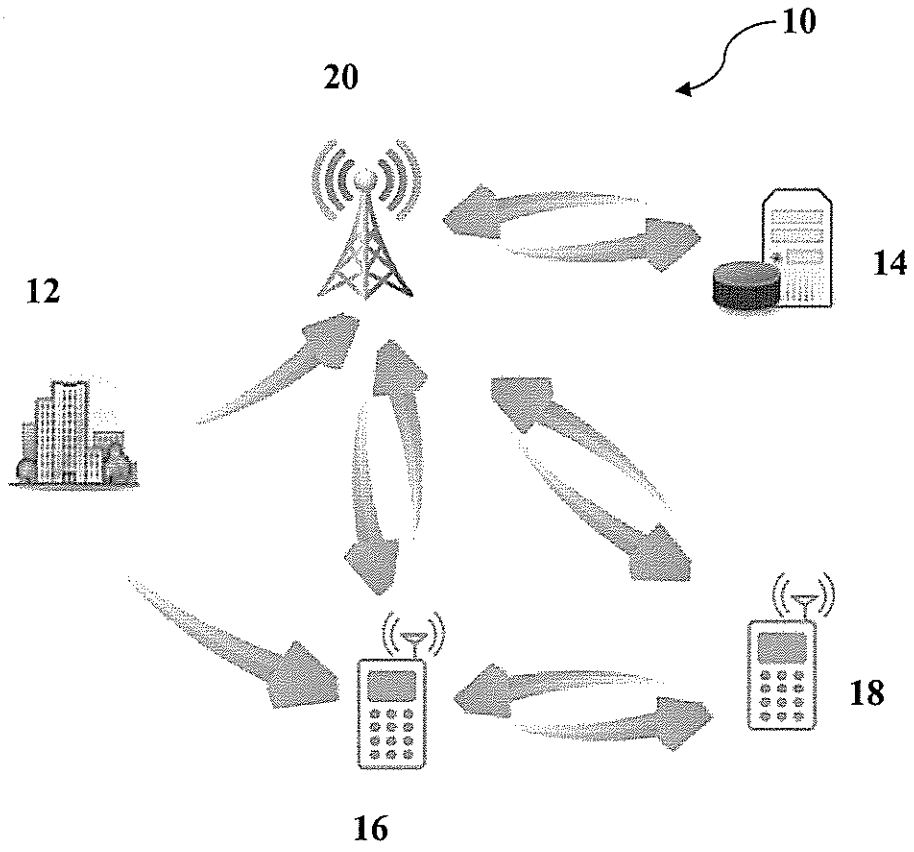



FIG. 1

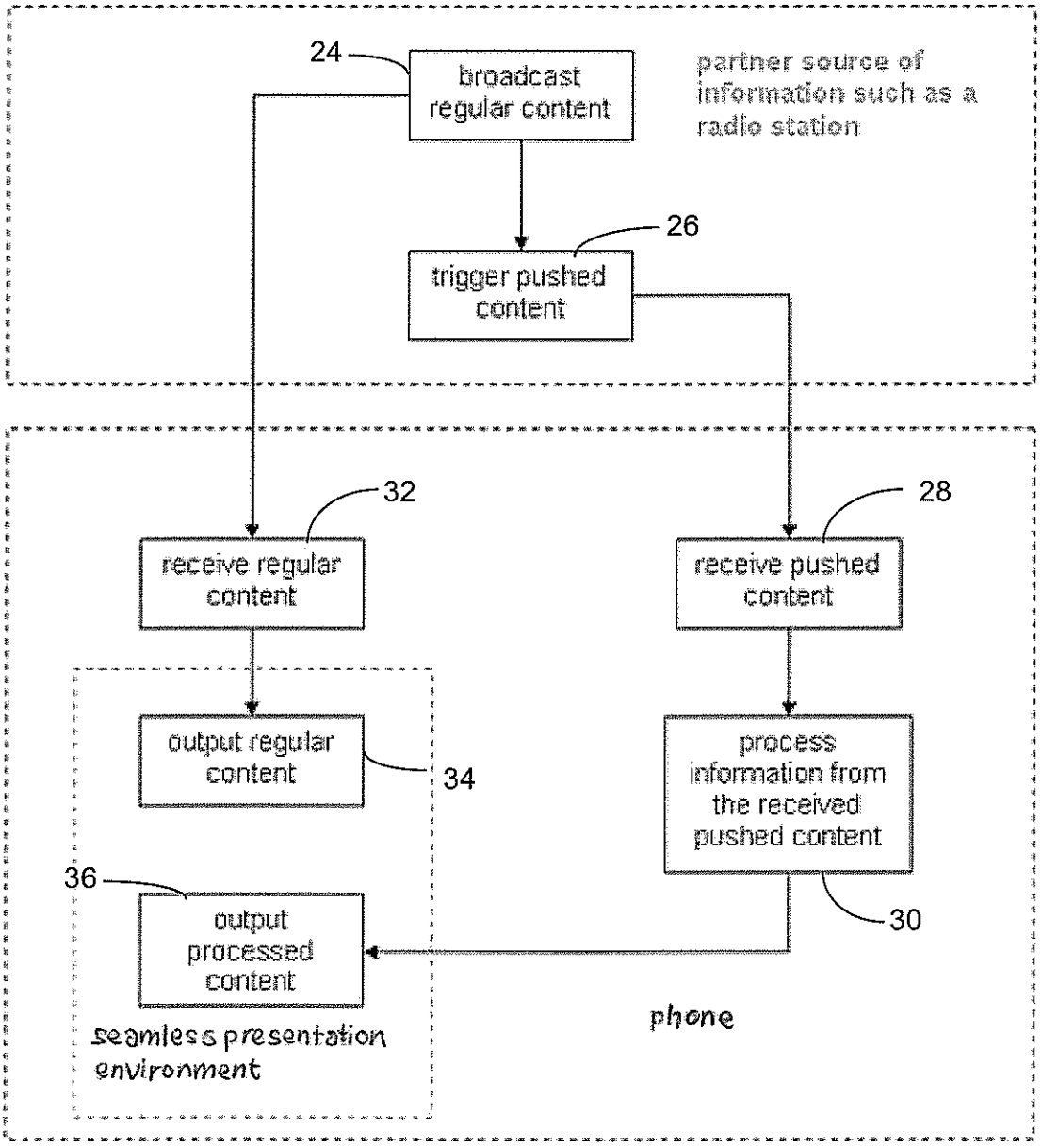

24
broadcast regular content
partner source of information such as a radio station
26
trigger pushed content
32
receive regular content
28
receive pushed content
output regular content
34
process information from the received pushed content
36
output processed content
30
seamless presentation environment
phone

