PCT WORLD INTELLECTUAL PROPERTY ORGANIZATION
International Bureau

INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification 6 : H04N 7/173, 7/15, 7/16 — A1

(11) International Publication Number: WO 97/42763

(43) International Publication Date: 13 November 1997 (13.11.97)

(21) International Application Number: PCT/US97/07499

(22) International Filing Date: 2 May 1997 (02.05.97)

(30) Priority Data:
60/016,871 3 May 1996 (03.05.96) US
60/032,038 26 November 1996 (26.11.96) US

(60) Parent Application or Grant
(63) Related by Continuation
US 60/032,038 (CIP)
Filed on 26 November 1996 (26.11.96)

(71) Applicant *(for all designated States except US)*: STARSIGHT TELECAST, INC. [US/US]; 3rd floor, 39650 Liberty Street, Fremont, CA 94538 (US).

(72) Inventors; and
(75) Inventors/Applicants *(for US only)*: KLOSTERMAN, Brian, L. [US/US]; 310 Rio Grande Place, San Ramon, CA 94583 (US). SCHEIN, Steven [US/US]; 1326 Hoover Street #10, Menlo Park, CA 94025 (US).

(74) Agents: WONG, Alice, L. et al.; Townsend and Townsend and Crew LLP, 8th floor, Two Embarcadero Center, San Francisco, CA 94111-3834 (US).

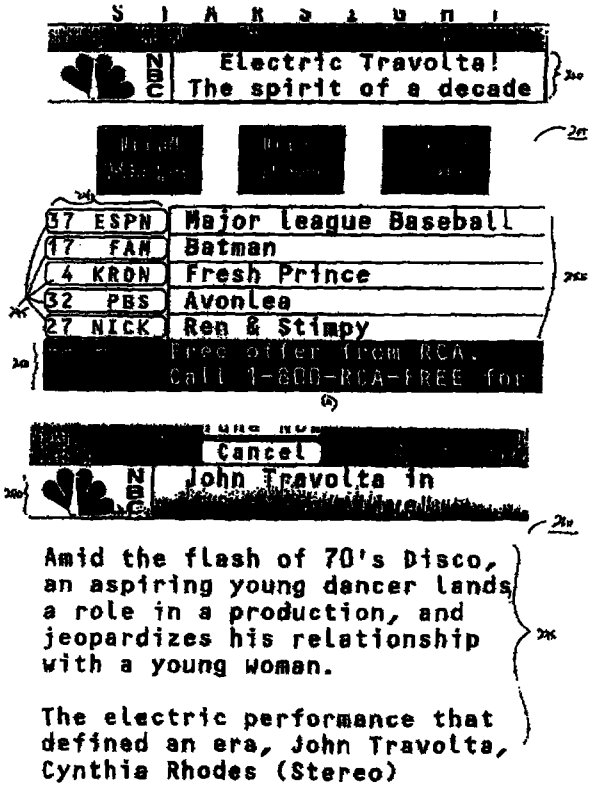
(81) Designated States: AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GE, HU, IL, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, TJ, TM, TR, TT, UA, UG, US, UZ, VN, YU, ARIPO patent (GH, KE, LS, MW, SD, SZ, UG), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, ML, MR, NE, SN, TD, TG).

Published
With international search report.
Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.

(54) Title: INFORMATION SYSTEM

(57) Abstract

The system and method for displaying an electronic program schedule guide is provided. The system has areas (200) for displaying program schedule information (255). In addition, the system also has areas (220) that may be used for advertising programs, products or services. In another embodiment, the system has areas (250) for displaying messages to the user.



This Sheet Has Been Replaced