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(54) METHOD AND SYSTEM FOR DISPLAYING BANNER ADVERTISEMENTS IN AN ELECTRONIC PROGRAM GUIDE

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(60) Provisional application No. 60/016,871, filed on May 3, 1996. Provisional application No. 60/032,038, filed on Nov. 26, 1996.

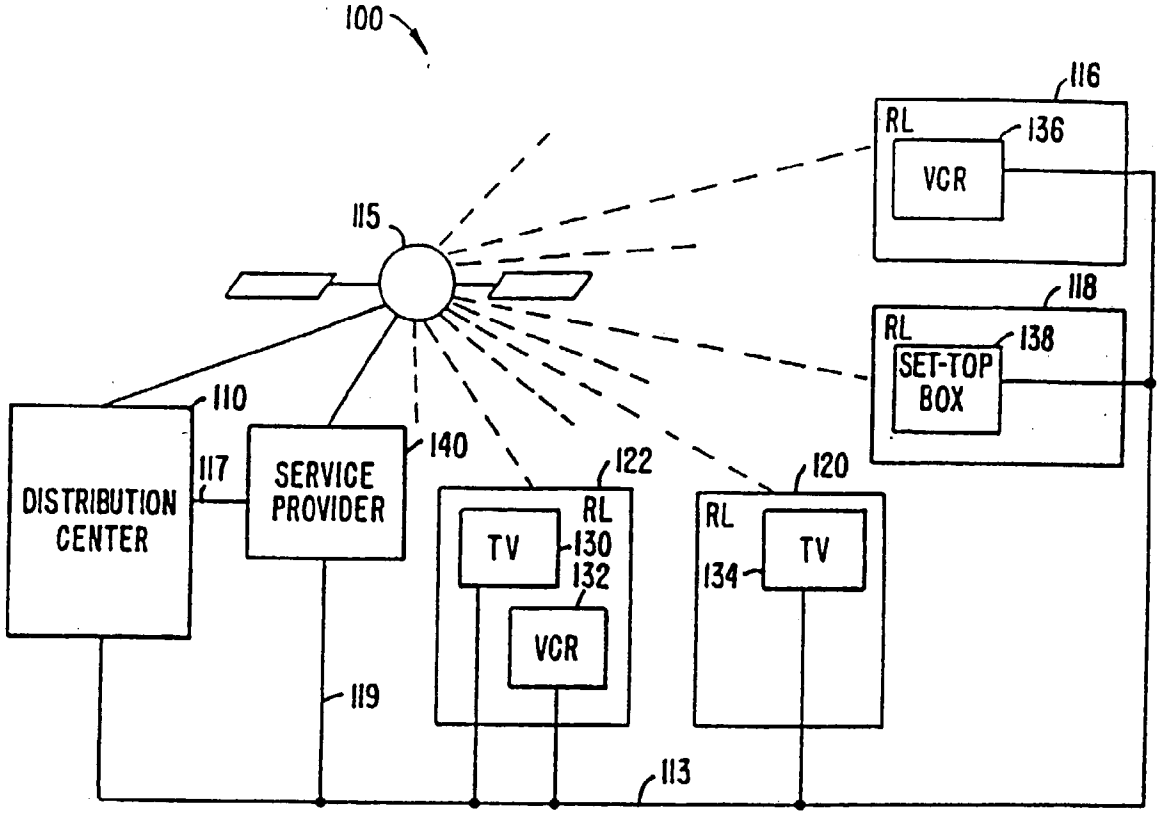
Publication Classification

(51) **Int. Cl.**[7] **G09G 5/00**

(52) **U.S. Cl.** **345/783**

(57) **ABSTRACT**

A system and method for displaying an electronic program schedule guide is provided. The system has areas for displaying program schedule information. In addition, the system also has areas that may be used for advertising programs, products or services. In another embodiment, the system has areas for displaying messages to the user.



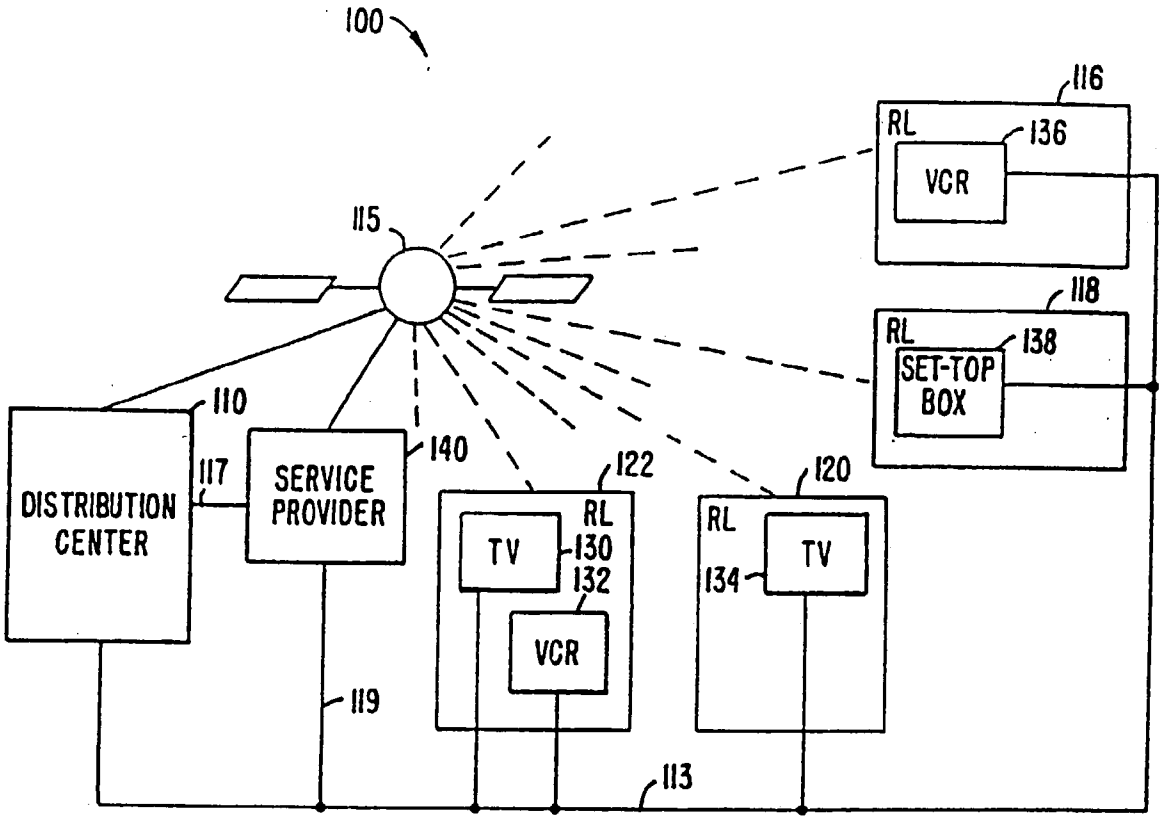

100
116
RL
136
VCR
115
118
RL
138
SET-TOP BOX
110
DISTRIBUTION CENTER
117
SERVICE PROVIDER
140
122
RL
TV
130
132
VCR
120
RL
134
TV
119
113

FIG. 1.

