advertisements etc. At present, the contents of the set-top box power-on advertisements are rather fixed, i.e. the advertisement content is downloaded at first according to the configuration of the set-top box, and then the advertisements downloaded are played when the set-top box is powered on. Such advertisements are short of personalized and real-time characteristics; and a great of service determining logics are performed at local, which will heavy the burden of the set-top box, affect the loading speed of other application programs.

Summary of the Invention

The main purpose of the embodiments of the present invention is to provide a method and a system for playing a set-top box power-on advertisement and a set-top box, so that when the set-top box is powered on, it can play personalized advertisements to the subscriber in real time, and bring good experiences to the subscriber without impacting the loading speed of other application programs.

The embodiment of the present invention provides a method for playing a set-top box power-on advertisement, comprising:

after receiving a power-on message reported by a set-top box, an IPTV platform determining whether to play a power-on advertisement, and if yes, returning a power-on advertisement playing notification to the set-top box;

the set-top box sending an advertisement acquiring request to an advertisement management module according to the power-on advertisement playing notification, and acquiring a uniform resource locator (URL) address of the corresponding power-on advertisement;

the set-top box establishing a connection with an advertisement media server according to the URL address, and playing the power-on advertisement transmitted by the advertisement media server;

when the power-on advertisement is played during startup of an application, the set-top box determining whether the startup of the application has been completed after the power-on advertisement is completely played, if yes, entering into the application,

a reporting module, configured to report a power-on message to an IPTV platform, and receive a power-on advertisement playing notification after the IPTV platform determines that a power-on advertisement is to be played;

a URL address acquiring module, configured to send an advertisement acquiring request to an advertisement management module according to the power-on advertisement playing notification, and acquire a uniform resource locator (URL) address of the corresponding power-on advertisement;

an advertisement playing module, configured to establish a connection with an advertisement media server according to the URL address, and play the power-on advertisement transmitted by the advertisement media server;

wherein the advertisement playing module is further configured to, when the power-on advertisement is played during startup of an application, determine whether the startup of the application has been completed after the power-on advertisement is completely played, if yes, enter into the application, otherwise, notify the URL address acquiring module to send another advertisement acquiring request to the advertisement management module.

Preferably, the advertisement playing module being configured to establish a connection with an advertisement media server according to the URL address, and play the power-on advertisement transmitted by the advertisement media server, comprises:

establishing the connection with the advertisement media server through a streaming media server according to the URL address, and creating a service thread;

receiving the power-on advertisement transmitted by the advertisement media server, and playing the power-on advertisement while starting up an application program.

Preferably, the set-top box further comprises:

a starting module, configured to start up an operation system and a streaming media player after the set-top box is powered on.

The embodiment of the present invention also provides a system for playing a set-top box power-on advertisement, comprising: an internet protocol television (IPTV) platform, and the set-top box and the advertisement management module as described above, wherein,

the IPTV platform is configured to determine whether to play a power-on advertisement

a uniform resource locator (URL) address corresponding to a content of the power-on advertisement in which the subscriber is interested;

the set-top box is configured to send an advertisement acquiring request to the advertisement management module according to the power-on advertisement playing notification, and acquire the URL address of the corresponding power-on advertisement; establish a connection with an advertisement media server according to the URL address, and play the power-on advertisement transmitted by the advertisement media server;

wherein the set-top box is further configured to, when the power-on advertisement is played during startup of an application, determine whether the startup of the application has been completed after the power-on advertisement is completely played, if yes, enter into the application, otherwise, send another advertisement acquiring request to the advertisement management module.

Preferably, the IPTV platform comprises:

an acquiring module, configured to acquire subscriber information of the set-top box;

a first determination module, configured to determine a subscriber type of the set-top box; wherein the subscriber type includes common subscriber and VIP subscriber;

a second determination module, configured to determine whether to play the power-on advertisement according to the subscriber type.

Preferably, the system for playing a set-top box power-on advertisement further comprises an advertisement management module, and the advertisement management module is configured to:

collect and analyze an operation record of a subscriber, and obtain a power-on advertisement type corresponding to the operation record;

match for the set-top box with the corresponding power-on advertisement according to the power-on advertisement type.

Preferably, the advertisement media server is further configured to:

create a service thread with a steaming media server; and transmit the power-on

What we claim is:

1. A method for playing a set-top box power-on advertisement, comprising:

after receiving a power-on message reported by a set-top box, an internet protocol television (IPTV) platform determining whether to play a power-on advertisement, and if yes, returning a power-on advertisement playing notification to the set-top box;

the set-top box sending an advertisement acquiring request to an advertisement management module according to the power-on advertisement playing notification, and acquiring a uniform resource locator (URL) address of the corresponding power-on advertisement;

the set-top box establishing a connection with an advertisement media server according to the URL address, and playing the power-on advertisement transmitted by the advertisement media server;

when the power-on advertisement is played during startup of an application, the set-top box determining whether the startup of the application has been completed after the power-on advertisement is completely played, if yes, entering into the application, otherwise, the set-top box sending another advertisement acquiring request to the advertisement management module.

2. The method according to claim 1, wherein the URL address is a URL address which is corresponding to a content of the power-on advertisement in which a subscriber is interested, wherein the power-on advertisement in which a subscriber is interested is analyzed by the advertisement management module according to a watching record of the subscriber of the set-top box by means of cloud statistical analysis.

3. The method according to claim 2, wherein the IPTV platform determining whether to play a power-on advertisement comprises:

the IPTV platform acquiring subscriber information of the set-top box, and determining a subscriber type of the set-top box; wherein the subscriber type includes common subscriber and VIP subscriber; and

determining whether to play the power-on advertisement according to the subscriber type.

4. The method according to claim 3, wherein the set-top box establishing a connection with

advertisement is played during startup of an application, determine whether the startup of the application has been completed after the power-on advertisement is completely played, if yes, enter into the application, otherwise, notify the URL address acquiring module to send another advertisement acquiring request to the advertisement management module.

establish a connection with an advertisement media server according to the URL address, and play the power-on advertisement transmitted by the advertisement media server; wherein the set-top box is further configured to, when the power-on advertisement is played during startup of an application, determine whether the startup of the application has been completed after the power-on advertisement is completely played, if yes, enter into the application, otherwise, send another advertisement acquiring request to the advertisement management module.

11. The system according to claim 10, wherein, the IPTV platform comprises:

an acquiring module, configured to acquire subscriber information of the set-top box;

a first determination module, configured to determine a subscriber type of the set-top box; wherein the subscriber type includes common subscriber and VIP subscriber;

a second determination module, configured to determine whether to play the power-on advertisement according to the subscriber type.

12. The system according to claim 11, wherein, the advertisement management module is further configured to:

collect and analyze an operation record of the subscriber, and obtain a power-on advertisement type corresponding to the operation record;

match for the set-top box with the corresponding power-on advertisement according to the power-on advertisement type.

13. The system according to claim 12, further comprising an advertisement media server, wherein the advertisement media server is configured to:

create a service thread with a steaming media server; and transmit the power-on advertisement to the set-top box.