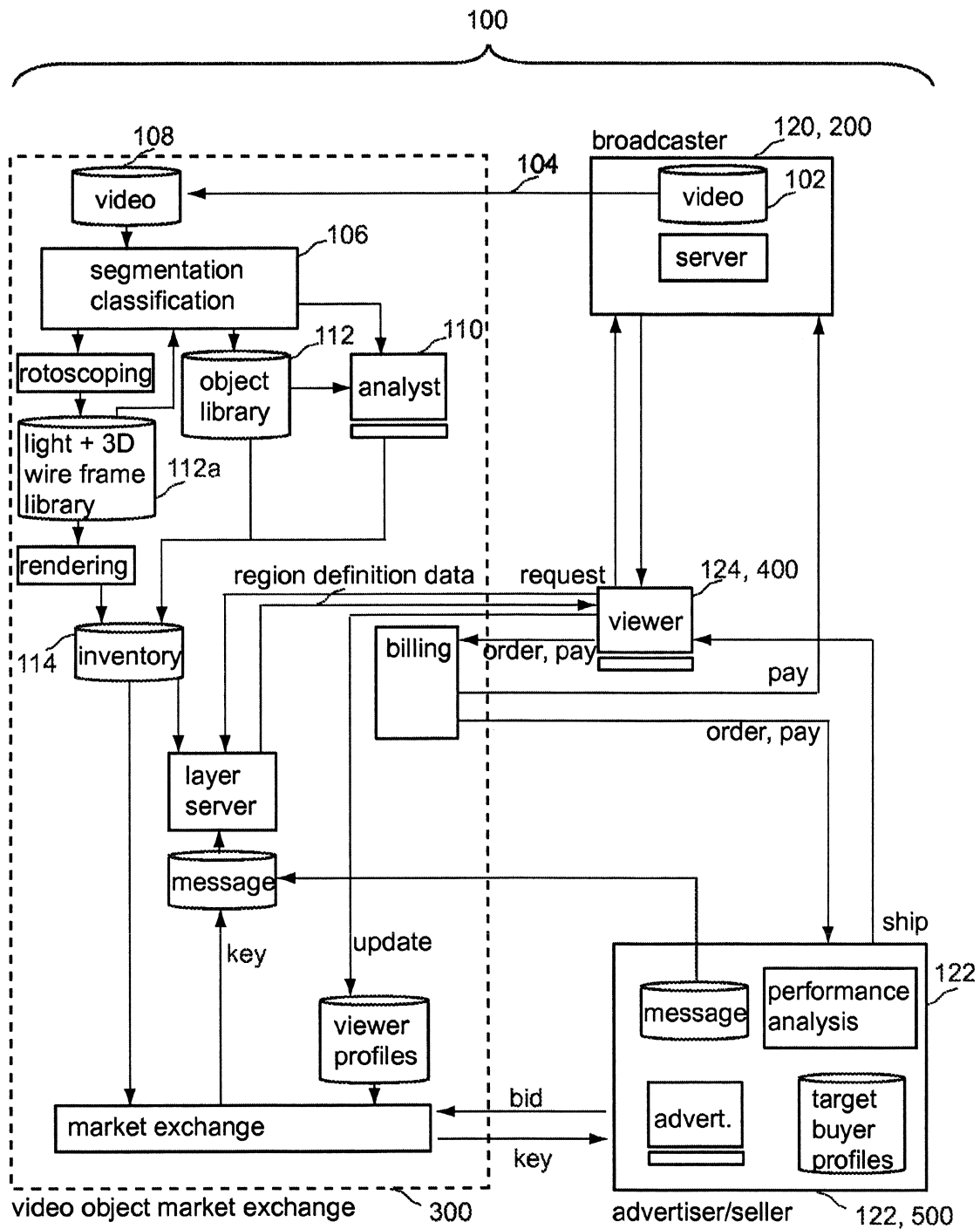


FIG. 2

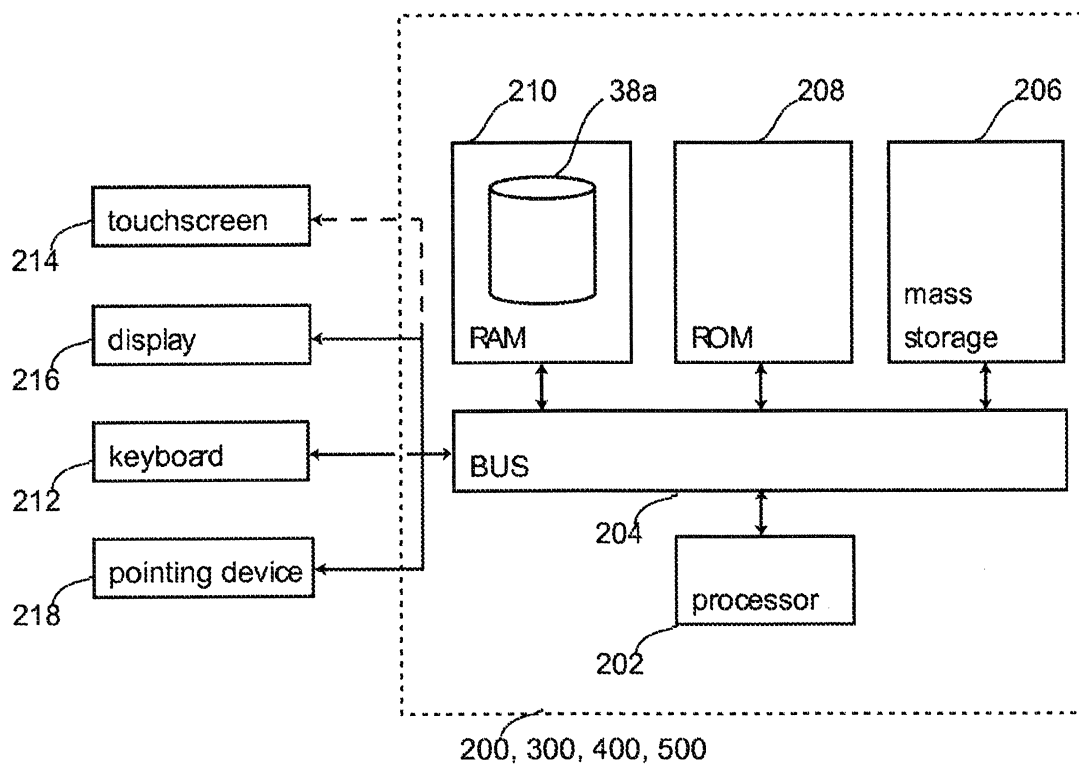


FIG. 3

Flowchart: advertiser

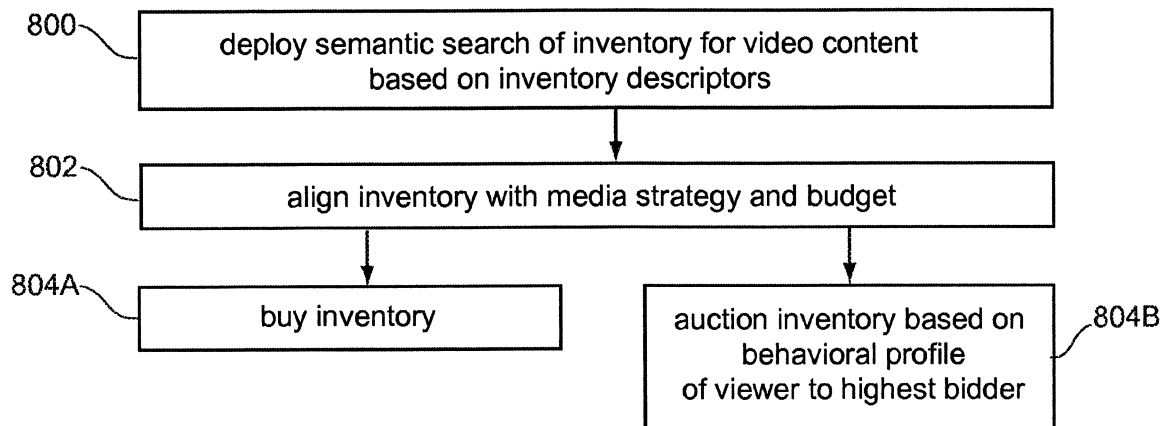


FIG. 4

Flowchart: viewer

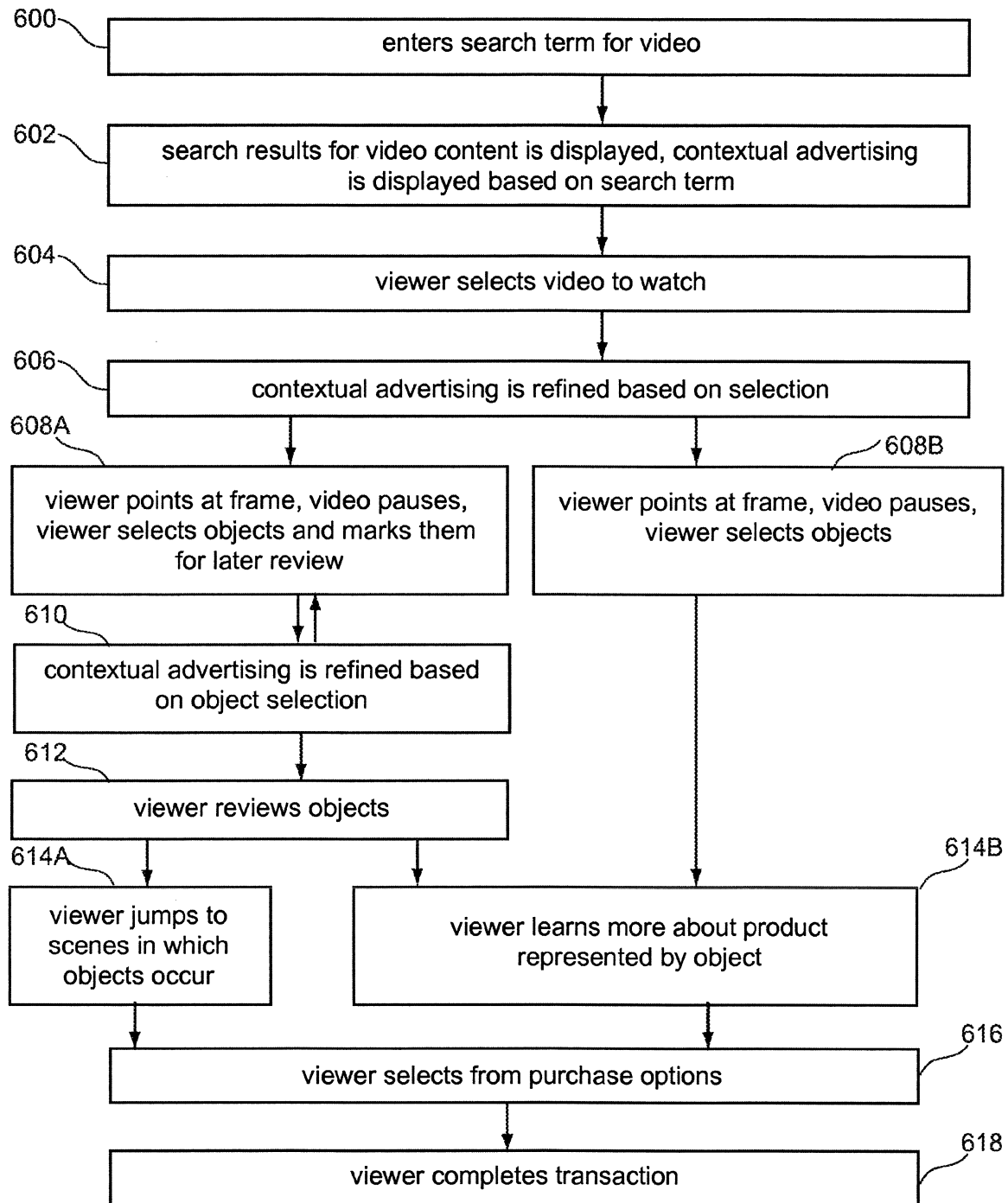


FIG. 5

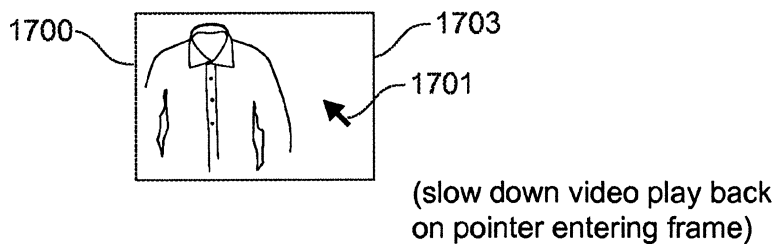


FIG. 6A

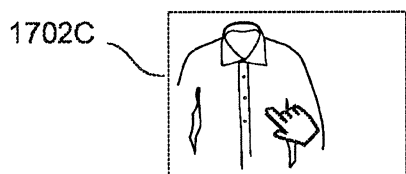


FIG. 6B

