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(54) Title: PROGRAM GUIDE SYSTEM WITH FLIP AND BROWSE ADVERTISEMENTS

(57) Abstract

An interactive television program guide is provided in which advertisements may be displayed in program listings display regions on program guide screens. The program listings display regions may be browse displays or flip displays. The program guide screens contain video for the current channel to which the user is tuned. The program listings display regions containing the advertisements may be overlaid on top of the current channel. Alternatively, the video for the current channel may be provided in a reduced–size video window. The advertisements may contain video. The advertisements may be used to promote television programs and conventional goods and services. Advertisements may be selectable. When a user selects an advertisement, the program guide provides the user with an opportunity to order products or services, request information, set reminders for upcoming programs, view program descriptions, record programs, or take other such actions.