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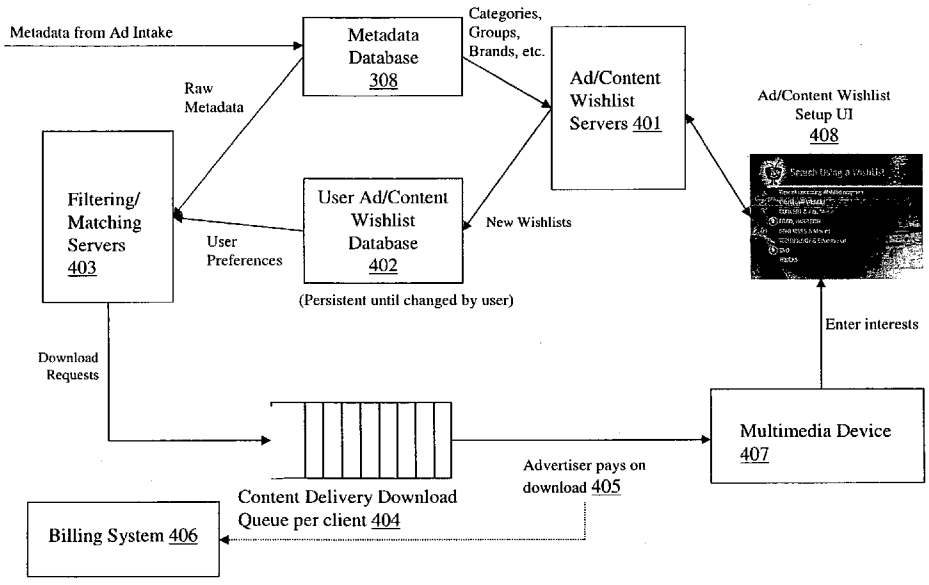
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(54) **Title:** METHOD FOR ENHANCING TELEVISION ADVERTISING VIEWERSHIP



(57) **Abstract:** A method and apparatus for enhancing television advertising viewership. Advertisers deliver content demographic and associated data as metadata along with content to a service that is in communication with a large number of multimedia devices. Each device supplies information to the service that tells about the user of the device's content viewing preferences. The service compares user information to content metadata to find content for the user. The service sends the selected content to the multimedia device. Advertisers whose content were downloaded to the multimedia device may be charged a fee for the download. The multimedia device sends statistics regarding the user's action when the user viewed the content to the service. The service charges a fee to advertisers that had their content viewed by the user.

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