

Title (en)  
METHOD FOR BROADCASTING CUSTOMISED INFORMATION ON AN IPTV NETWORK, AND DEVICE FOR IMPLEMENTING SAID METHOD

Title (de)  
Verfahren zur Funkübertragung von kundenspezifischer Information über ein AN-IPTV-Netzwerk und Vorrichtung für die Umsetzung dieses Verfahrens

Title (fr)  
PROCEDE DE DIFFUSION D'INFORMATIONS PERSONNALISEES SUR UN RESEAU IPTV. DISPOSITIF POUR LA MISE EN UVRE DE CE PROCEDE

Publication  
**EP 2232431 A2 20100929 (FR)**

Application  
**EP 08865604 A 20081217**

Priority  
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Abstract (en)  
[origin: WO2009081030A2] The invention relates to a method for broadcasting customised information, for a given type of information, on an IP television network, wherein said method comprises: storing the preferences of the users of at least one IP television network terminal, for the given type of information; creating customised information data for at least said IP television network terminal; inserting customised information data broadcasted in a point-to-point (unicast) mode, into the stream of data broadcasted in multipoint network connection (multicast) mode.

IPC 8 full level  
**G06Q 90/00** (2006.01); **H04N 7/173** (2011.01)

CPC (source: EP US)  
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Citation (search report)  
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