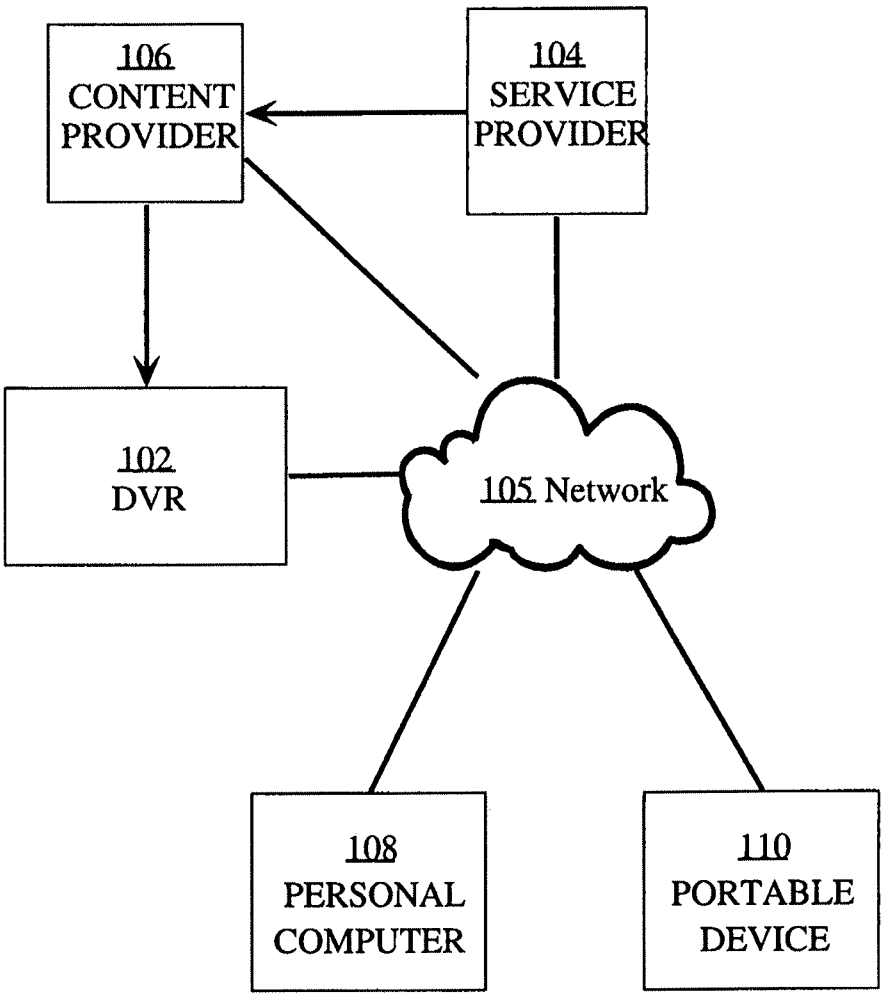

106
CONTENT
PROVIDER
104
SERVICE
PROVIDER
102
DVR
105 Network
108
PERSONAL
COMPUTER
110
PORTABLE
DEVICE

Fig. 1a

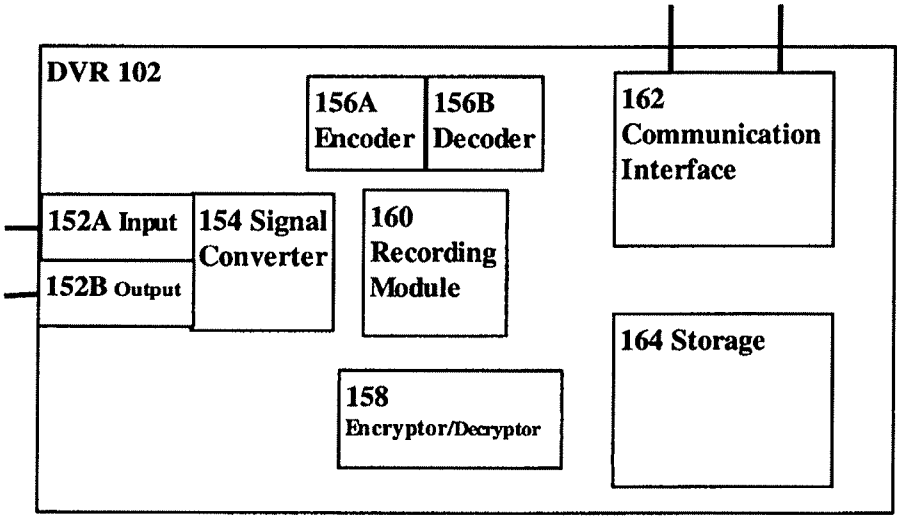

DVR 102
156A Encoder
156B Decoder
162 Communication Interface
152A Input
152B Output