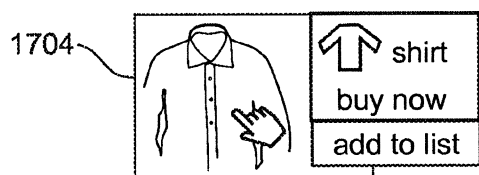


FIG. 6C

shirt	\$20
circle	\$15
Total: \$35	

1708

FIG. 6D

unique object ID	semantic description of object	unique object occurrence ID and reference data	film data	context and verbatim of occurrence	metadata viewer profile	bid per viewer profile channel 1	bid per viewer profile channel n	winning bid, owner data, run time
1.1.1.1.1.1	silver necklace	1.1.1.1.1.A, x,y,z,t	HBO, comedy-drama, sex and the city, cable television series, picture format 480i SDTV etc	Charlotte York (Kristin Davis) having lunch with Miranda Hobbes (Cynthia Nixon) at Sushi Samba discussing birthday present. "...bla, bla, bla...."	target: female, 30y, income 80k, etc, transaction history, viewer profile etc	MMXV: \$1 MMXZ: \$3	MMXV: \$1.5 MMXZ: \$2	Tiffany, December 1, 2008-december 31, 2008
1.1.1.1.1.1.1	silver necklace	1.1.1.1.1.B, x,y,z,t						
1.1.1.1.1.1	silver necklace	1.1.1.1.1.C, x,y,z,t						
1.1.1.1.1.1.1	silver necklace	1.1.1.1.1.D, x,y,z,t						
1.1.1.1.1.1	silver necklace	1.1.1.1.1.E, x,y,z,t						
1.1.1.1.1.2								

