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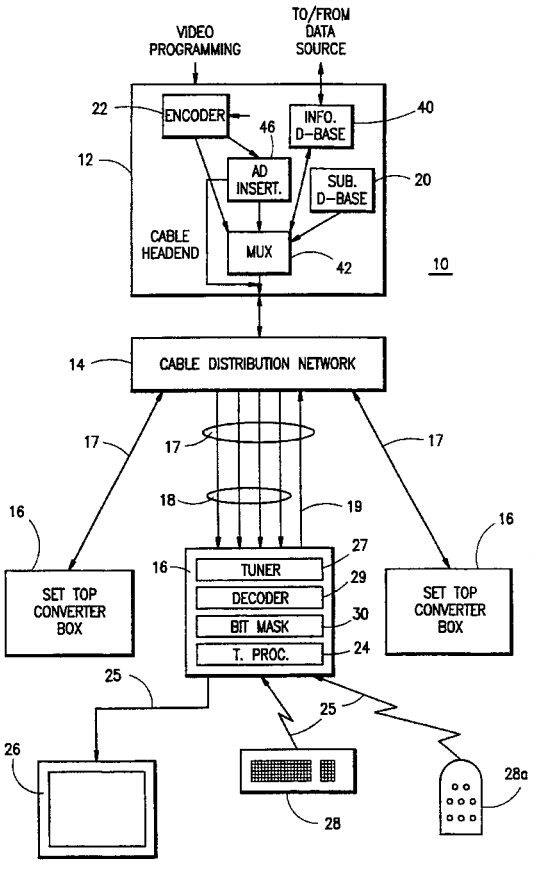
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(54) Title: SYSTEM AND METHOD FOR TRANSMITTING AND DISPLAYING TARGETED INFORMATION



(57) Abstract: A system and method for transmitting and displaying information in a television distribution system (10), or the like, transmits information that is targeted to a viewer matching particular demographic data. The results of a viewer completed demographic survey are used to generate a database known as a bit mask (30) that is made up of the viewer's demographic data. The bit mask (30) is used to control the particular advertising or other related information that is received by each system viewer. In a first technique, the transmission signal carrying the program or advertisement displayed to all viewers is embedded with one or more codes. These codes are compared to the bit mask to determine whether the viewer fits the desired demographic profile, and should be provided with additional information. In a second technique, multiple ads for demographic selective receipt by each viewer are simultaneously transmitted, and are automatically selected for viewing, depending on the viewer's stored demographic data.

WO 01/58132 A3

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