154 Signal Converter
160 Recording Module
164 Storage
158 Encryptor/Decryptor

Fig. 1b

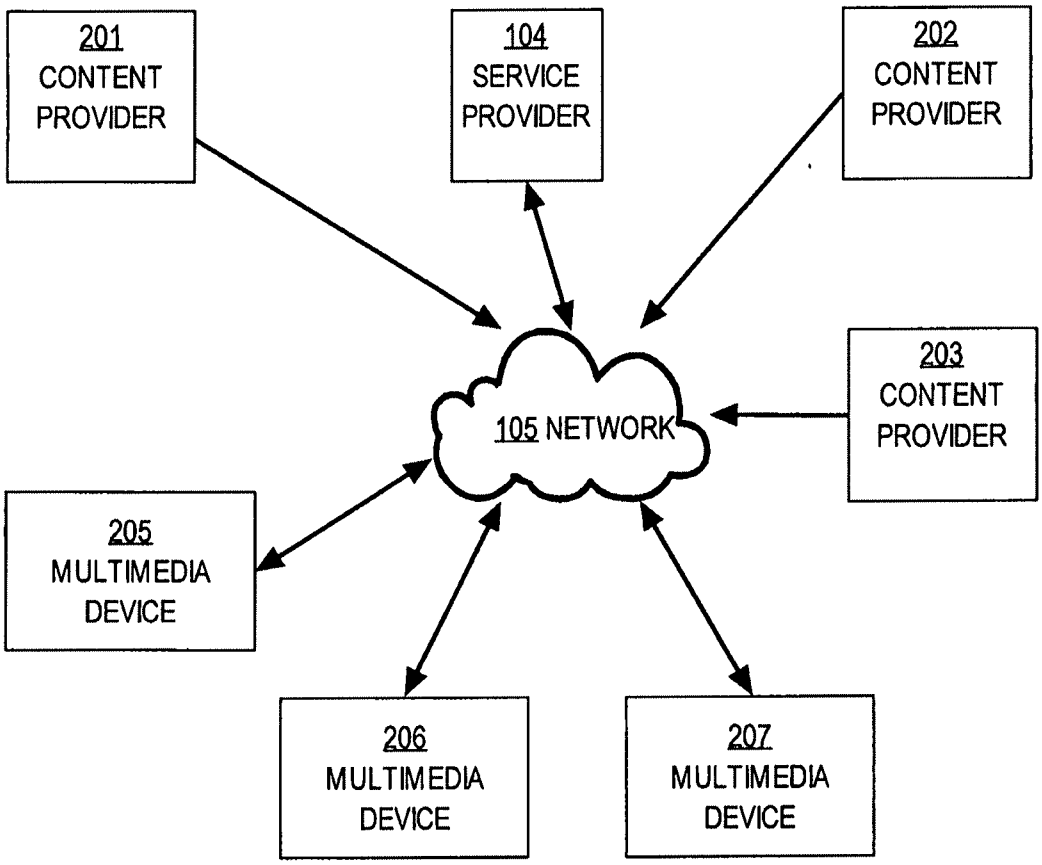

201
CONTENT
PROVIDER
104
SERVICE
PROVIDER
202
CONTENT
PROVIDER
203
CONTENT
PROVIDER
105 NETWORK
205
MULTIMEDIA
DEVICE
206
MULTIMEDIA
DEVICE
207
MULTIMEDIA
DEVICE

