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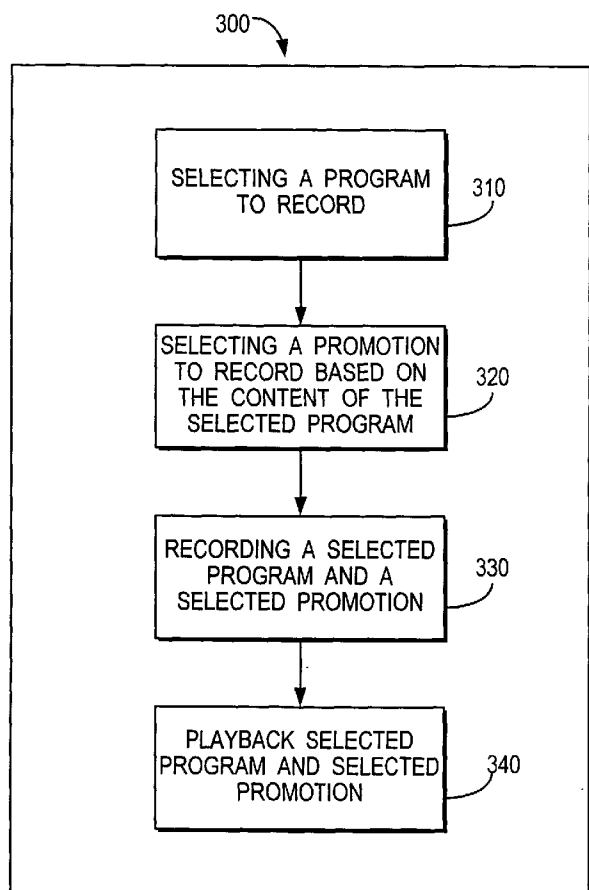
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(54) Title: SYSTEMS AND METHODS FOR PROVIDING PROMOTIONS WITH RECORDED PROGRAMS



(57) Abstract: The invention provides systems and methods for providing promotions with recorded programs. These systems and methods provide for selecting a program to record, selecting a promotion, recording the selected program; and recording the promotion with the program or inserting the promotion during playback of the recorded program. The invention also provides a receiver for receiving signals and/or data (e.g., programs, promotions, program guides, etc.) on a single broadcast channel or on a plurality of broadcast channels, one or more memory storage units for storing signals and/or data, and a processor for selecting a program, selecting a promotion, causing selected programs to be recorded, and controlling the insertion of promotions into a program during recording of the program or during playback of the program.

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