

Title (en)  
SYSTEM FOR INTERACTIVE TELEVISION

Title (de)  
SYSTEM FÜR INTERAKTIVES FERNSEHEN

Title (fr)  
SYSTEME DE TELEVISION INTERACTIVE

Publication  
**EP 1314316 A2 20030528 (EN)**

Application  
**EP 01964367 A 20010821**

Priority  

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Abstract (en)  
[origin: WO0219689A2] A system and method for interactive television (ITV) includes presenting both TV channels and "virtual channels" on an ITV (22). A virtual channel can be a Web page stored in memory (44) of the ITV (22) (or remote therefrom) and accessed by a microprocessor (46) in the ITV (22) when a user selects the virtual channel number using a conventional TV remote control (3). The particular Web page can be established based on consumer data, such as demographic data supplied by the consumer or consumer responses to prompts displayed along with a channel. The Web page associated with the virtual channel can be updated or changed by sending data to the ITV (22) through the VBI of a TV signal (26) or via the Internet (24), through a modem on the ITV (22).

IPC 1-7  
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IPC 8 full level  
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