

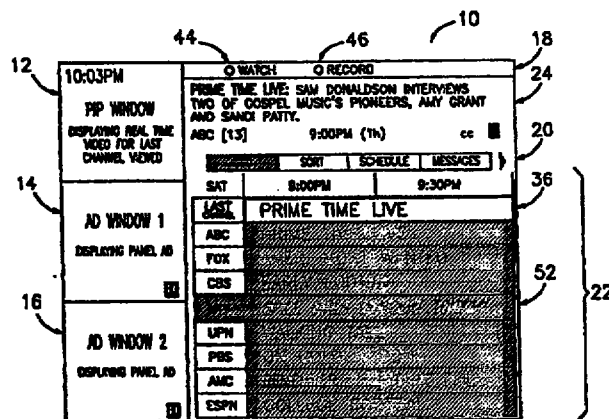
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(54) Title: SYSTEMS AND METHODS FOR DISPLAYING AND RECORDING CONTROL INTERFACES



(57) Abstract

The present invention is an improvement over previous electronic programming guides "EPG" in that it provides, among other things: improved viewer interaction capabilities with the EPG; improved viewer control of video recording (46) of future-scheduled programming; improved features of the EPG display and navigation (10); parental control of the EPG display; improved television program access by the viewer (22); improved product opportunities for the commercial advertiser to reach the viewer's profile (14, 16); improved products information access by the viewer (12); creation of the viewer's profile (36, 52); utilization of the viewer profile information to customize various aspects of the EPG (24); and utilization of viewer profile information to provide the customized presentation of advertising to the viewer (24).