

Title (en)
SYSTEM AND METHOD FOR SERVING LOCAL AND GLOBAL MEDIA CONTENT

Title (de)
SYSTEM UND VERFAHREN ZUR LIEFERUNG VON LOKALEM UND GLOBALEM MEDIAINHALT

Title (fr)
SERVICE DE CONTENU DE SUPPORT LOCAL ET GLOBAL ET SYSTEME A CET EFFET

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Application
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Priority
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Abstract (en)
[origin: WO0052935A1] A system (10) and a method for combining broadcast media content with additional content at a local site (20) according to at least one locally determined characteristic of the audience to which the combined content is served. The format of the added content, including the layout and the type of content, is optionally variable, but is preferably adjusted according to at least one characteristic of the audience. The broadcast media and additional contents are combined by the local site, preferably according to a template, and then displayed to the audience at the local site. Preferably the template contains information concerning the type of data objects to be displayed, and their size and location on the display, as well as the timing of display and transition to their display, such that the template describes how to process and display the data. Also preferably, the added content can be specifically determined for small audiences.

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