

Title (en)
A SYSTEM AND A METHOD OF BROADCASTING AND DISPLAYING OF AN ADVERTISEMENT DURING THE INTERVAL OF SWITCHING BETWEEN DVB CHANNELS OR SERVICES

Title (de)
SYSTEM UND VERFAHREN ZUM SENDEN UND ANZEIGEN EINER WERBUNG WÄHREND DES SCHALTINTERVALLS ZWISCHEN DVB-KANÄLEN ODER -DIENSTLEISTUNGEN

Title (fr)
SYSTÈME ET PROCÉDÉ POUR LA DIFFUSION ET L'AFFICHAGE D'UNE ANNONCE PUBLICITAIRE DURANT L'INTERVALLE DE COMMUTATION ENTRE DES CHAÎNES OU DES SERVICES DE DIFFUSION VIDÉONUMÉRIQUE (DVB)

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Application
EP 13704885 A 20130121

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Abstract (en)
[origin: WO2013113583A2] A system and a method is designed to broadcast and to display visual cut-ins (SwitchBanners (SB)) on TV screen at the moment of switching between DVB channels, at the moment of switching on/off DVB receiver and/or at the moment of entering/leaving the main DVB receiver control menu. The SB could be any static, dynamic, audio and/or video object(-s), represented by files of a set format containing specific information and metadata which provides capacity of SB display ordering. The invention is designed with a possibility to provide DVB Users (subscribers) with targeted SB, grouping the SB to any possible categories (personalized SB); therefore, the Users may receive the personalized SB depending on the target group they belong. The invention is represented by a complex of software applications and a method of their interaction. The invention is divided into two basic parts: the sending end and the receiving end. The sending end is represented by the hardware and specific software designed for the forming, arranging and broadcasting of the SB to the receiving end by means of the DVB transport stream. The receiving end is represented by the middleware installed in DVB receivers allowing to receive SB from the DVB transport stream and to display them on User's TV screen at certain moments (e.g. when Users switch from one DVB channel to another, switch on/off the main control menu of the DVB receiver, or switch the DVB receiver on/off).

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Citation (search report)
See references of WO 2013113583A2

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