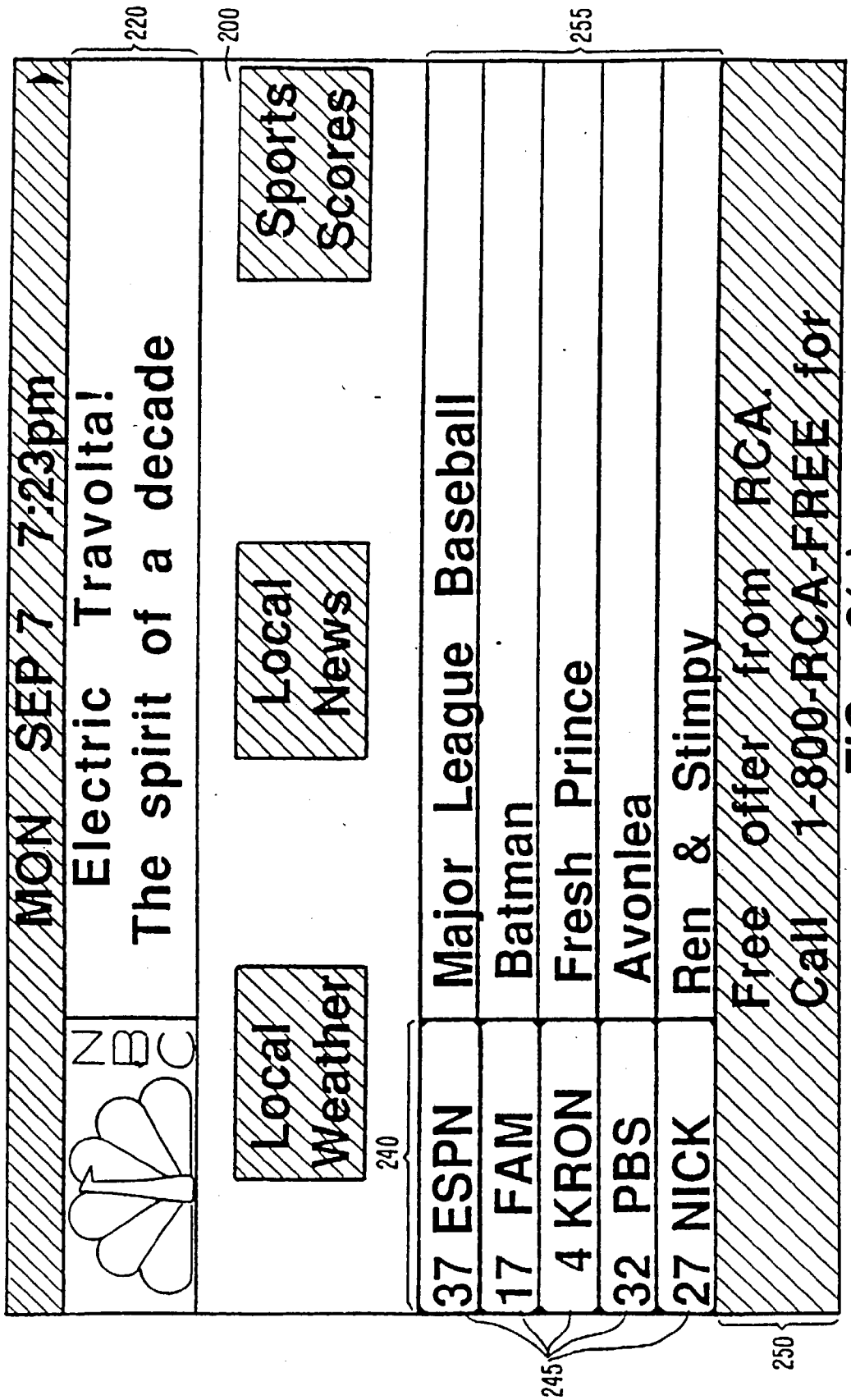

MON SEP 7 7:23pm
NBC
Electric Travolta!
The spirit of a decade
Local Weather
Local News
Sports Scores
37 ESPN
17 FAM
4 KRON
32 PBS
27 NICK
Major League Baseball
Batman
Fresh Prince
Avonlea
Ren & Stimpy
Free offer from RCA.
Call 1-800-RCA-FREE for
220
200
255
240
245
250

FIG. 2(a)

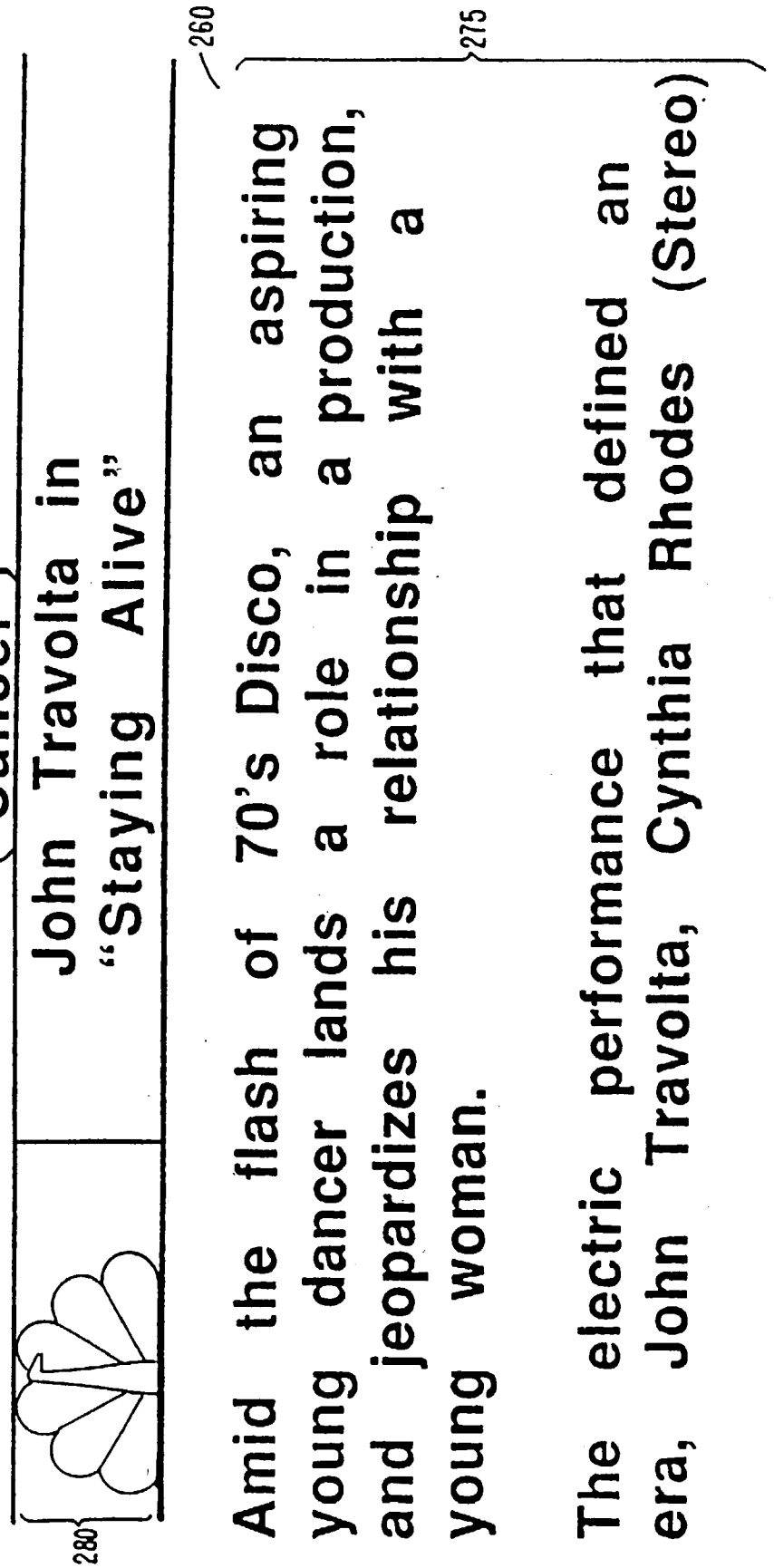

Cancel
John Travolta in
"Staying Alive"
260
Amid the flash of 70's Disco, an aspiring young dancer lands a role in a production, and jeopardizes his relationship with a young woman.
The electric performance that defined an era, John Travolta, Cynthia Rhodes (Stereo)
275
280

FIG. 2(b)

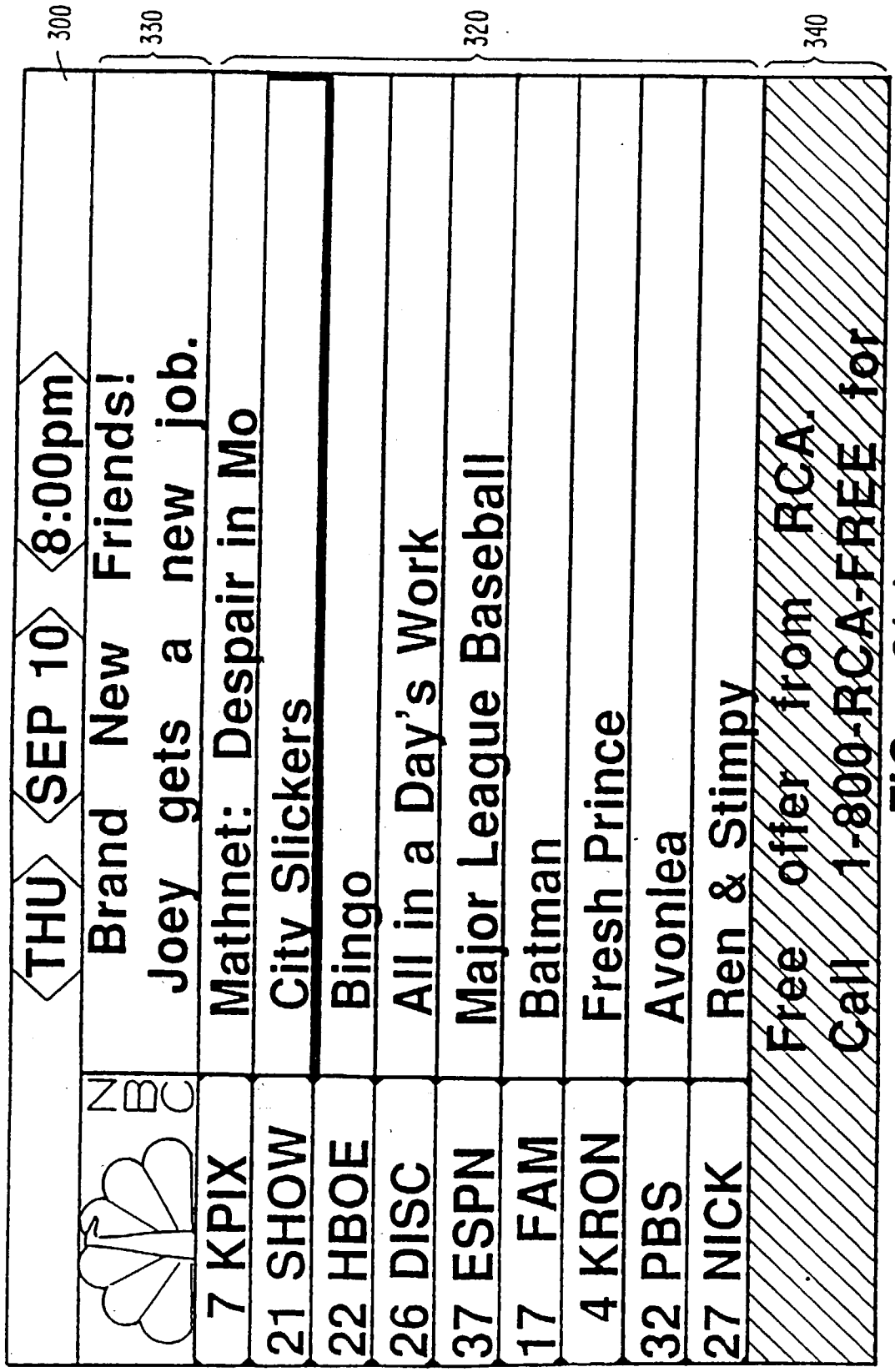

300
330
320
340
THU
SEP 10
8:00pm
NBC
Brand New Friends!
Joey gets a new job.
7 KPIX
Mathnet: Despair in Mo
21 SHOW
City Slickers
22 HBOE
Bingo
26 DISC
All in a Day's Work
37 ESPN
Major League Baseball
17 FAM
Batman
4 KRON
Fresh Prince
32 PBS
Avonlea
27 NICK
Ren & Stimpy
Free offer from RCA.
Call 1-800-RCA-FREE for

