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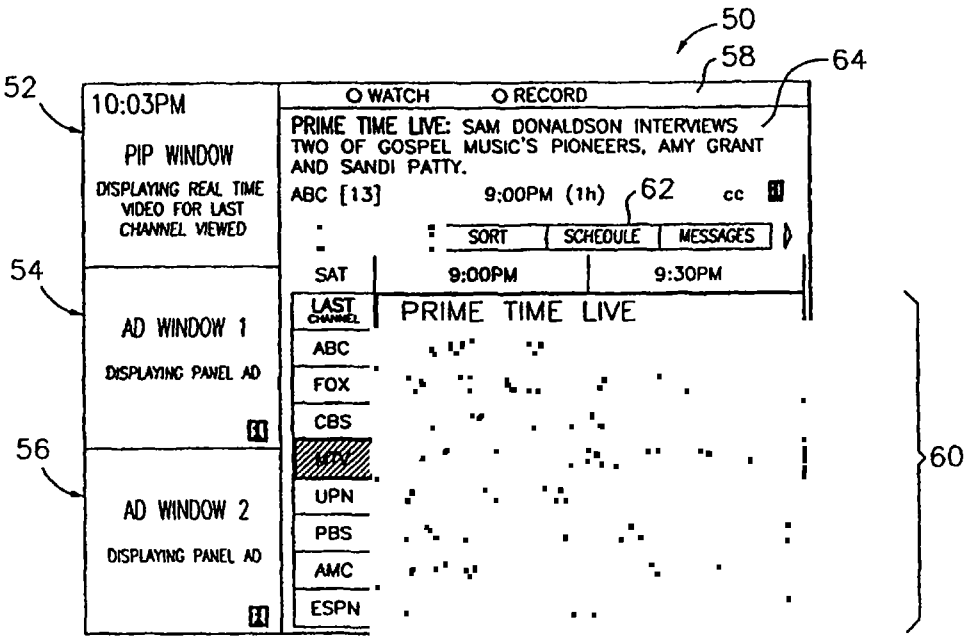


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(54) Title: METHOD AND APPARATUS FOR SELECTIVELY SUPPLYING ADVERTISING MESSAGES TO VIEWER TERMINALS



(57) Abstract

Advertisements (54) within an EPG are targeted to television viewers. The use of the EPG and the television receiver are monitored to develop a viewer profile.