

INVENTION DISCLOSURE

Invention Title: A seamless way for customer to collect, organize, and share the most important snippets within content and ads.

Invention Summary: Create a very easy to use way of collecting, organizing, and sharing snippets (section) of shows and ads to make the cable experience better.

Invention Description: Owners are not able to easily collect, organize, share their favorite parts of content and information they learned from their Cable Experience.

Our customers need an easy way to collect snippets they would like to retain based on section they like or learned through television program and ads.

Write now they have to DVR the entire show or program. Or if they find something within the program that they were interested in retaining they would have to write it down or have a second device to retain this information. This should be as easy as clicking a button on the remote.

There are countless examples for the need of this, a show like Tavis Smiley who is interviewing a book author and you want to remember the book they were talking about, or when watching a reality show like Counting Cars and they tell you about a car they repurposing and you want to remember the name and model or the section of the show, or HGTV and you care about how to add hardwood floor to a garage.

Cable can make this easier by allowing collection of the snippets, then analyzing and adding relevant metadata for future use and organization, and being able to share your favorite pieces of shows and information back to yourself (online) or to a friend.

Nielson right now is based on the entire show, we can see that people liking portions of the show will help advertisers and producers in the future.

Invention Commercial value/customers: Value of this invention is to have better feedback of the section of shows back to producers, content owner, and advertisers.

Invention differences: Currently there is no real way to monetize on the recording of section of shows.