Fig. 2

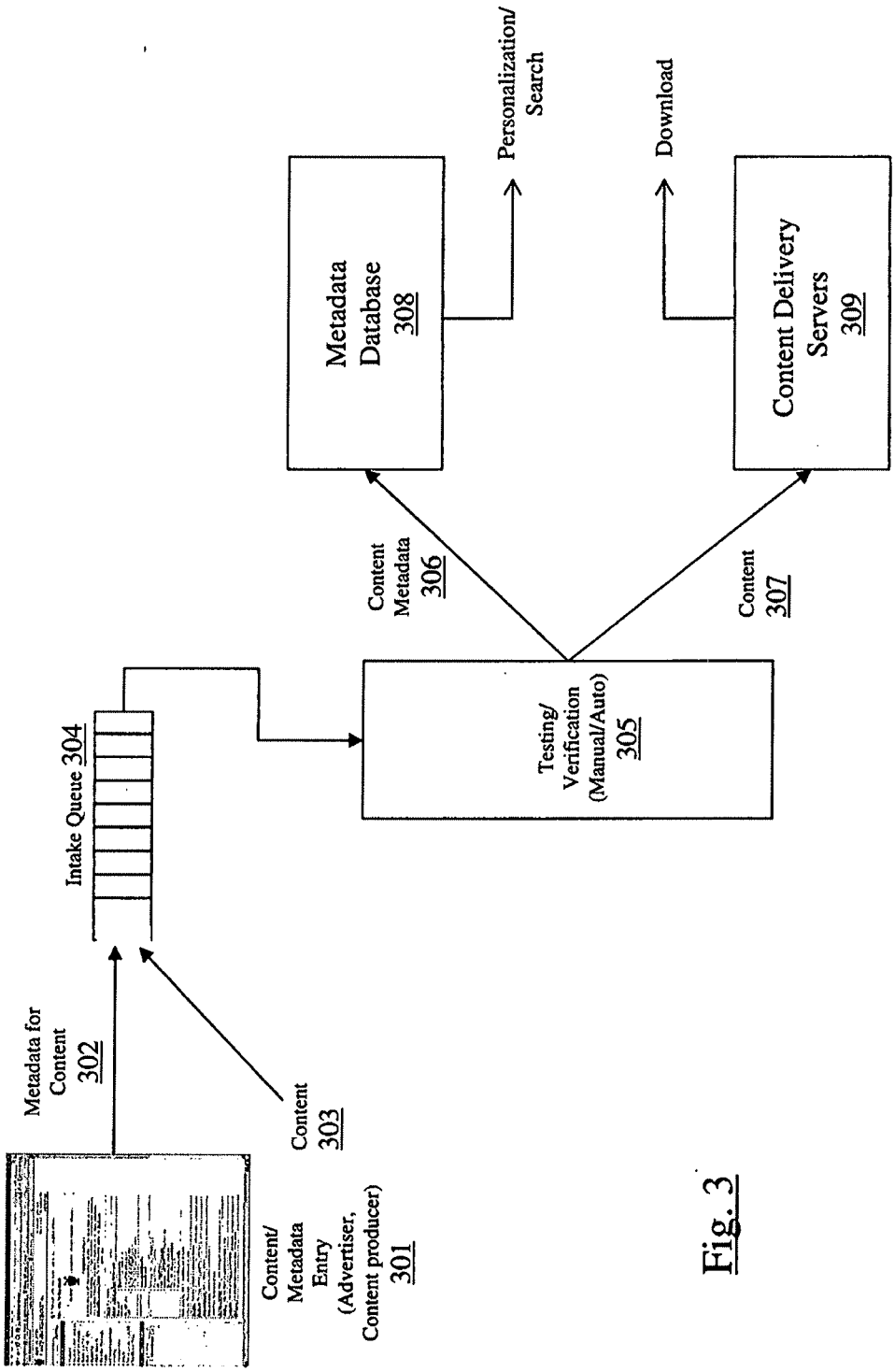

Content/
Metadata
Entry
(Advertiser,
Content producer)
301
Metadata for
Content
302
Content
303
Intake Queue 304
Testing/
Verification
(Manual/Auto)
305
Content
Metadata
306
Content
307
Metadata
Database
308
Content Delivery
Servers
309
Personalization/
Search
Download