FIG. 3(a)

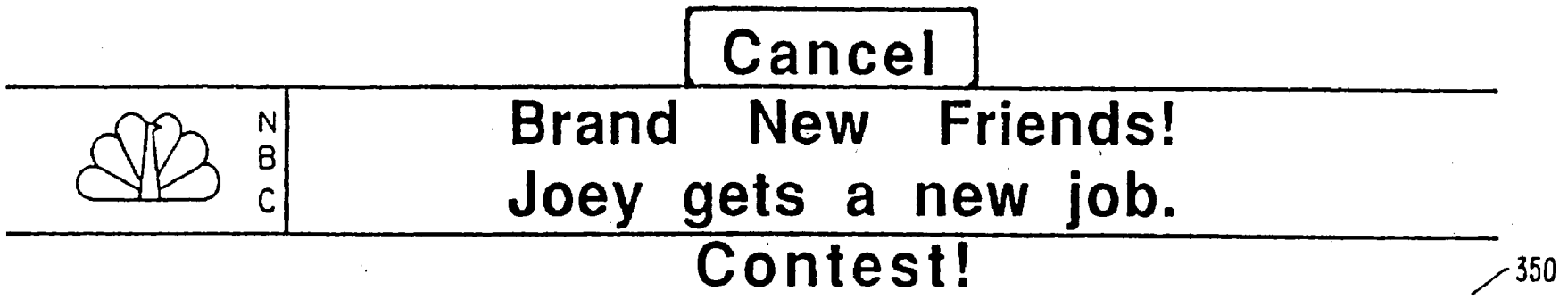

Cancel
NBC
Brand New Friends!
Joey gets a new job.
Contest!
350
Identify the character played by Tawnee Welch in this episode and be the first to call 1-800-NBC_FRND, and you will win a guest role on the show for yourself! (Employees of NBC not eligible.)
2nd Place will win $1200 cash!
3rd Place wins Friends T-Shirt

FIG. 3(b)

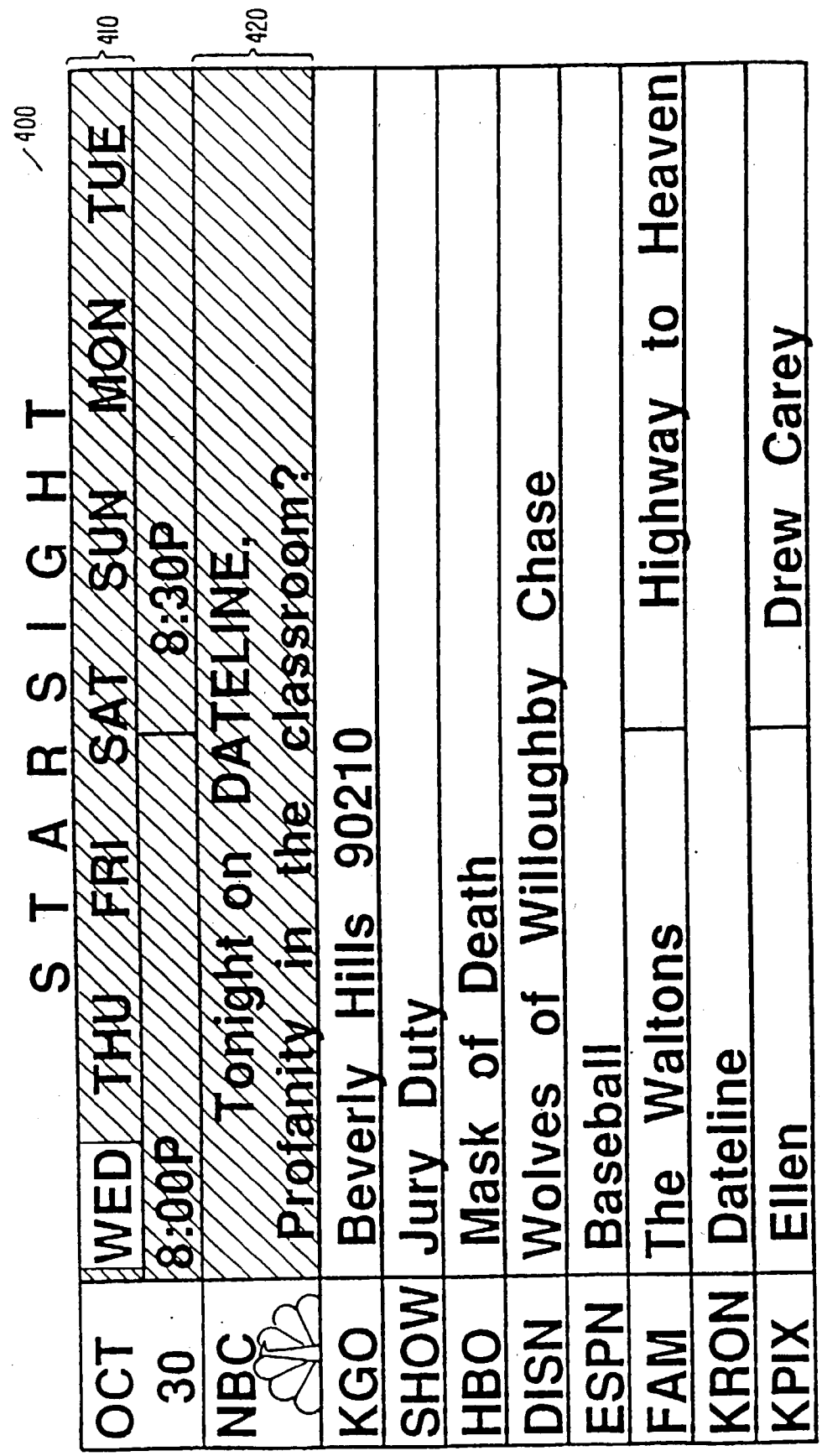
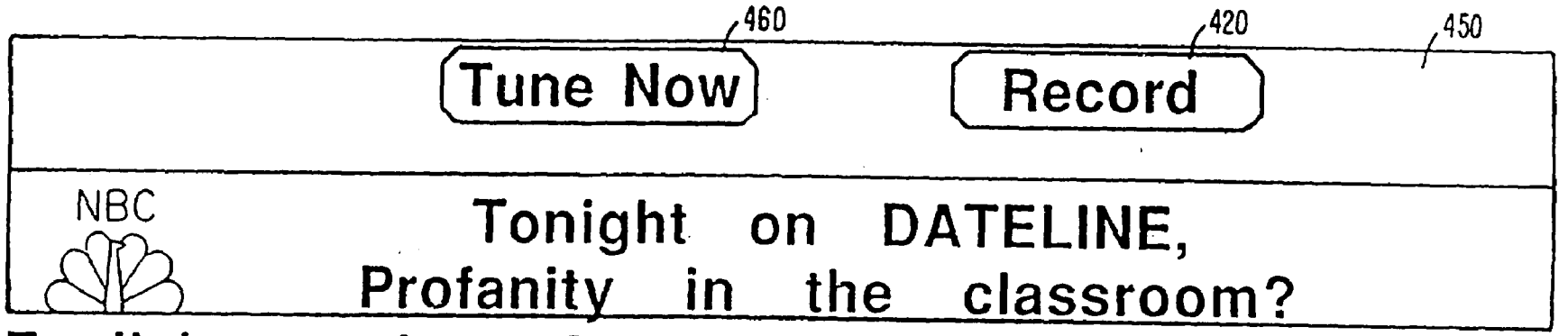

400
410
420
STARSIGHT
OCT 30
WED THU FRI SAT SUN MON TUE
8:00P
8:30P
8:05P
NBC
Tonight on DATELINE,
Profanity in the classroom?
KGO
Beverly Hills 90210
SHOW
Jury Duty
HBO
Mask of Death
DISN
Wolves of Willoughby Chase
ESPN
Baseball
FAM
The Waltons
Highway to Heaven
KRON
Dateline
KPIX
Ellen
Drew Carey

FIG. 4(a)



English teacher Cecilia Lacks is fired from St. Louis inner-city high school for allowing use of profanity in a creative writing class. Students, teacher, and officials are interviewed in this provocative segment.

