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(54) Title: TIME SHIFTING OF ADVERTISEMENTS IN DIGITAL CONTENT DELIVERY SERVICES

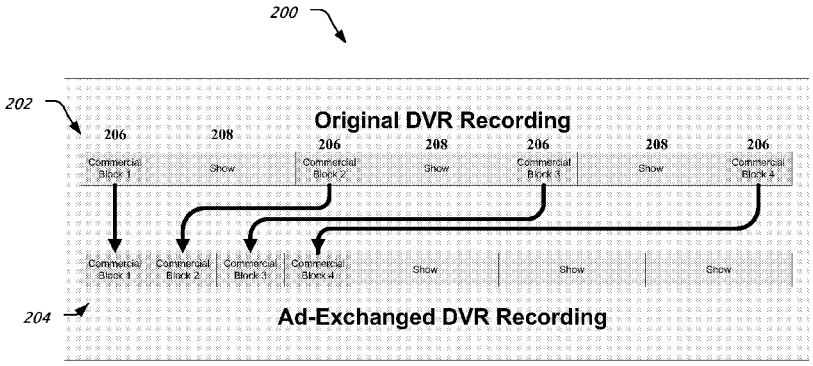

FIG. 2

(57) Abstract: Advertisements included in a stored digital video program are identified and indexed. A user can time shift the advertisements to play out at a different time position in the program or not play the advertisement at all. A user may incur an advertisement debt for skipping or fast forwarding an advertisement. The advertisement debt can be offset by viewing ads, trading the debt with other users or by paying for the debt in another form.

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