

Title (en)

A SYSTEM, METHOD AND APPARATUS FOR INTERACTIVE DATA PRESENTATION ON A NETWORK

Title (de)

SYSTEM, METHODE UND APPARAT ZUR INTERAKTIVEN DATENPRÄSENTATION IM NETZWERK

Title (fr)

SYSTEME, PROCEDE ET APPAREIL DE PRESENTATION DE DONNEES INTERACTIVES SUR UN RESEAU

Publication

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Application

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Abstract (en)

[origin: WO0033281A1] Embodiments of the present invention for presenting interactive data to a user on a network comprises a primary program and an interactive data module. The primary program is any type of program that a user may desire to view and comprises a plurality of intervals that form the totality of the primary program. The interactive data module is segmented into a plurality of performance levels, wherein each performance level includes a predefined goal that the user must accomplish in a given time period. The performance levels of the interactive data module are presented between the intervals of the primary program. The placement of a performance level in-between the intervals is similar to a television advertisement, or series of television advertisements, which are placed in the commercial breaks during the television program. If the user accomplishes each goal for each performance level, the user achieves a predefined reward.

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