DON'T FORGET!!
NBA FINALS, Friday at 6:00
Watch the Sonics battle Chicago!

FIG. 4(b)

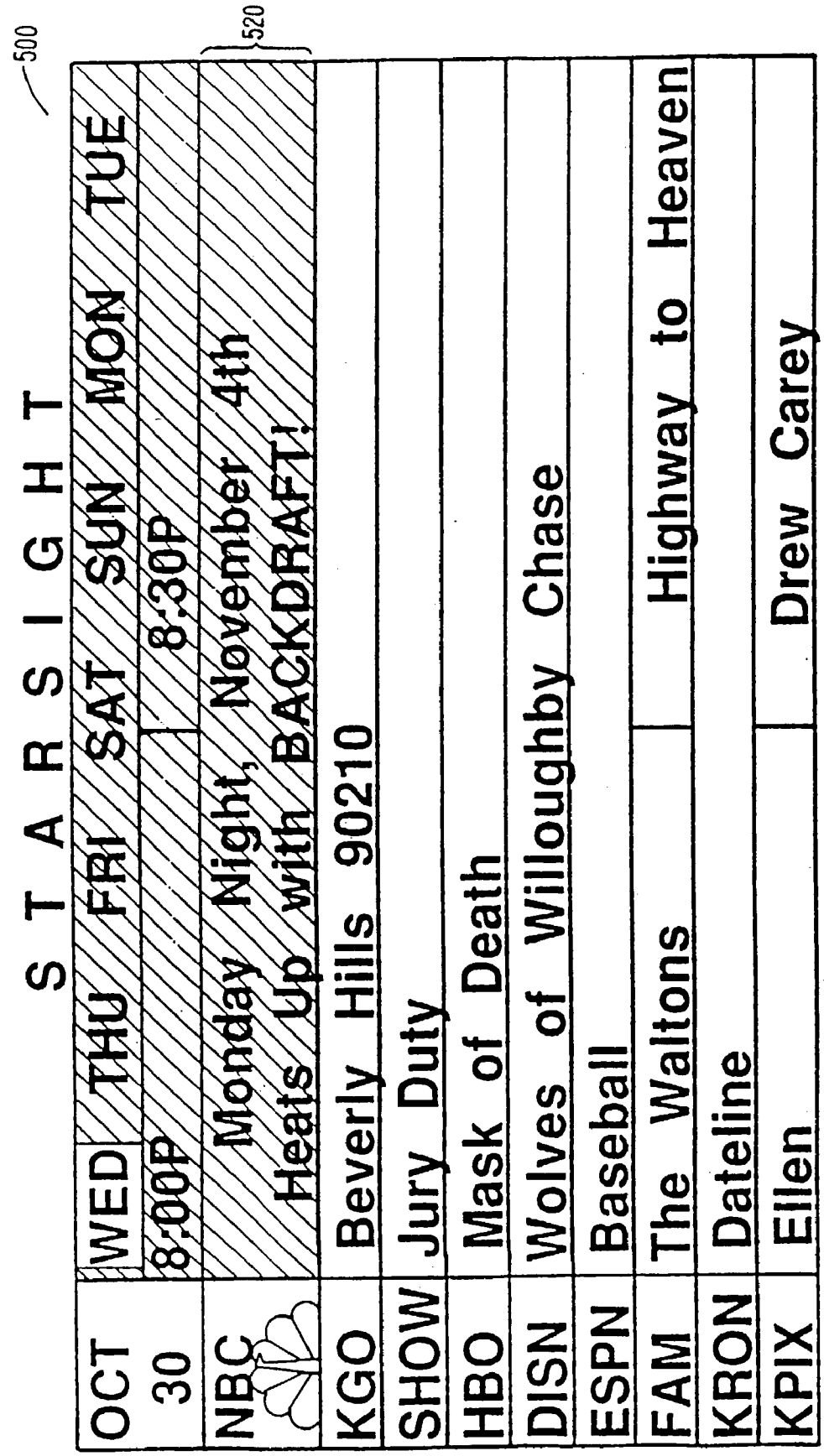

500
520
STARSIGHT
OCT 30
WED
THU
FRI
SAT
SUN
MON
TUE
8:00P
8:30P
NBC
Monday Night, November 4th
Heats Up with BACKDRAFT!
KGO
Beverly Hills 90210
SHOW
Jury Duty
HBO
Mask of Death
DISN
Wolves of Willoughby Chase
ESPN
Baseball
FAM
The Waltons
Highway to Heaven
KRON
Dateline
KPIX
Ellen
Drew Carey
8:05P

FIG. 5(a)

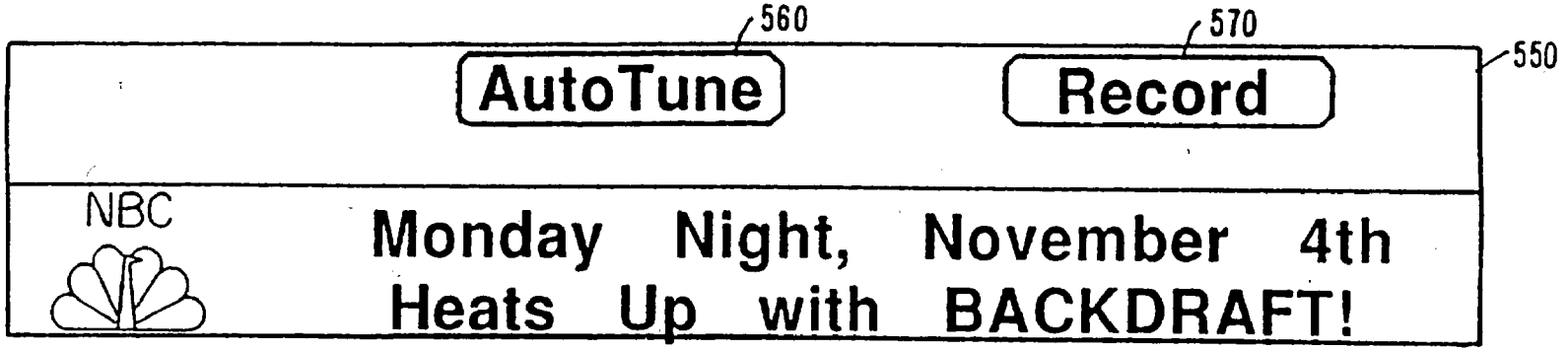

560
570
550
AutoTune
Record
NBC
Monday Night, November 4th
Heats Up with BACKDRAFT!
Spectacular fiery blazes, now including footage not seen in theaters, light up this film tribute to firefighters. Director Ron Howard focuses on sibling rivalry and the hunt for a mysterious arsonist.
The NBA FINALS, Friday at 6:00!
Catch the Sonics at Chicago!

FIG. 5(b)

