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(71) Applicant: PHILIPS ELECTRONICS N.V. [NL/NL]; Groenewoudseweg 1, NL-5621 BA Eindhoven (NL).

(71) Applicant *(for SE only)*: PHILIPS NORDEN AB [SE/SE]; Kottbygatan 5, Kista, S-164 85 Stockholm (SE).

(72) Inventors: TREFFERS, Menno, Anne; Groenewoudseweg 1, NL-5621 BA Eindhoven (NL). STEFFENS, Elisabeth, Francisca, Marie; Groenewoudseweg 1, NL-5621 BA Eindhoven (NL). GROMMEN, Antonius, Theodorus, Maria; Groenewoudseweg 1, NL-5621 BA Eindhoven (NL).

(74) Agent: STRIJLAND, Wilfred; Internationaal Octrooibureau B.V., P.O. Box 220, NL-5600 AE Eindhoven (NL).

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(54) Title: METHOD AND APPARATUS FOR SCHEDULING THE AVAILABILITY OF MOVIES-ON-DEMAND AND INTERACTIVE SERVICES

(57) Abstract

The invention discloses the scheduling of service items at a central authority as to their selective availability upon user request at remote stations. These are bidirectionally connected to the central authority. Each service item is assigned to one or more structures of items. Each structure of items is assigned to one or more of a set of navigation contexts. One unique start instant in absolute time is assigned to each respective navigation context. Upon attaining of any such start instant, all service items assigned to the associated navigation context are rendered available unto a detected request.

