METHOD AND APPARATUS FOR DOWNLOADING ANCILLARY PROGRAM DATA TO A DVR

Abstract

A method and apparatus for downloading ancillary program data to a DVR. An embodiment allows multimedia device users to select programs to record or download movie or music over a network, such as the Internet, from a content provider. The system automatically downloads and stores ancillary program data that is directly related to, and associated with, a program that has been selected for recording or content requested for download. When a user selects a program to view the user is offered the opportunity to browse ancillary program data associated with the program and view an ancillary program data. The service can charge the content provider or an advertiser for each time their ancillary program data is viewed by a user. The ancillary programming is deleted when the associated recorded program is deleted.

Figure 1a