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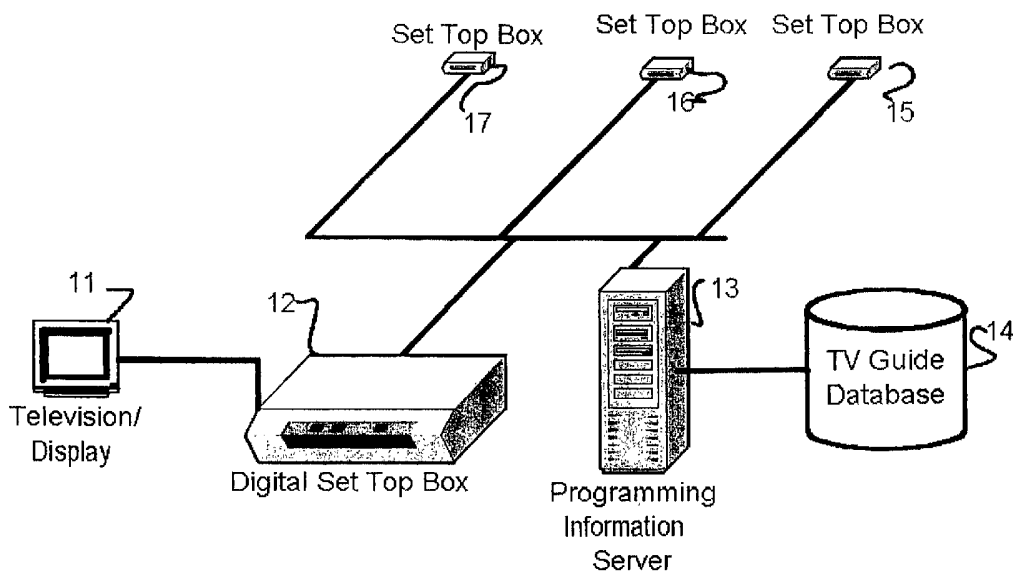
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(54) Title: METHOD AND APPARTUS FOR SCROLLING TELEVISION PROGRAMMING DATA ON SCREEN DURING PROGRAM VIEWING



(57) Abstract: A method for providing programming information available on a broadcast television service displays the programming information in a "stock ticker" format. The set-top box interacts with a user to obtain user preferences regarding the scrolling programming guide and stores the user preferences as a user profile in a set-top box that is coupled to a television display. A programming information server is accessed over a communication link between the set-top box and the programming information server to obtain programming information. The scrolling programming guide is created based on the stored user profile and overlaid on the television screen when activated by the user, preferably in an unobtrusive location, such as the lower portion of the television display.

WO 2004/023784 A3



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INTERNATIONAL SEARCH REPORT

International application No.

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A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F 003/00; H04N 005/445; G06F 013/00
 US CL : 345/563; 725/046,039,050,051,043

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
 U.S. : 345/563; 725/046,039,050,051,043

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X,P	US 6,536,041B1 (KNUDSON et al), 18 March 2003, col. 3, lines 30-43, col. 5, lines 26-48	1-31
A	US 6,177,931B1 (ALEXANDER et al) 23 January 2001, see entire document	

Further documents are listed in the continuation of Box C.

See patent family annex.

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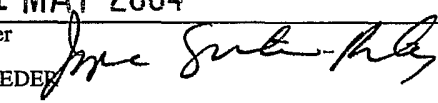
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