

Title (en)
Method for providing broadcasting program and apparatus for the same

Title (de)
Rundfunksverfahren und Vorrichtung dazu

Title (fr)
Procédé pour la radiodiffusion et appareil

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Application
EP 00250369 A 20001104

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Abstract (en)
An apparatus and method are provided for broadcasting a CM a minimum number of times at a specified interval, which is guaranteed to a sponsor, even when the CM would not meet tastes of a user or would not be fully suitable to conditions of time and/or places on a user side. A broadcasting program providing apparatus to provide a broadcasting program in a manner to match conditions on a program receiving user who is in a changing state is composed of a broadcasting program storing section (1) having an attribute value storing section (2), a previous broadcast time storing section (3), a broadcasting interval storing section (4), a broadcasting interval storing section (5) and a matching degree storing section (6), wherein the difference between a date and/or time when a program was broadcast last time and a present date and/or time is compared with a value stored in the broadcasting interval storing section (4) for each broadcasting program and a weight is calculated based on a difference and a value obtained by multiplying the calculated weight by a value output from an attribute matching degree calculating section (9) is stored in the matching degree storing section (6). (Fig. 1) <IMAGE>

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