BROADBAND NETWORK TELEMARKETING SYSTEM HAVING AGENT ACCESS AND CONTROL

ABSTRACT

A method and apparatus for broadband network telemarketing. The invention enables a customer to initiate contact with a telemarketing agent. A connection is established enabling signaling, audio, video and data communication between the customer and agent. The connection also allows the agent to take control of the display of the customer's television, to pass control of the display of the customer's television back to the customer.

Fig. 1