

Title (en)
ADAPTIVE METHOD AND APPARATUS FOR AUTOMATICALLY CUSTOMIZING ENHANCED PROGRAM CONTENT TO USER PREFERENCES

Title (de)
ANPASSBARES VERFAHREN UND VORRICHTUNG ZUR AUTOMATISCHEN PERSONALISIERUNG VON VERBESSERTEN
PROGRAMMINHALT MIT BEZUG AUF BENUTZERVORLIEBEN

Title (fr)
PROCEDE ET DISPOSITIF ADAPTATIFS DESTINES A PERSONNALISER AUTOMATIQUEMENT UN CONTENU DE PROGRAMME AMELIORE
SELON DES PREFERENCES UTILISATEUR

Publication
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Application
EP 01993123 A 20011016

Priority
• EP 0112093 W 20011016
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Abstract (en)
[origin: WO0237850A2] A method and apparatus are disclosed for providing personalized supplemental programming content that enhances primary programming content. Enhanced program content is automatically and selectively triggered in accordance with a viewer profile. The viewer profile provides a numerical representation indicating the viewer's level of interest a number of attributes. A disclosed viewer preference learning process dynamically adjusts the numerical representations set forth in the viewer profile based on the viewer's acceptance or rejection of enhanced program content. The viewer's profile is thus automatically adjusted by observing the viewer's reactions to presented enhancement content. The inferences contained in the viewer profile that automatically trigger the display of individual enhanced program content are strengthened or weakened based on the viewer's acceptance or rejection of enhanced program content, or based on an inferred determination as to whether the viewer enjoyed presented enhanced program content.

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Citation (search report)
See references of WO 0237850A2

Citation (examination)
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