FIG. 7

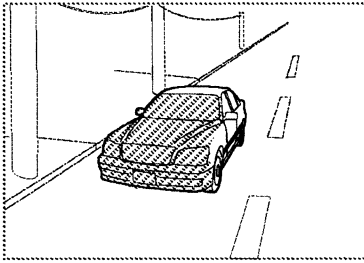


FIG. 8A

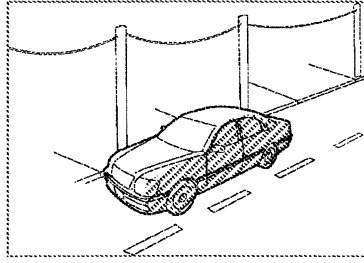


FIG. 8B

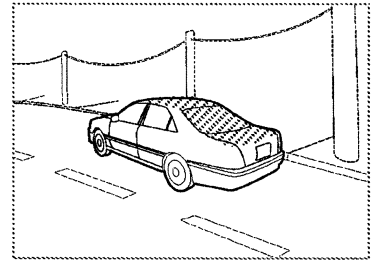


FIG. 8C

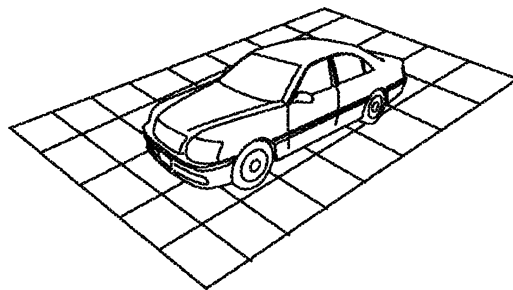


FIG. 8D

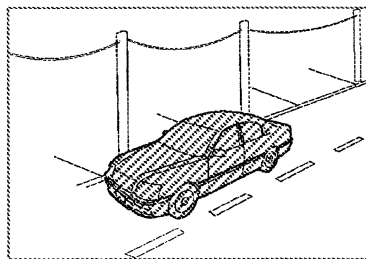


FIG. 8E