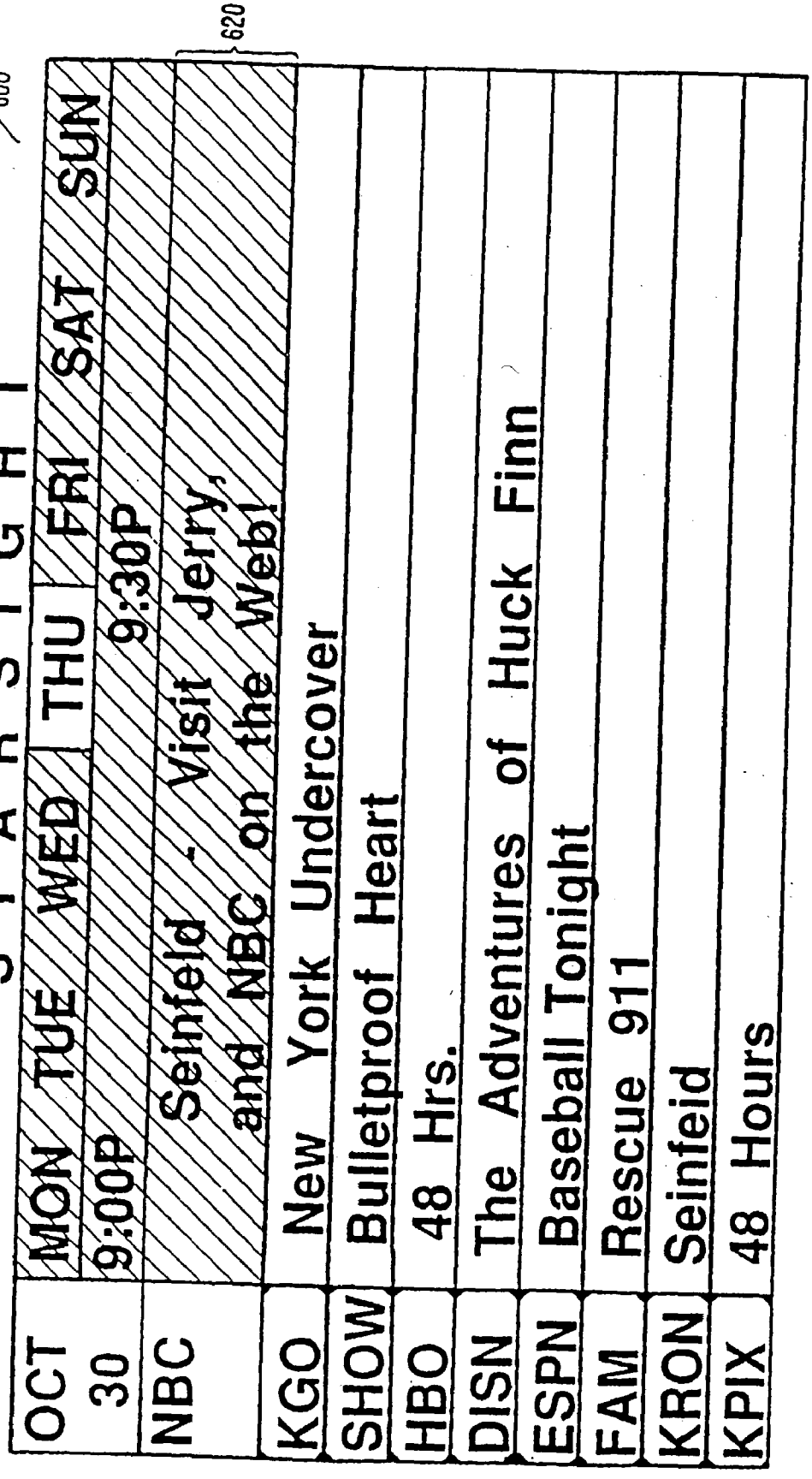

600
620
STARSIGHT
OCT 30
MON TUE WED THU FRI SAT SUN
9:00P
9:30P
NBC
Seinfeld - Visit Jerry's and NBC on the Web!
KGO New York Undercover
SHOW Bulletproof Heart
HBO 48 Hrs.
DISN The Adventures of Huck Finn
ESPN Baseball Tonight
FAM Rescue 911
KRON Seinfeid
KPIX 48 Hours
8:05P

FIG. 6(a)

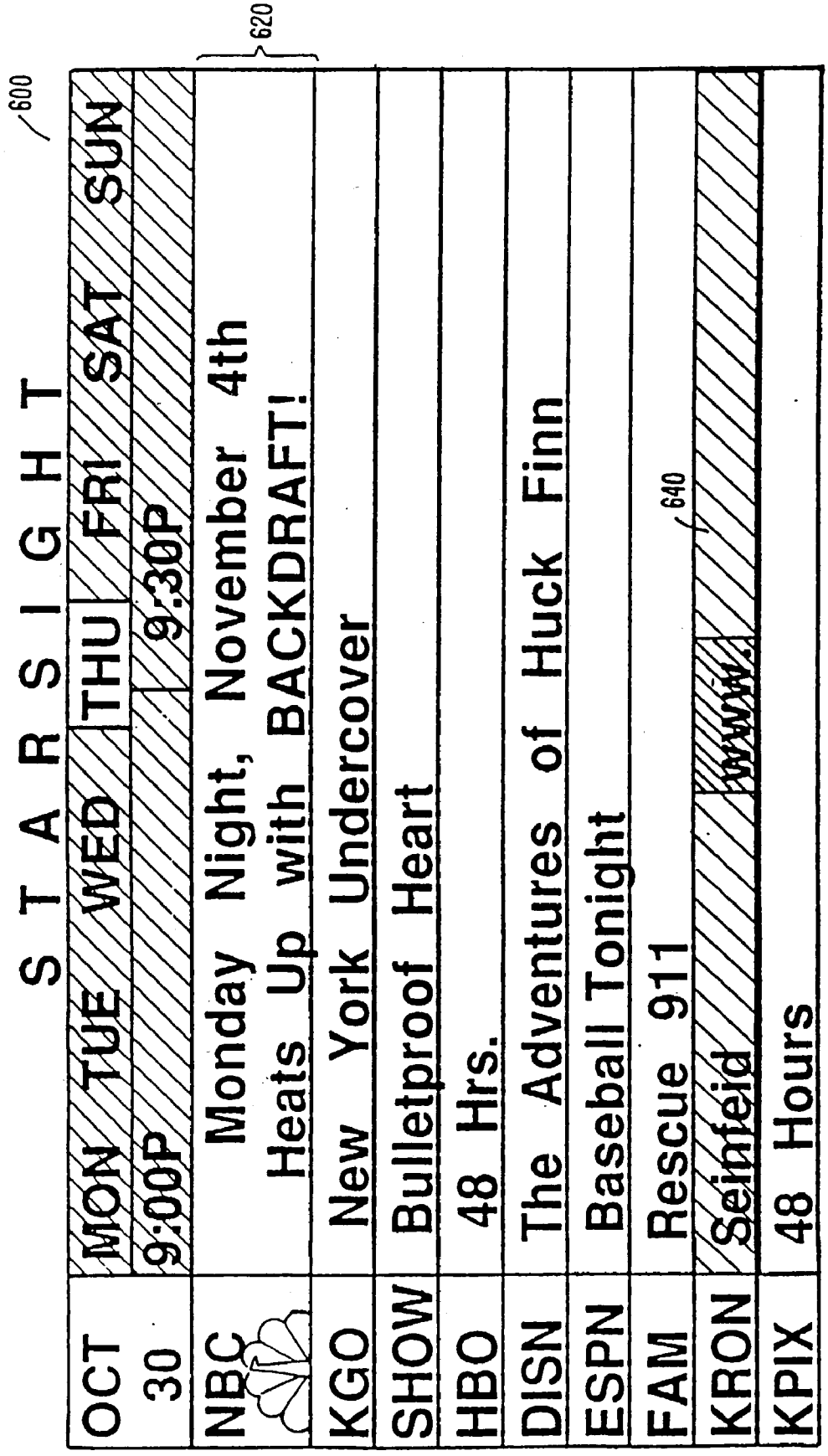

600
620
STARSIGHT
OCT 30
MON TUE WED THU FRI SAT SUN
9:00P
9:30P
8:05P
NBC
Monday Night, November 4th
Heats Up with BACKDRAFT!
KGO
New York Undercover
SHOW
Bulletproof Heart
HBO
48 Hrs.
DISN
The Adventures of Huck Finn
ESPN
Baseball Tonight
FAM
Rescue 911
640
KRON
Seinfeld
KPIX
48 Hours

FIG. 6(b)

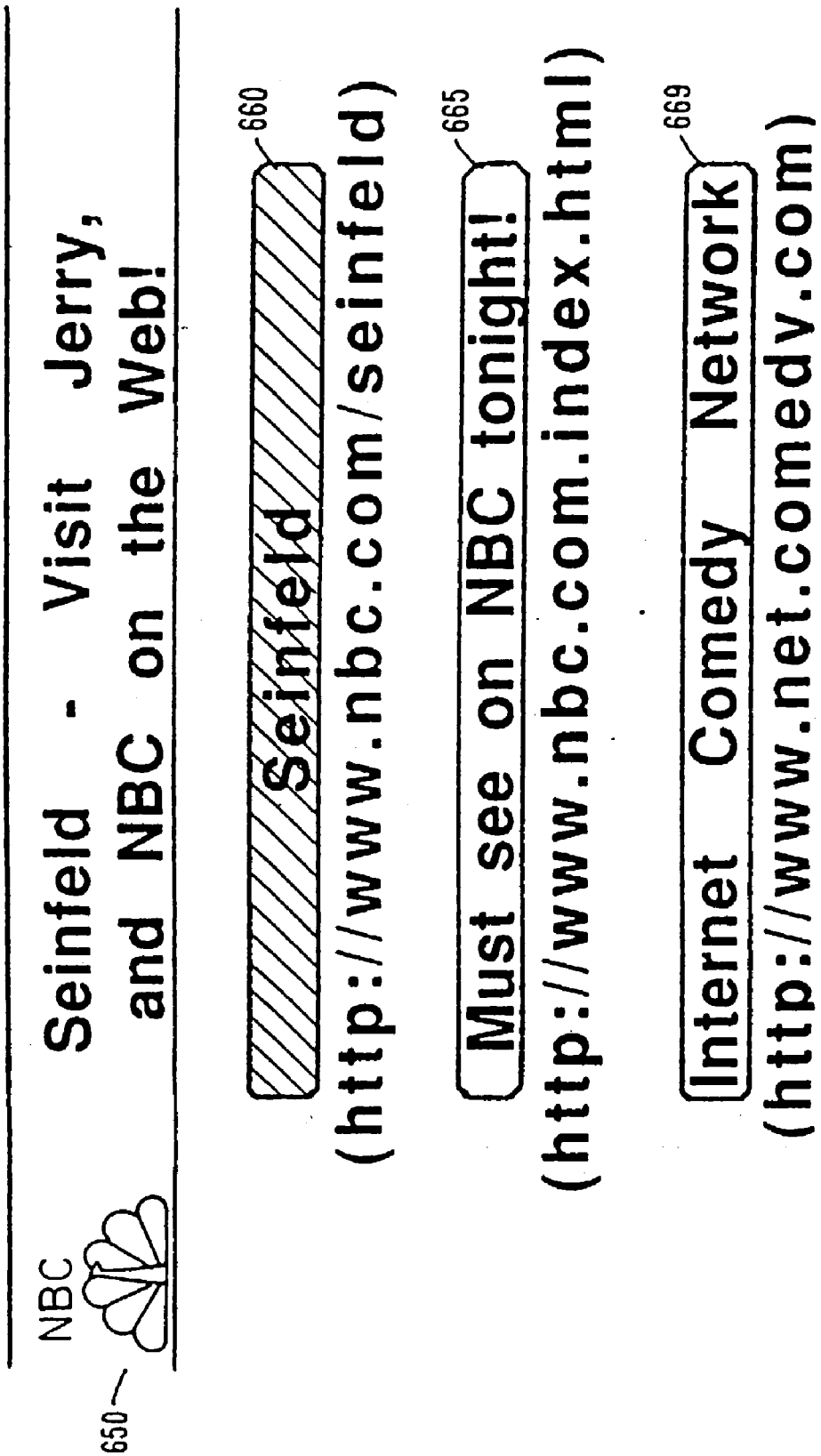

NBC
Seinfeld - Visit Jerry, and NBC on the Web!
650
660
Seinfeld
(http://www.nbc.com/seinfeld)
665
Must see on NBC tonight!
(http://www.nbc.com.index.html)
669
Internet Comedy Network
(http://www.net.comedy.com)

