

Title (en)  
Interactive wagering system with promotions

Title (de)  
Interaktives System zum Wetten mit Sonderangeboten

Title (fr)  
Système interactif de pari comprenant des promotions

Publication  
**EP 1484723 A3 20050622 (EN)**

Application  
**EP 04017079 A 20000630**

Priority  
• EP 00946997 A 20000630  
• US 14230799 P 19990701  
• US 52222700 A 20000309

Abstract (en)  
[origin: EP1484723A2] An interactive wagering system is provided that promotes wagering to users at user equipment. The user equipment may be based on a set-top box and television, a personal computer, a cellular telephone with a display, or other such devices. Wagering may be promoted by notifying the user of an opportunity to place a wager on a given race. Wagering may also be promoted by providing the user with an on-screen opportunity to sign up for a wagering television channel or interactive wagering service. The on-screen promotions that are displayed to the user may be targeted based on the television programming that is being displayed or the user's interests. The user's activities may be monitored to collect information on the user's interests. If a particular race or the like is being discussed during a television program, the user may be provided with an opportunity to wager on that race. In this situation, racetrack, race, and horse selections may be made in advance for the user. <IMAGE>

IPC 1-7  
**G07F 17/32**

IPC 8 full level  
**G07F 17/32** (2006.01)

CPC (source: EP)  
**G07F 17/32** (2013.01); **G07F 17/3255** (2013.01); **G07F 17/3288** (2013.01)

Citation (search report)  
• [XY] EP 0620688 A2 19941019 - NEWS DATACOM LTD [GB]  
• [Y] US 5830068 A 19981103 - BRENNER MARK A [US], et al  
• [X] WO 9748230 A1 19971218 - STARSIGHT TELECAST INC [US]

Cited by  
US2021319645A1; US11457285B1; US11445264B1; US11451878B1; US11765434B2; US11895373B2; US11895374B2; US11902630B2; US11997362B2

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