Flowchart: high level flowchart video object collection actions

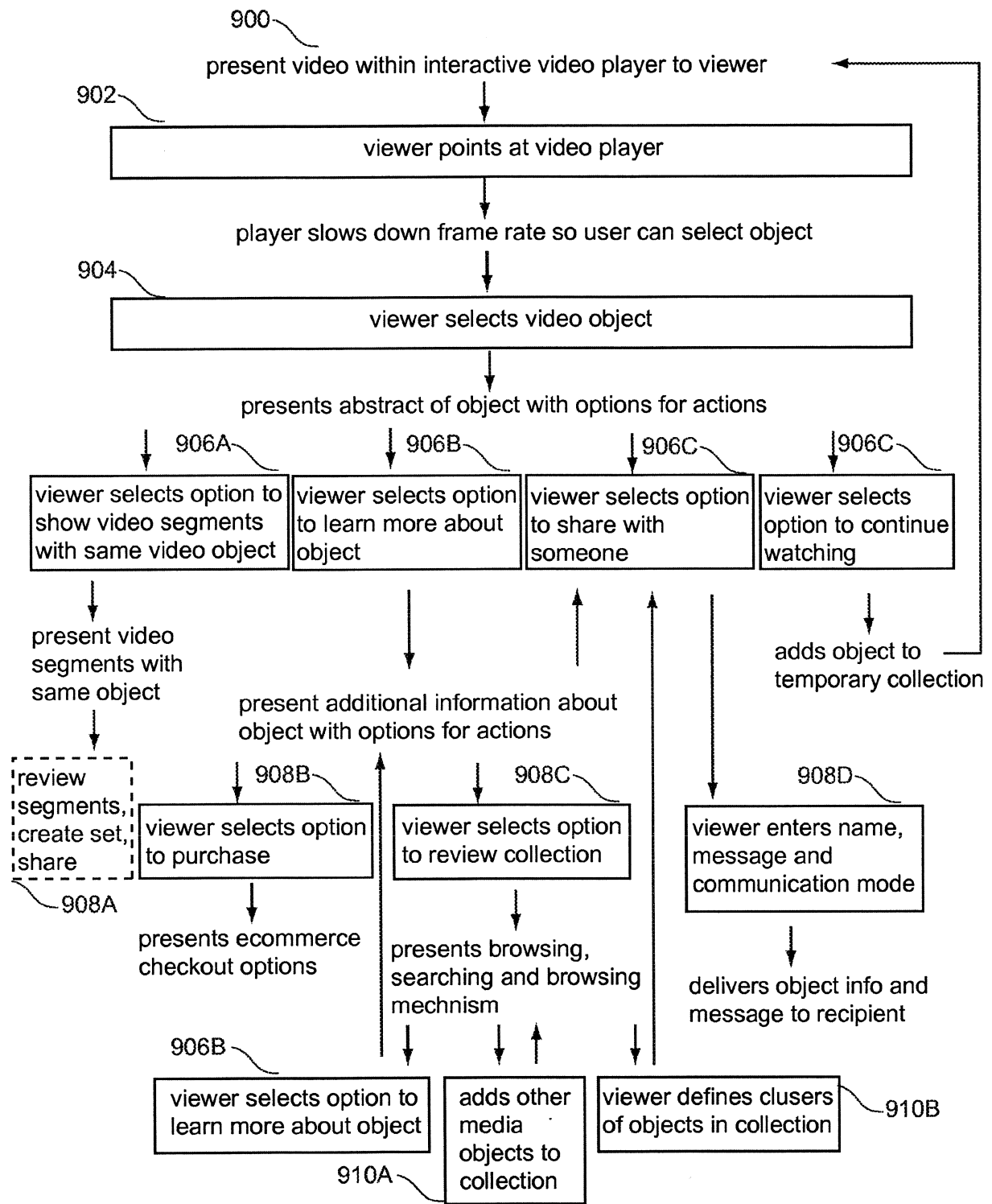
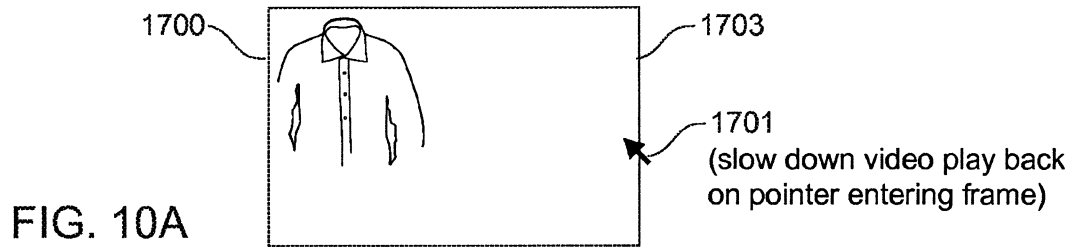
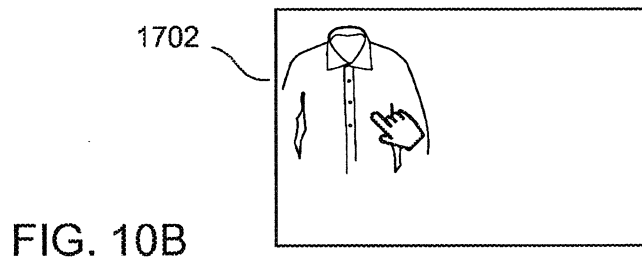
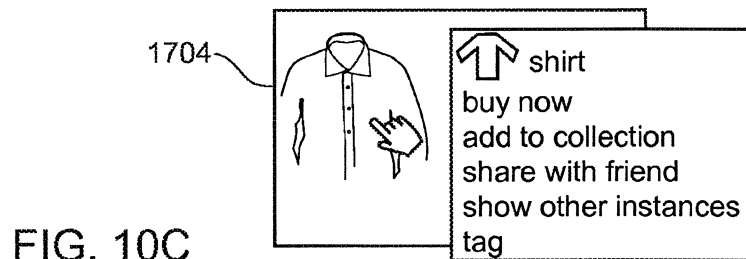
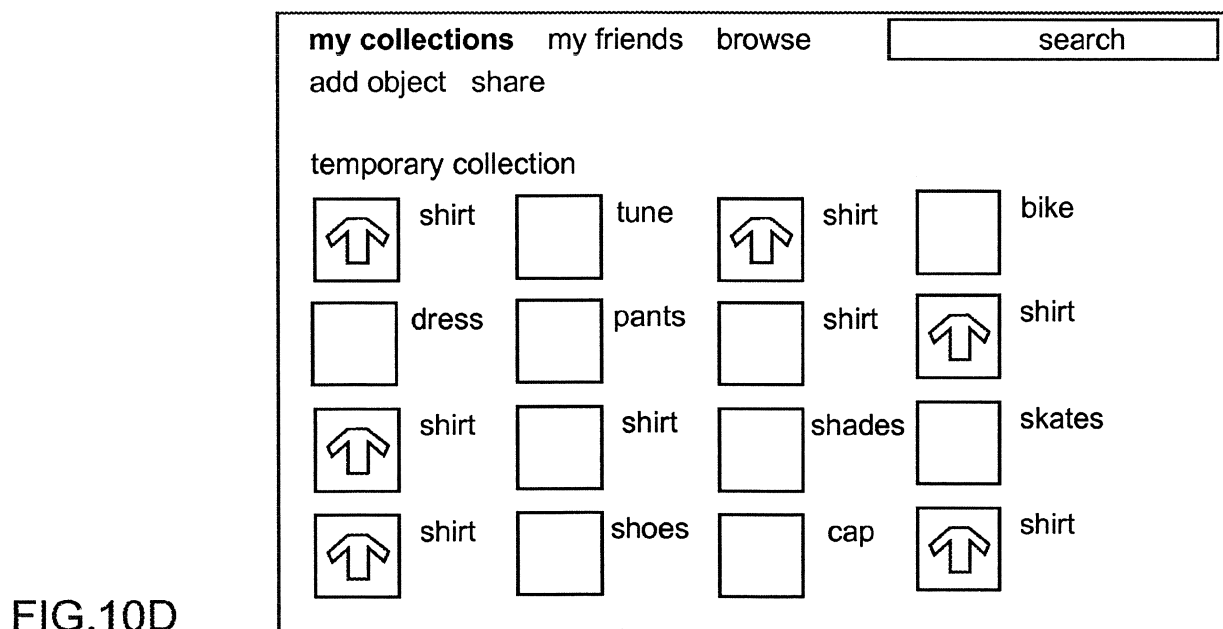