FIG 6(c)

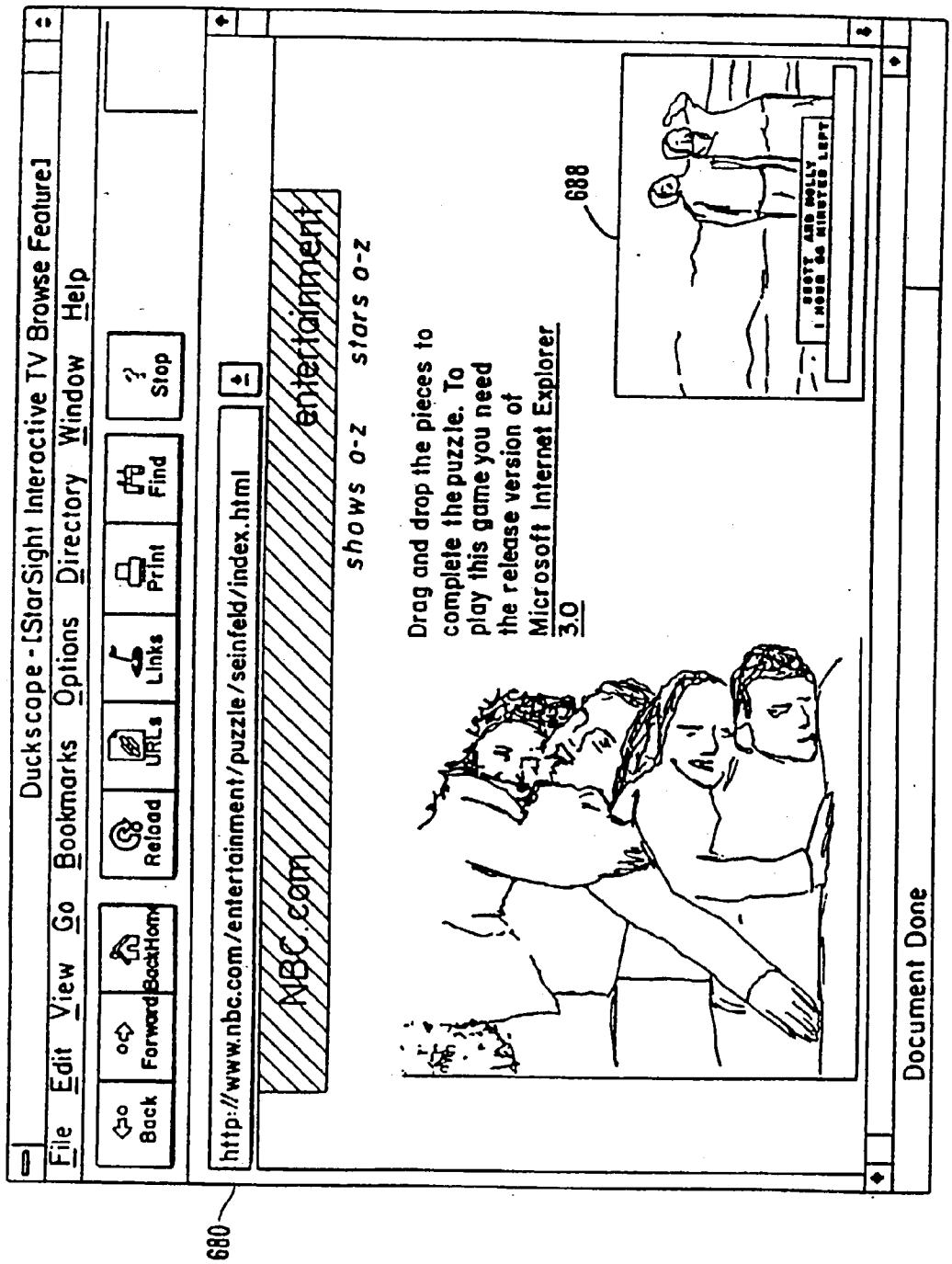

Duckscope - [StarSight Interactive TV Browse Feature]
File Edit View Go Bookmarks Options Directory Window Help
Back
Forward
Home
Reload
URLs
Links
Print
Find
Stop
http://www.nbc.com/entertainment/puzzle/seinfeld/index.html
NBC.com
entertainment
shows a-z stars a-z
Drag and drop the pieces to complete the puzzle. To play this game you need the release version of Microsoft Internet Explorer 3.0
688
680
Document Done

FIG. 6(d)

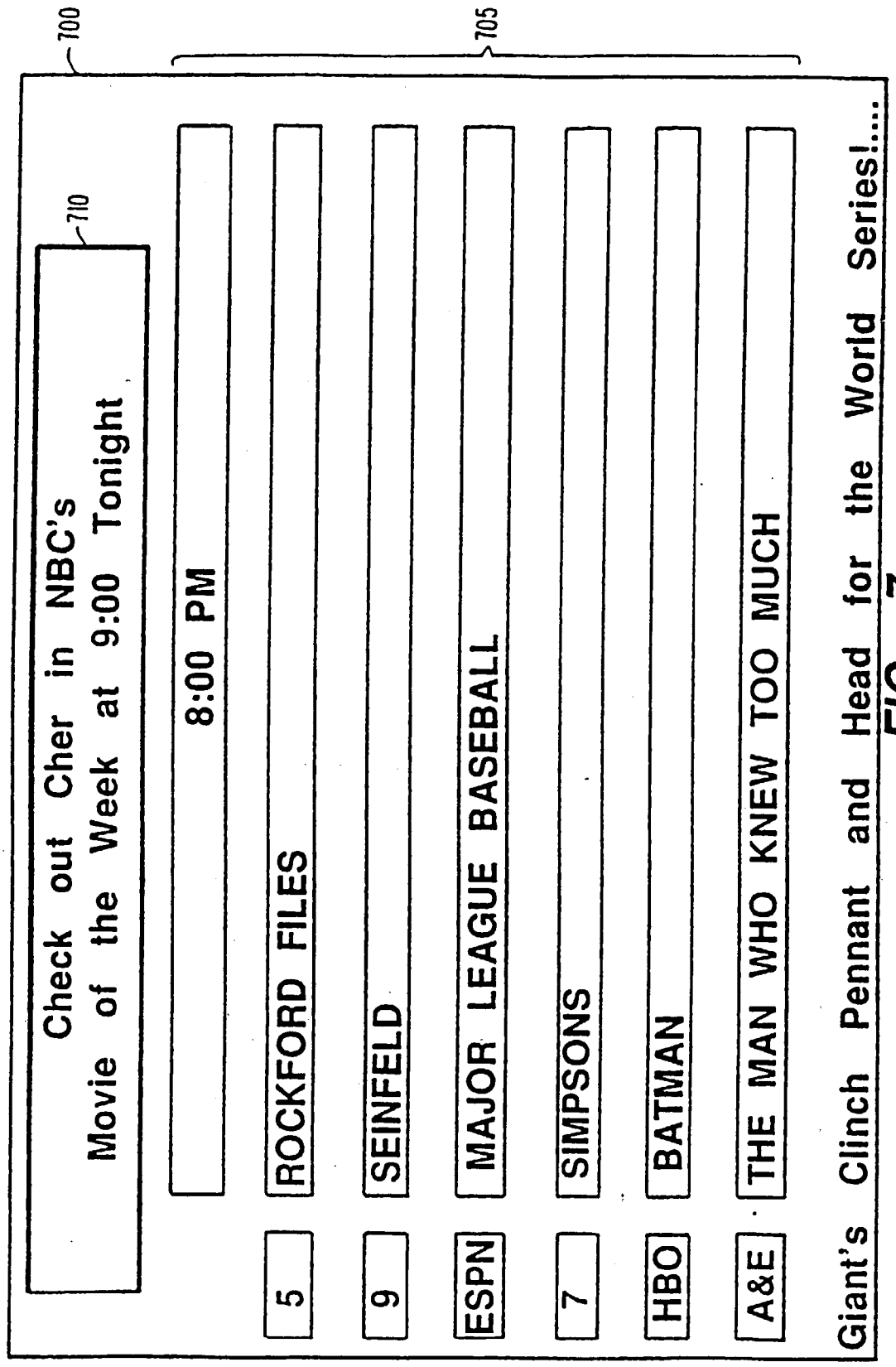

700
705
710
Check out Cher in NBC's Movie of the Week at 9:00 Tonight
8:00 PM
5
ROCKFORD FILES
9
SEINFELD
ESPN
MAJOR LEAGUE BASEBALL
7
SIMPSONS
HBO
BATMAN
A&E
THE MAN WHO KNEW TOO MUCH
Giant's Clinch Pennant and Head for the World Series!....

