

Title (en)

EPG WITH ADVERTISING INSERTS

Title (de)

ELEKTRONISCHER PROGRAMMFÜHRER MIT EINFÜGUNG VON REKLAME

Title (fr)

GUIDE ELECTRONIQUE DES PROGRAMMES (EPG) ASSORTI D'INSERTIONS PUBLICITAIRES

Publication

**EP 0947093 A4 20000308 (EN)**

Application

**EP 97952633 A 19971219**

Priority

- US 9723852 W 19971219
- US 3478496 P 19961219

Abstract (en)

[origin: WO9827723A1] Advertisements (50) are inserted in an EPG on the screen (40) of a display monitor (20) between the individual television program listings. Specifically, a memory (22, 34) stores EPG data and advertising data. A microprocessor (24) is programmed to recover EPG data corresponding to a number of television programs and advertising data from the memory. The microprocessor controls the monitor to display the recovered EPG data on the screen in lines of television program listings, each television program listing being displayed in a separate line, and to display the recovered advertising data in a line on the screen instead of one of the television program listings. The EPG and advertising data are displayed in a first area (46) of the screen and a detail window is displayed in a second area (44) of the screen. One of the lines of EPG data is highlighted with a cursor (48). A description of the television program listing highlighted by the cursor is inserted in the second area. When the line of advertising data is highlighted with the cursor, an information relating to the advertising data is inserted in the second area.

IPC 1-7

**H04N 5/445**

IPC 8 full level

**G09G 5/00** (2006.01); **H04N 5/445** (2006.01); **H04N 5/782** (2006.01); **H04N 7/025** (2006.01); **H04N 7/03** (2006.01); **H04N 7/035** (2006.01)

CPC (source: EP KR)

**H04N 5/782** (2013.01 - EP); **H04N 21/431** (2013.01 - KR); **H04N 21/4345** (2013.01 - EP); **H04N 21/4438** (2013.01 - EP); **H04N 21/47** (2013.01 - EP); **H04N 21/4821** (2013.01 - EP); **H04N 21/812** (2013.01 - EP); **H04N 21/478** (2013.01 - EP)

Citation (search report)

- [A] WO 9501056 A1 19950105 - APPLE COMPUTER [US]
- See references of WO 9827723A1

Designated contracting state (EPC)

AT BE CH DE DK ES FI FR GB GR IE IT LI LU MC NL PT SE

DOCDB simple family (publication)

**WO 9827723 A1 19980625**; AU 5619898 A 19980715; AU 731010 B2 20010322; BR 9713597 A 20000404; CA 2275720 A1 19980625; CA 2275720 C 20120828; CA 2779619 A1 19980625; CA 2779619 C 20140401; CA 2844582 A1 19980625; CN 1112804 C 20030625; CN 1246235 A 20000301; EP 0947093 A1 19991006; EP 0947093 A4 20000308; ES 2424948 T3 20131010; HK 1025454 A1 20001110; JP 2000516425 A 20001205; JP 3527252 B2 20040517; KR 100327556 B1 20020315; KR 20000069592 A 20001125; MX PA99005769 A 20040910

DOCDB simple family (application)

**US 9723852 W 19971219**; AU 5619898 A 19971219; BR 9713597 A 19971219; CA 2275720 A 19971219; CA 2779619 A 19971219; CA 2844582 A 19971219; CN 97181798 A 19971219; EP 97952633 A 19971219; ES 06010801 T 19971219; HK 00104550 A 20000724; JP 52803698 A 19971219; KR 19997005570 A 19990618; MX 9905769 A 19971219