Fig. 2

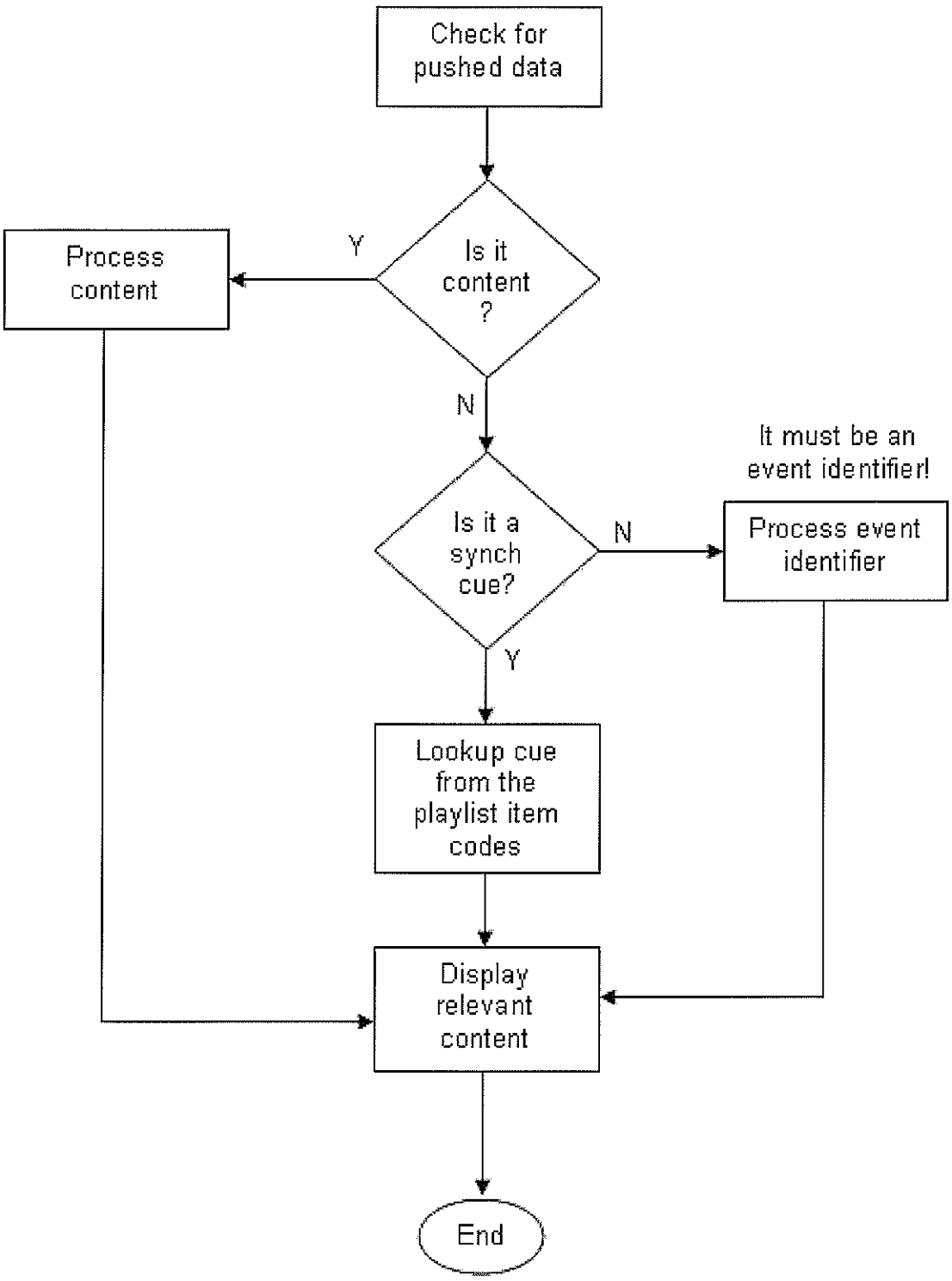

Check for pushed data
Is it content ?
Y
Process content
N
Is it a synch cue?
N
It must be an event identifier!
Process event identifier
Y
Lookup cue from the playlist item codes
Display relevant content
End

Fig. 3

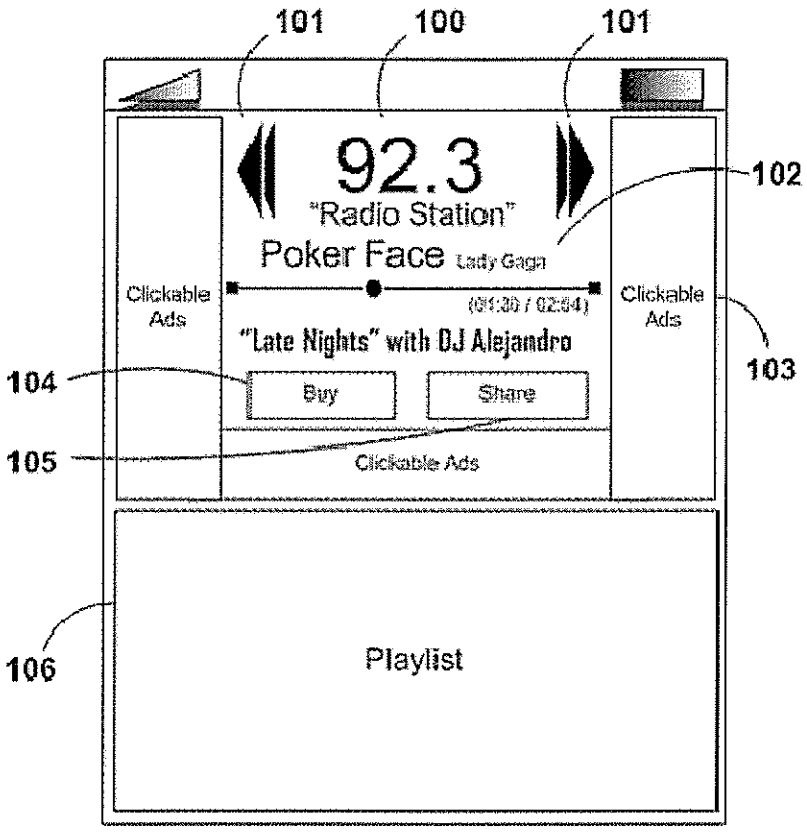

101
100
101
92.3
"Radio Station"
Poker Face Lady Gaga
102
Clickable Ads
(01:30 / 02:54)
Clickable Ads
"Late Nights" with DJ Alejandro
103
104
Buy
Share
105
Clickable Ads
Playlist
106

Fig. 4