FIG. 7

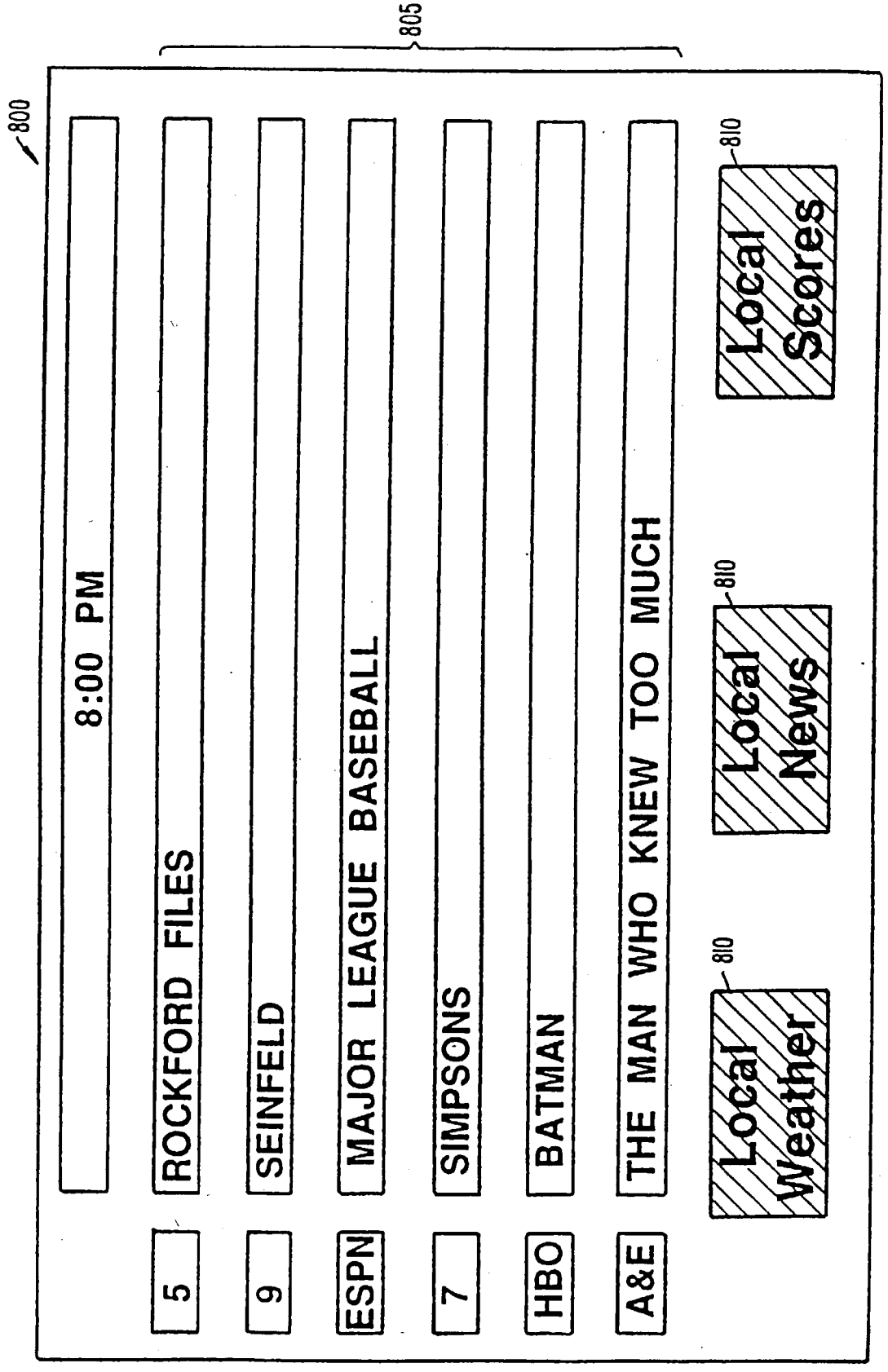

800
805
8:00 PM
5
ROCKFORD FILES
9
SEINFELD
ESPN
MAJOR LEAGUE BASEBALL
7
SIMPSONS
HBO
BATMAN
A&E
THE MAN WHO KNEW TOO MUCH
810
Local Weather
810
Local News
810
Local Scores

FIG. 8

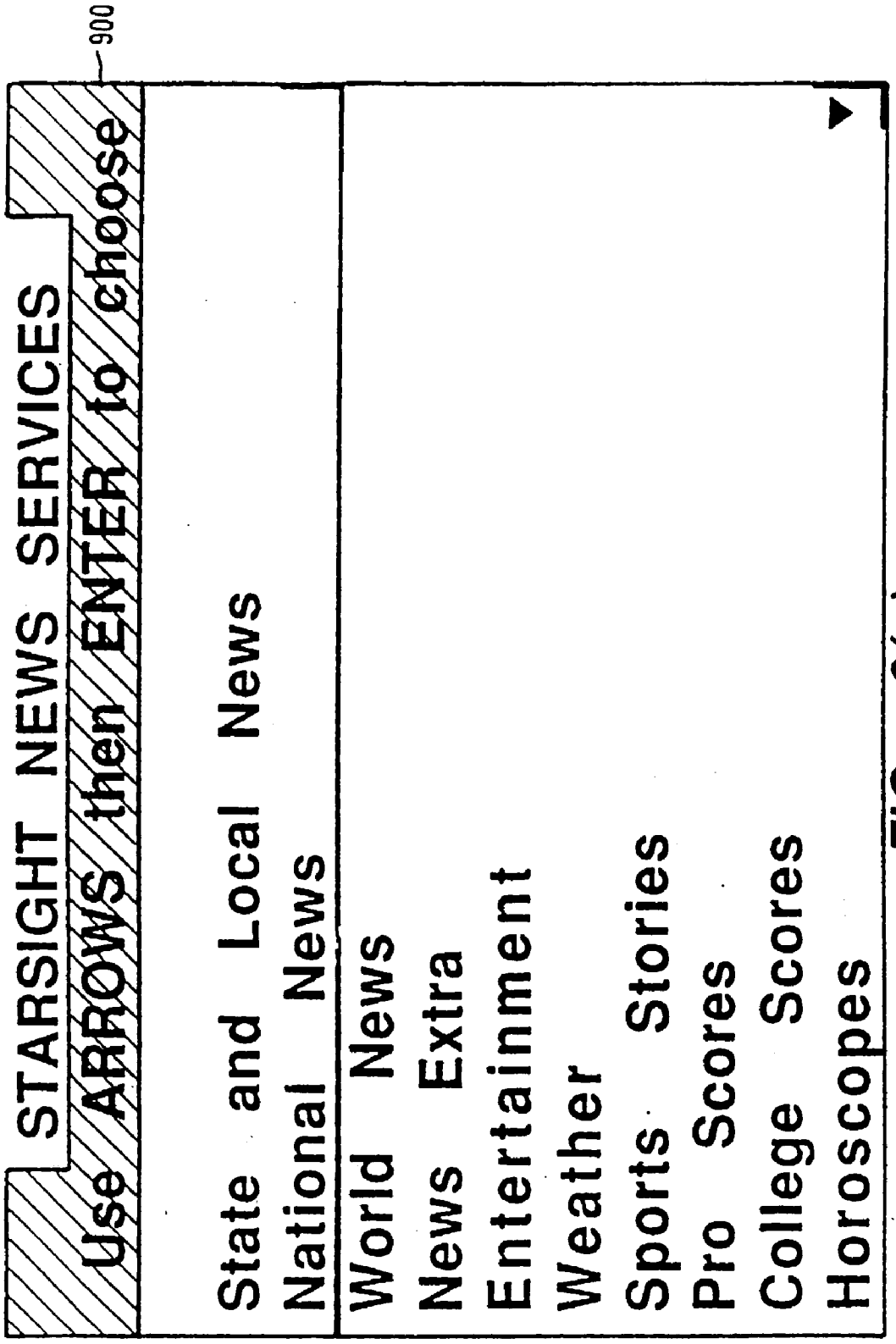

900
STARSIGHT NEWS SERVICES
Use ARROWS then ENTER to choose
State and Local News
National News
World News
News Extra
Entertainment
Weather
Sports Stories
Pro Scores
College Scores
Horoscopes

FIG. 9(a)

