

Title (en)  
METHOD AND SYSTEM FOR PROVIDING TARGETED ADVERTISEMENTS

Title (de)  
VERFAHREN UND VORRICHTUNG ZUM ERZEUGEN VON GEZIELTEN WERBESENDUNGEN

Title (fr)  
PROCEDE ET DISPOSITIF PERMETTANT DE FOURNIR DES ANNONCES PUBLICITAIRES CIBLEES

Publication  
**EP 1240738 A2 20020918 (EN)**

Application  
**EP 00986555 A 20001220**

Priority  
• US 0034421 W 20001220  
• US 46788999 A 19991221

Abstract (en)  
[origin: WO0147156A2] A method and system for providing targeted advertisements over a networked media delivery system, especially interactive television networks, the system comprising tracking and storing viewer selections, analyzing the selections, and delivering targeted advertisements that appeal to the particular subscriber making the selections, the system including a merge processor, a file server, a profile processor, and a broadcast server contained in a head end in communication with a plurality of set-top boxes through a distribution network. Based on a subscriber's viewing habits and account information, the present invention delivers different, customized advertisements to different viewers watching the same program or channel. The present invention delivers the advertisements as either still frame bit maps or as video streams advertisement insertion in a playlist or a broadcast media program.

IPC 1-7  
**H04H 9/00**; **H04H 7/00**; **H04N 7/173**

IPC 8 full level  
**G06Q 30/00** (2006.01); **G06Q 30/02** (2012.01); **H04H 7/00** (2006.01); **H04H 9/00** (2006.01); **H04H 60/09** (2008.01); **H04H 60/31** (2008.01); **H04H 60/66** (2008.01); **H04L 29/06** (2006.01); **H04L 29/08** (2006.01); **H04N 7/173** (2006.01); **H04N 21/258** (2011.01); **H04N 21/262** (2011.01); **H04N 21/2668** (2011.01); **H04N 21/442** (2011.01); **H04N 21/472** (2011.01); **H04N 21/658** (2011.01); **H04N 21/81** (2011.01)

IPC 8 main group level  
**H04H 1/00** (2006.01)

CPC (source: EP US)  
**G06Q 30/02** (2013.01 - EP); **H04H 60/66** (2013.01 - EP); **H04L 65/762** (2022.05 - EP); **H04L 67/535** (2022.05 - EP); **H04N 7/17318** (2013.01 - EP); **H04N 21/25883** (2013.01 - EP); **H04N 21/25891** (2013.01 - EP); **H04N 21/26258** (2013.01 - EP); **H04N 21/2668** (2013.01 - EP); **H04N 21/44224** (2020.08 - EP US); **H04N 21/47202** (2013.01 - EP); **H04N 21/6582** (2013.01 - EP); **H04N 21/812** (2013.01 - EP); **H04H 60/09** (2013.01 - EP); **H04H 60/31** (2013.01 - EP)

Citation (search report)  
See references of WO 0147156A2

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