Fig. 3

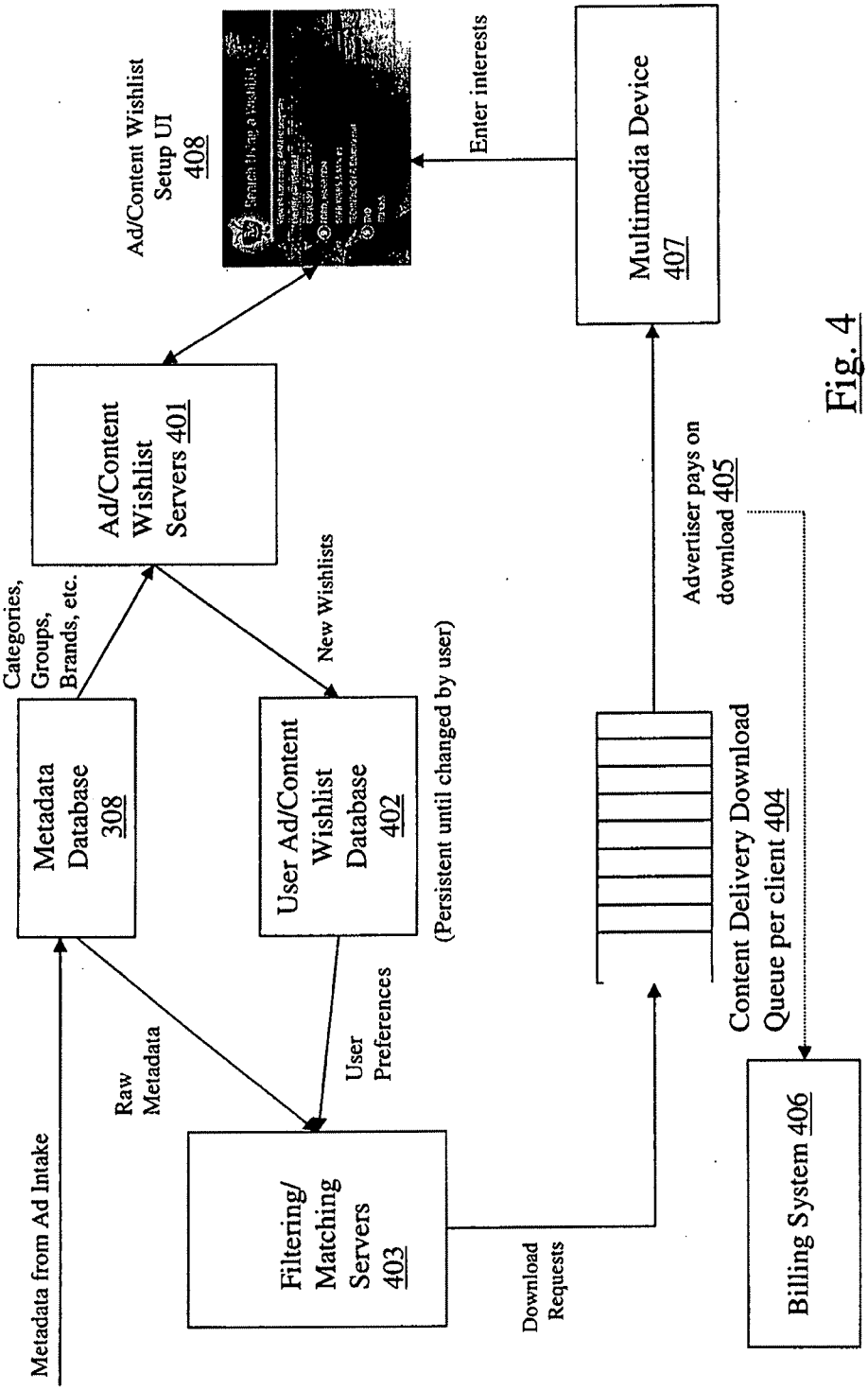

Metadata from Ad Intake
Raw Metadata
Filtering/ Matching Servers 403
Metadata Database 308
Categories, Groups, Brands, etc.
Ad/Content Wishlist Servers 401
Ad/Content Wishlist Setup UI 408
Enter interests
Multimedia Device 407
New Wishlists
User Ad/Content Wishlist Database 402
(Persistent until changed by user)
User Preferences
Download Requests
Content Delivery Download Queue per client 404
Advertiser pays on download 405
Billing System 406

