ABSTRACT
ENHANCED VIDEO PROGRAMMING SYSTEM AND METHOD UTILIZING USER-PROFILE INFORMATION

A file specifying a "donut" of dynamic, hierarchical, shared user-profile information is maintained. The donut contains a user-profile, or acts as a key to a data repository containing such a user-profile, and the donut specifies user-profile information such as user characteristics, viewing preferences, hobbies, and spending habits. The donut may be stored in a network server or in a user's machine which is connectible to the network. The donut is accessed by browser programs, associated web server programs, and other applications for use in routing content to the user associated with the donut. The donut implements a dynamic store of user profile-data which may be exchanged between the user and the server. This enables, for example, advertising to be tailored to the user based on the users responses to specific questions and/or on the user profile.

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