

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

Publication
EP 1166559 A4 20040428 (EN)

Application
EP 00912133 A 20000302

Priority
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• US 26003699 A 19990302

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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H04N 7/173

IPC 8 full level
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Citation (search report)
• [Y] WO 9828906 A2 19980702 - PRINCETON VIDEO IMAGE INC [US], et al
• [Y] US 5754939 A 19980519 - HERZ FREDERICK S M [US], et al
• [A] US 5661516 A 19970826 - CARLES JOHN B [US]
• [A] EP 0822718 A1 19980204 - DISCOVERY COMMUNICAT INC [US]
• See references of WO 0052935A1

Designated contracting state (EPC)
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WO 0052935 A1 20000908; AU 3369400 A 20000921; AU 3391500 A 20000921; CN 1608375 A 20050420; EP 1166559 A1 20020102; EP 1166559 A4 20040428; IL 145147 A0 20020630; JP 2003513481 A 20030408; WO 0052934 A1 20000908

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