Fig. 4

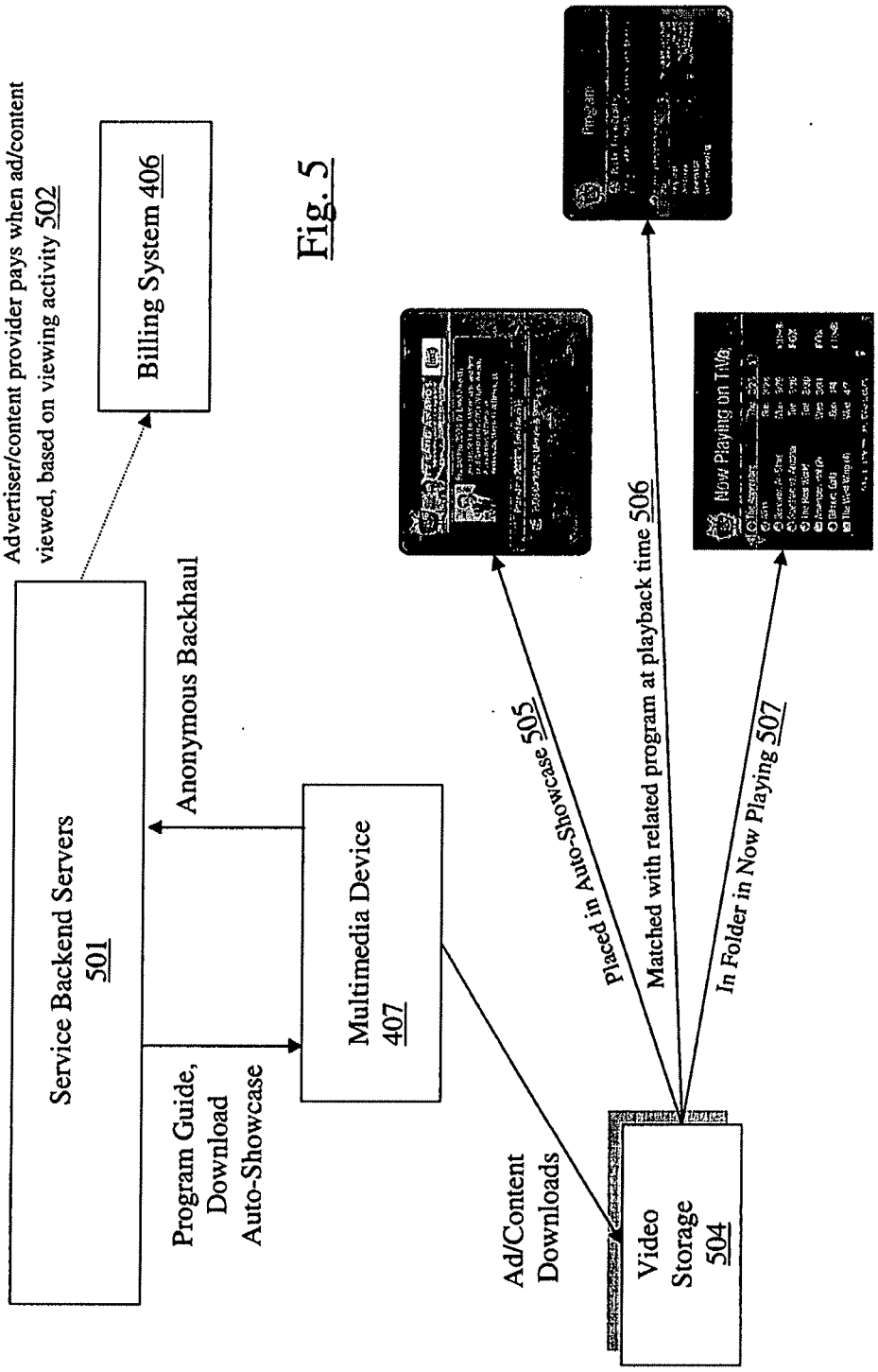

Billing System 406
Advertiser/content provider pays when ad/content viewed, based on viewing activity 502
Service Backend Servers 501
Anonymous Backhaul
Program Guide, Download Auto-Showcase
Multimedia Device 407
Ad/Content Downloads
Video Storage 504
Placed in Auto-Showcase 505
Matched with related program at playback time 506
In Folder in Now Playing 507
Now Playing on TiVo