FIG. 9



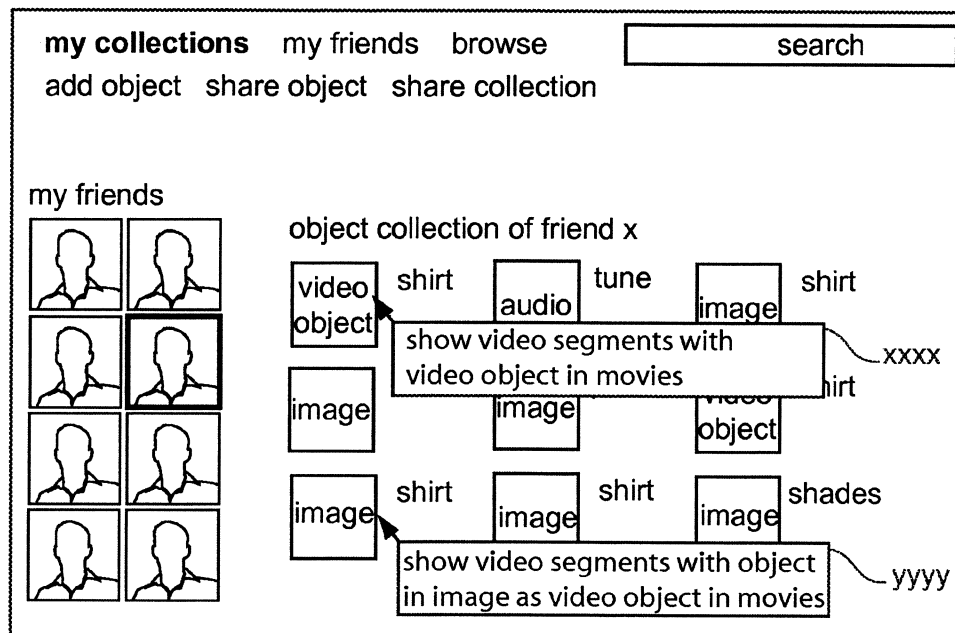


FIG. 11A

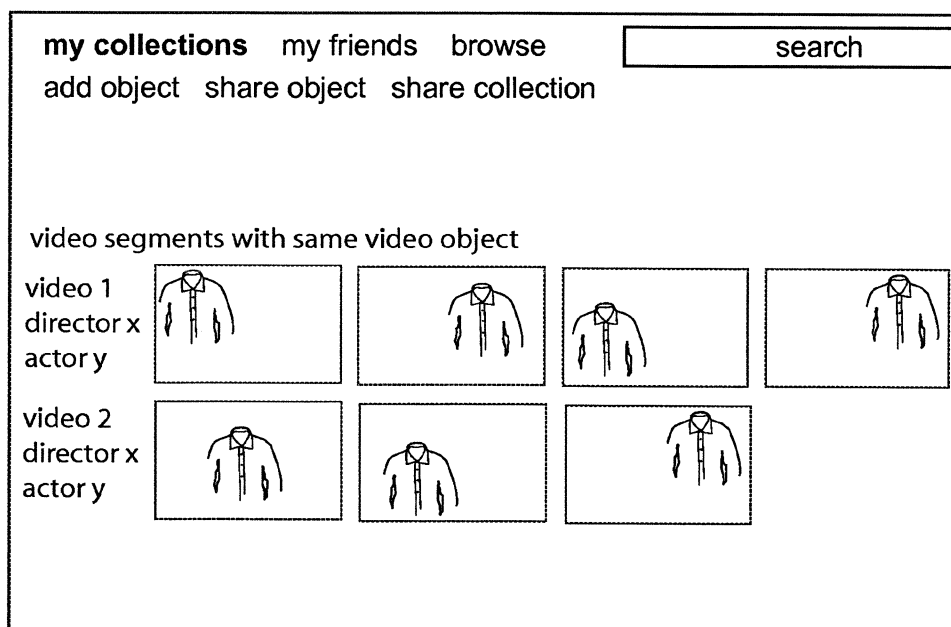


FIG. 11B

