

Title (en)  
METHOD AND APPARATUS FOR DELIVERY OF TARGETED VIDEO PROGRAMMING

Title (de)  
VERFAHREN UND VORRICHTUNG ZUR VERTEILUNG VON GEZIELTEN VIDEOPROGRAMMEN

Title (fr)  
PROCEDE ET APPAREIL DE PRESENTATION D'UNE PROGRAMMATION VIDEO CIBLEE

Publication  
**EP 1230798 A1 20020814 (EN)**

Application  
**EP 00957929 A 20000831**

Priority  

- US 0023868 W 20000831
- US 15215399 P 19990831
- US 19554700 P 20000407
- US 20208600 P 20000504
- US 20310400 P 20000508

Abstract (en)  
[origin: WO0117250A1] A system residing preferably in a television set-top box monitors the television watching habits of one or more viewers and creates one or more profiles for each viewers descriptive of various characteristics of each viewers, including television watching preferences and demographics. The set-top box is able to select among various available video programming segments to create customized and/or targeted video programs for delivery to the viewer of viewers as a linear program. The customized linear video programs may include targeted content, advertising, and other video programming.

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**H04N 7/16**

IPC 8 full level  
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CPC (source: EP US)  
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**H04N 21/2668** (2013.01 - EP); **H04N 21/4147** (2013.01 - EP); **H04N 21/44224** (2020.08 - EP US); **H04N 21/4532** (2013.01 - EP);  
**H04N 21/454** (2013.01 - EP); **H04N 21/466** (2013.01 - EP); **H04N 21/4668** (2013.01 - EP); **H04N 21/812** (2013.01 - EP);  
**H04N 21/84** (2013.01 - EP)

Citation (search report)  
See references of WO 0117250A1

Citation (examination)  
US 5463565 A 19951031 - COOKSON CHRISTOPHER J [US], et al

Cited by  
US10958973B2

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**WO 0117250 A1 20010308; WO 0117250 A9 20020912;** AU 6947800 A 20010326; EP 1230798 A1 20020814; JP 2004524712 A 20040812;  
JP 2011035917 A 20110217; JP 2012095357 A 20120517; JP 2014078995 A 20140501; JP 2014143722 A 20140807; JP 5068910 B2 20121107;  
JP 5475030 B2 20140416; JP 5591638 B2 20140917; JP 6067609 B2 20170125

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JP 2012021577 A 20120203; JP 2013259144 A 20131216; JP 2014054015 A 20140317