Fig. 5

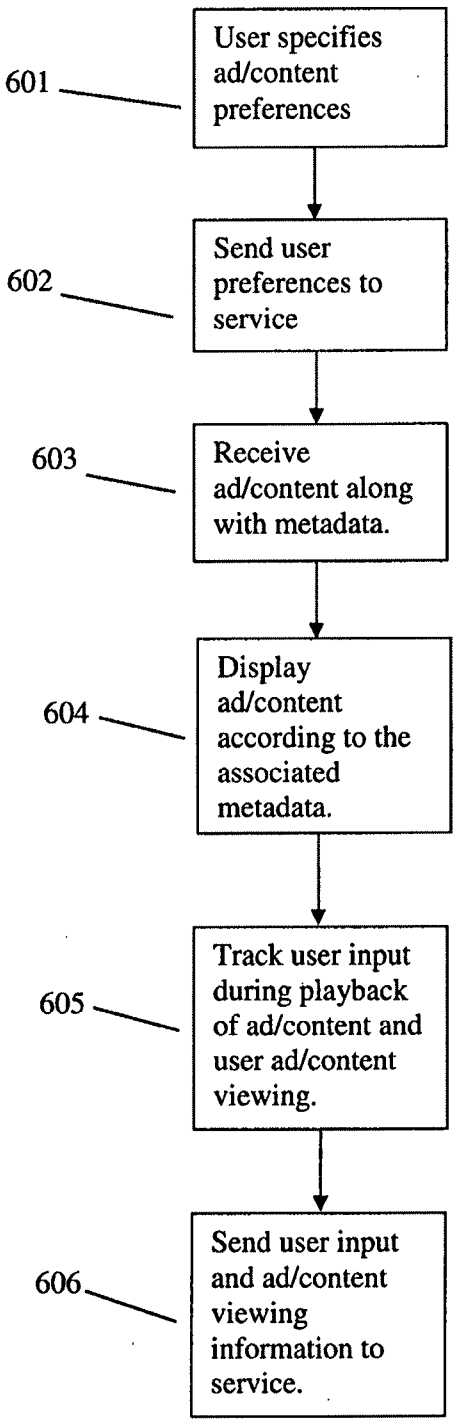
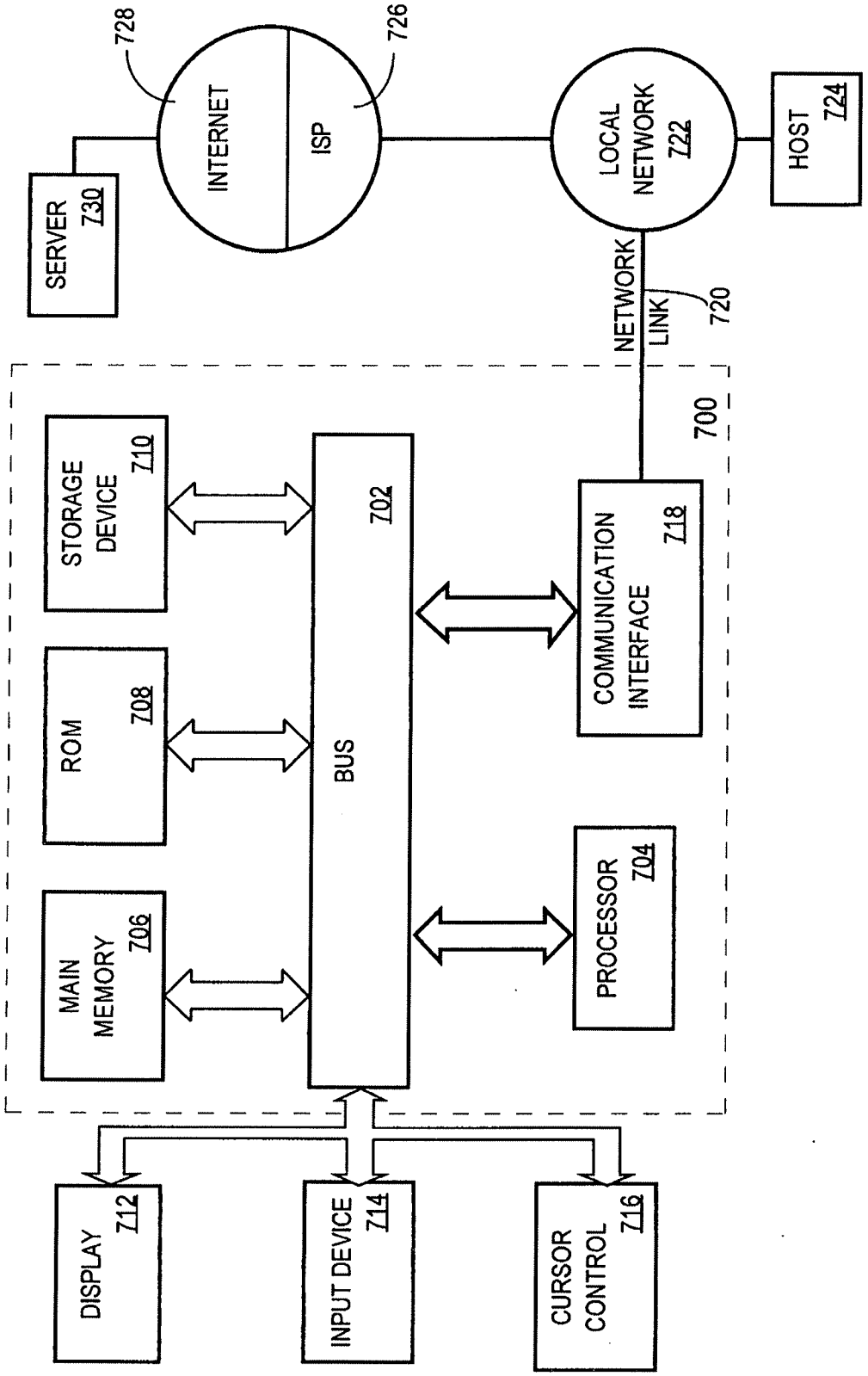

601
User specifies ad/content preferences
602
Send user preferences to service
603
Receive ad/content along with metadata.
604
Display ad/content according to the associated metadata.
605
Track user input during playback of ad/content and user ad/content viewing.
606
Send user input and ad/content viewing information to service.

Fig. 6

Fig. 7


728
INTERNET
ISP
726
SERVER
730
LOCAL
NETWORK
722
HOST
724
NETWORK
LINK
720
700
STORAGE
DEVICE
710
ROM
708
MAIN
MEMORY
706
BUS
702
COMMUNICATION
INTERFACE
718
PROCESSOR
704
DISPLAY
712
INPUT DEVICE
714
CURSOR
CONTROL
716