

Title (en)

METHOD AND APPARATUS FOR PRESENTING A PROGRAM

Title (de)

VERFAHREN UND VORRICHTUNG ZUR DARSTELLUNG EINES PROGRAMMS

Title (fr)

PROCEDE ET APPAREIL DE PRESENTATION D'UN PROGRAMME

Publication

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Application

**EP 00909117 A 20000128**

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Abstract (en)

[origin: WO0048394A1] The invention relates to a method of and an apparatus for presenting a selected program. The method comprises a step of receiving and storing additional data related to the selected program, such as messages or advertisements related to the selected program. The method further comprises a step of receiving content data constituting the selected program, i.e. the audio and video information, and a step of generating a presentation schedule including said additional data and said content data. The selected program and the additional data are then presented in accordance with said presentation schedule. Even if the user selects the program when it is already running for a while, the additional data is presented, for example, at the start and/or the end of the presentation. It is thus guaranteed that the additional messages reach the viewer.

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IPC 8 full level

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