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FIG. 5

(57) Abstract: Described herein are techniques for presenting non-common content in association with common content to end users (110). A television receiver (104) receives common content (102) as well as one or more portions of non-common content. The television receiver determines (608) whether to present the non-common content based on criteria associated with the non-common content and parameters associated with the television receiver. As appropriate, the non-common content may be overlaid (610) onto the common content, presenting the user with content that may be localized or otherwise personalized for the user.

