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(71) Applicant: TIME WARNER ENTERTAINMENT COMPANY, L.P. [US/US]; 75 Rockefeller Plaza, New York, NY 10019 (US).

(72) Inventors: BILLOCK, John, K.; 400 Stanwich Road, Greenwich, CT 06830 (US). CUTTNER, Craig, D.; 301 East Avenue, Norwalk, CT 06855 (US). DOWDELL, Kevin, C.; 159 East 30th Street #7A, New York, NY 10016 (US). FLANAGAN, Elisabeth, B.; 844 Dorian Road, Westfield, NJ 07090 (US). GRANGER, James, E.; 11 Sunnyside Avenue, Corte Madera, CA 94925 (US). HSU, Henry, C.; 12 Marino Avenue, Port Washington, NY 11050 (US). MARTIN, Robert, L, M.; Apartment 8D, 366 Broadway, New York, NY 10013 (US). MAY, Robert; 1230 18th Street, San Francisco, CA 94107 (US). PECK, Nicolas; 37 Matilda Avenue, Millvalley, CA 94941 (US). PONTECORVO, Michael, S.; 2142 45th Avenue, San Francisco, CA 94116 (US). PROBST, Bruce, E.; 66 Mount Airy Road East, Croton On Hudson, NY 10520 (US). ROSENBERG, Marc, D.; 308 West 18th Street, New York, NY 10011 (US). SMUL, Debra, R.; 220 West 71st Street #23, New York, NY 10023 (US). WILKINSON, Dennis, P.; 60 Shore Road, Old Greenwich, CT 06870 (US). ZITTER, Robert, M.; 41 East Lane, Stamford, CT 06905 (US).

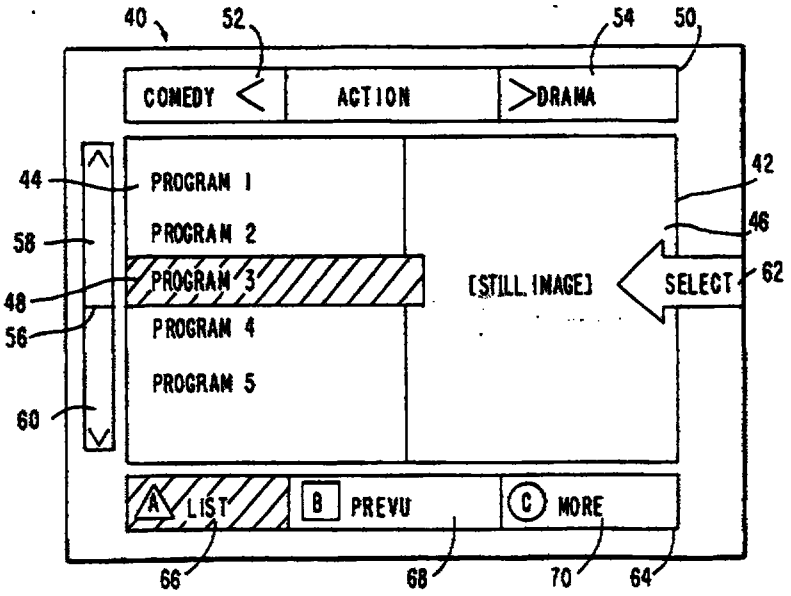
(74) Agents: ROGERS, Laurence, S. et al.; Fish & Neave, 1251 Avenue of the Americas, New York, NY 10020 (US).

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(57) Abstract

A telecasting service is provided that offers video programs upon viewer demand, and which includes an interactive interface for facilitating viewer selection of video programs. The interactive interface allows the viewer to scan through a list of video programs available on the demand telecasting service. The interactive interface also provides the viewer with still images, full-motion previews, and textual descriptions of the available programs. The demand telecasting service distinguishes subscribers from non-subscribers, and provides an interactive facility for allowing non-subscribers to subscribe to the system.

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