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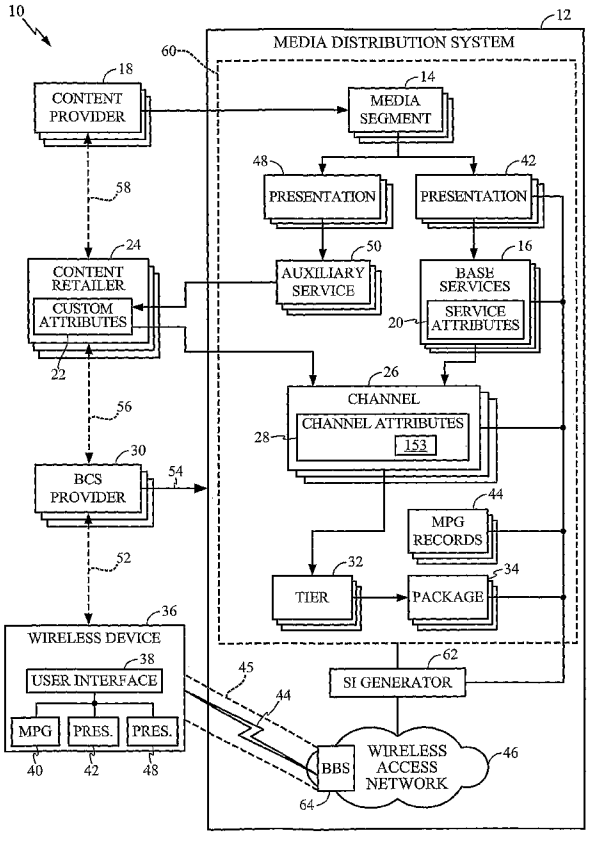
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(54) Title: APPARATUS AND METHODS FOR PROVIDING AND PRESENTING CUSTOMIZED CHANNEL INFORMATION



(57) Abstract: Apparatus and methods for providing and presenting customized channel information include receiving service attribute information corresponding to a base service, where the base service is operable to provide at least a portion of a presentation to a device. The apparatus and methods further include customizing the service attribute information, and providing channel information to the device. The channel information comprising the customized service attribute information, thereby providing a custom view of a channel.

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— *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*

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