Method For Altering A Broadcast Transmission As A Function Of Its Recipient On A Communications Network

Abstract

Audiovisual programs are transmitted over a low-bandwidth network in a compressed form in which the number of video frames has been reduced by selecting "significant" frames. The user sees a series of still images accompanying an apparently full audio channel. If a particular frame is advertising, then the user is identified, and depending on the user's demographic or psychographic profile, an advertisement different from the one originally included in the program may be transmitted. Alternatively, if the user has paid not to receive advertising, the system may skip any advertising that it encounters. However, certain advertisements may be flagged in such a way that they cannot be omitted and that other advertisements cannot be transmitted in their places.

Figure 1