Flowchart: high level flowchart for 3D rotoscoping and object replacement

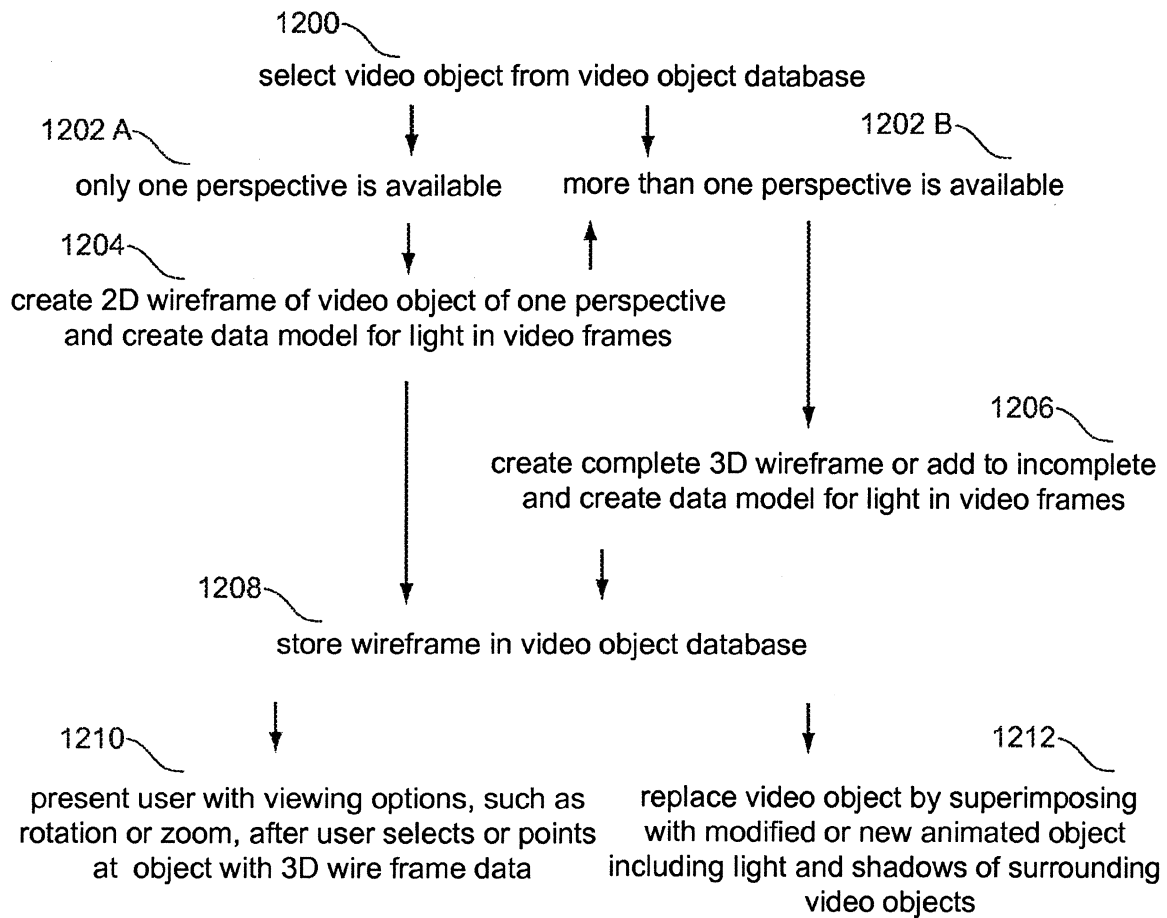


FIG. 12