

Title (en)
METHOD AND APPARATUS FOR PROFILING USER PREFERENCES BY A NETWORK OPERATOR

Title (de)
VERFAHREN UND GERÄT ZUR ERSTELLUNG VON ANWENDER-PRÄFERENZ-PROFILIEN DURCH EINEN NETZWERKBETREIBER

Title (fr)
PROCEDE ET APPAREIL PERMETTANT D'ETABLIR LE PROFIL DES PREFERENCES D'UN UTILISATEUR PAR UN EXPLOITANT DE RESEAU

Publication
EP 1086588 A1 20010328 (EN)

Application
EP 99924150 A 19990506

Priority

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Abstract (en)
[origin: WO9966726A1] An interactive digital television system configured to accumulate information on viewing patterns by tracking viewer transactions and building viewer preferences for customizing program content. Information tracked by individual receiving stations (13) is stored in a set-top box and periodically transmitted to a broadcast station (12). Information tracked by the broadcast station (12) is accumulated and combined with information received from the receiving stations (13). The information is used to build viewer preferences, which in turn are used to filter the content of a program signal before and/or after the signal is transmitted from the broadcast station to the receiving stations in order to direct to particular viewers the programs in which they are most likely interested.

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Citation (search report)
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