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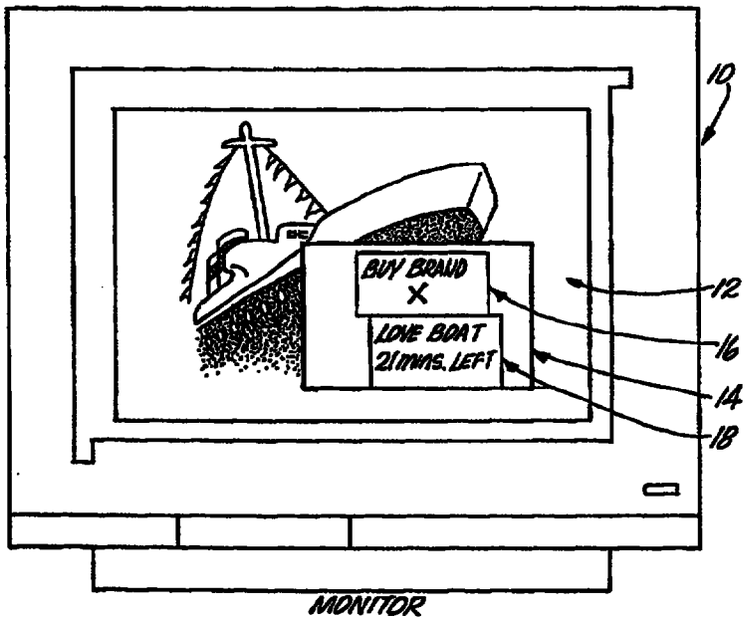
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(54) Title: ELECTRONIC PROGRAM GUIDE SYSTEM WITH ADVERTISING MESSAGES IN POP–UPS



(57) Abstract

In one embodiment, informational messages (18) about the program or channel to which a television receiver is tuned and advertising messages (16) are displayed simultaneously with the current television program (14). In another embodiment, an EPG is displayed in a composite with an advertizing message (Fig. 11A–11C) . Before such display, the microprocessor (100) substitutes a transparency value for the stored background color value used to display the EPG alone in the conventional fashion on a background of a solid color or colors.