

Title (en)
ELECTRONIC APPARATUS AND METHOD OF OPERATING THE SAME

Title (de)
ELEKTRONISCHE VORRICHTUNG UND VERFAHREN ZUM BETRIEB DAVON

Title (fr)
APPAREIL ÉLECTRONIQUE ET SON PROCÉDÉ DE FONCTIONNEMENT

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Application
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Abstract (en)
[origin: KR20180014657A] Disclosed are an electronic apparatus and an operating method thereof. According to one embodiment of the present invention, an electronic apparatus comprises: a communications interface; a display; a memory configured to store one or more instructions; and a processor configured to execute the one or more instructions stored in the memory. By executing the one or more instructions, the processor receives, based on a fingerprint extracted from content displayed on the display, information of a first broadcast channel corresponding to the content from a server, recognizes the first broadcast channel corresponding to the content, downloads, if it is determined that a broadcast schedule of an existing advertisement to be replaced is included in a broadcast schedule of the first broadcast channel, an advertisement to be replaced from the server based on a start point of the existing advertisement to be replaced, and reproduces the advertisement to be replaced at an advertisement time of the existing advertisement to be replaced on the first broadcast channel.

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