

ABSTRACT

Method and System for Playing Set-Top Box Startup Advertisement, and Set-Top Box

The present invention discloses a method and a system for playing a set-top box power-on advertisement and a set-top box, the method includes: according to the power-on advertisement playing notification returned by the IPTV platform, the set-top box acquiring from the advertisement management module the URL address corresponding to a content of the power-on advertisement in which a subscriber is interested and analyzed according to a hotness value of the subscriber watching TV programs/videos on demand, wherein the hotness value 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; the set-top box establishing a connection with an advertisement media server according to the URL address, and playing the power-on advertisement. By applying the solution disclosed by the embodiments of the present invention, the personalized advertisements corresponding to the set-top box are played to the subscriber in real time during the waiting time while starting the application programs after the set-top box is powered on. By this way, it can implement the function of pushing the advertisement without affecting the loading speed of other application programs, and can also bring good experiences to the subscriber.

Fig. 1