20000619 4-5 1pg

PCT

WORLD INTELLECTUAL PROPERTY ORGANIZATION
International Bureau

INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification 6 : H04N 5/445

A1

(11) International Publication Number: WO 99/56466

(43) International Publication Date: 4 November 1999 (04.11.99)

(21) International Application Number: PCT/US99/08840

(22) International Filing Date: 22 April 1999 (22.04.99)

(30) Priority Data:
09/070,604 30 April 1998 (30.04.98) US

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(81) Designated States: AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, 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, SL, TJ, TM, TR, TT, UA, UG, UZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

Published
With international search report.

(54) Title: PROGRAM GUIDE SYSTEM WITH ADVERTISEMENTS

(57) Abstract

An interactive television program guide is provided in which advertisements may be displayed on program guide screens. Banner advertisements may be displayed above and below program listings. Panel advertisements may be provided adjacent to program listings. The advertisements may contain video. The advertisements may be used to promote television programs and conventional goods and services. When a user selects an advertisement, the program guide provides the user with an opportunity to order products or services, request information, set reminders for upcoming programs, view program descriptions, record programs, or take other such actions. Embedded advertisements may be provided within the program listings region and may be automatically displayed immediately adjacent to related program listings.