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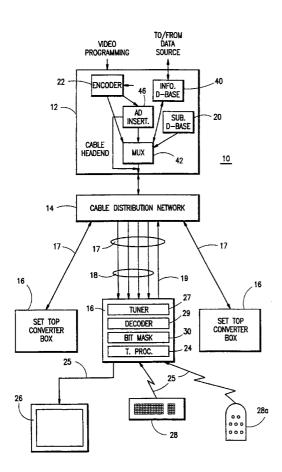
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(54) Title: SYSTEM AND METHOD FOR TRANSMITTING AND DISPLAYING TARGETED INFORMATION



(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.

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A. CLASSIFICATION OF SUBJECT MATTER			
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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.: 725/32-36, 136, 139, 140, 151; H0+N 7/16, 7/173			
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	US 5,155,591 A (WACHOB) 13 October 1992 whole document		1-24
X	US 5,231,494 A (WACHOB) 27 July 1993 whole document		1-24
X	US 5,414,773 A (HANDELMAN) 09 May 1995 figures 1-2, columns 4-6		1-24
X	US 5,446,919 A (WILKINS) 29 August 1995 whole document		1-24
X	US 5,661,516 A (CARLES) 26 August 1997 whole document		1-24
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