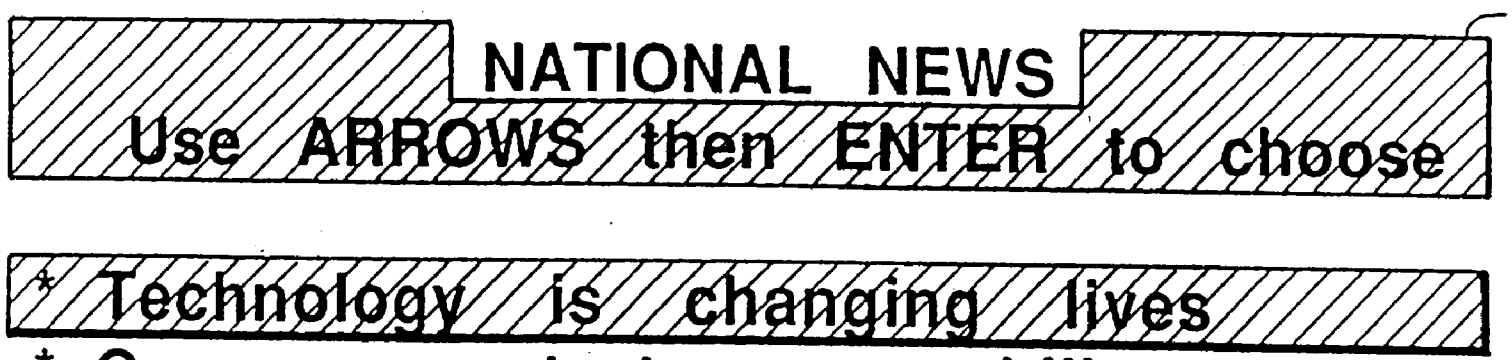

920
NATIONAL NEWS
Use ARROWS then ENTER to choose
* Technology is changing lives
* Congress set to pass bill
* Volunteers team up for kids
* Bad news for some states
* Safety of new cars at issue
* High court ready to judge
* Housing deal may open door
* Vacancies down across nation
* Stuntman falls short
* Space program hits roadblock

FIG. 9(b)

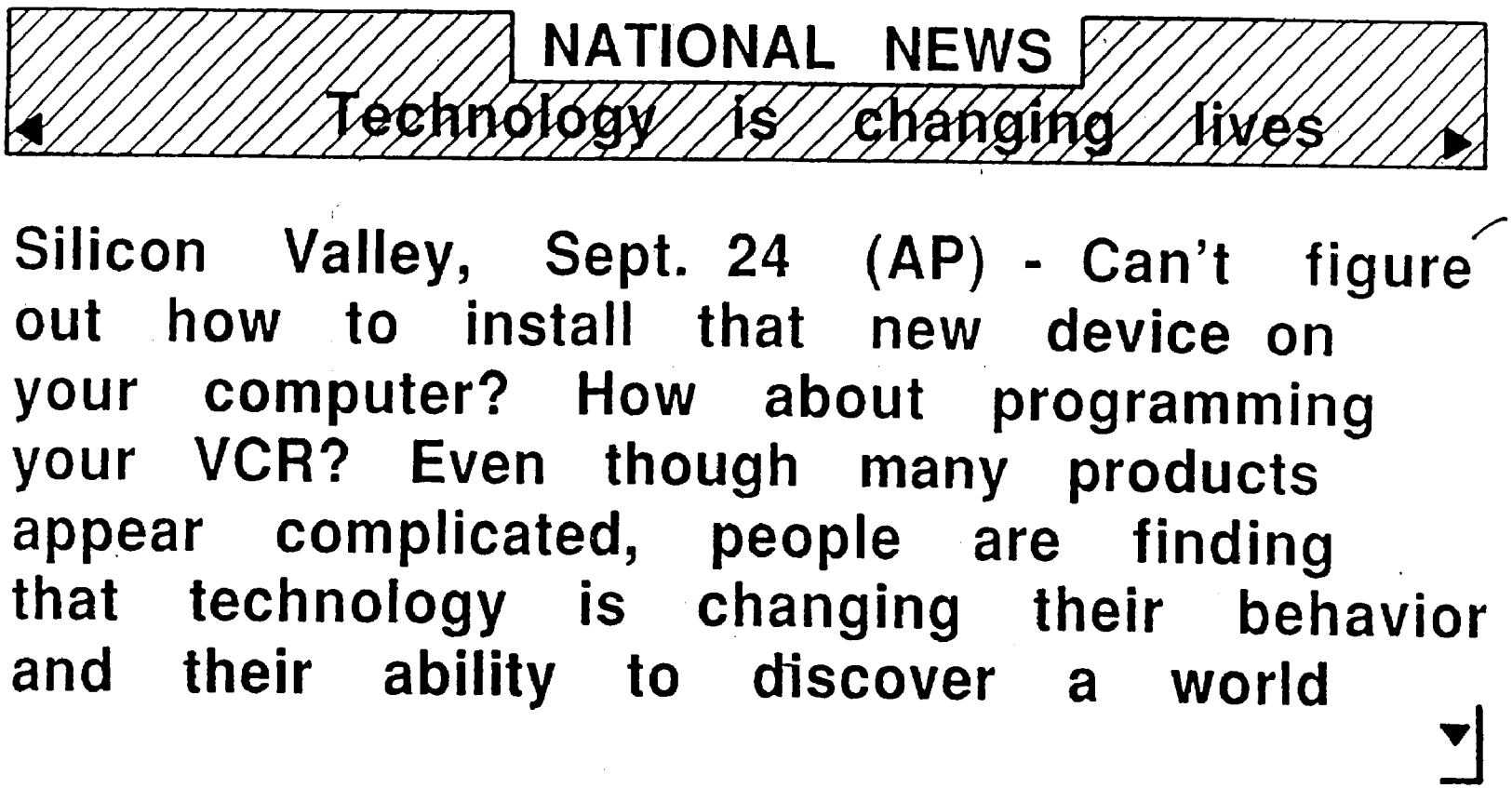

NATIONAL NEWS
Technology is changing lives
940
Silicon Valley, Sept. 24 (AP) - Can't figure out how to install that new device on your computer? How about programming your VCR? Even though many products appear complicated, people are finding that technology is changing their behavior and their ability to discover a world

FIG. 9(c)

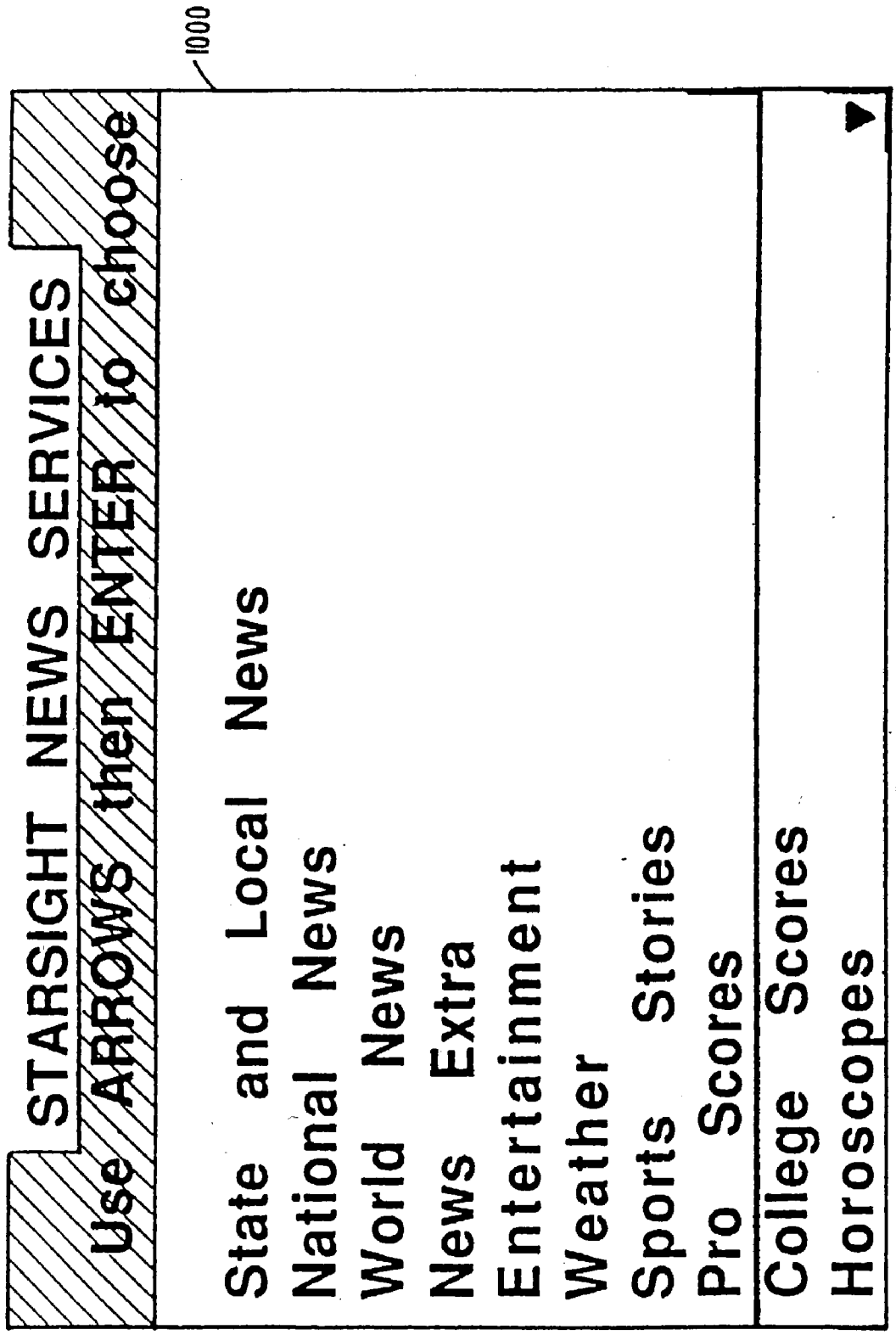

1000
STARSIGHT NEWS SERVICES
Use ARROWS then ENTER to choose
State and Local News
National News
World News
News Extra
Entertainment
Weather
Sports Stories
Pro Scores
College Scores
Horoscopes

FIG. 10(a)

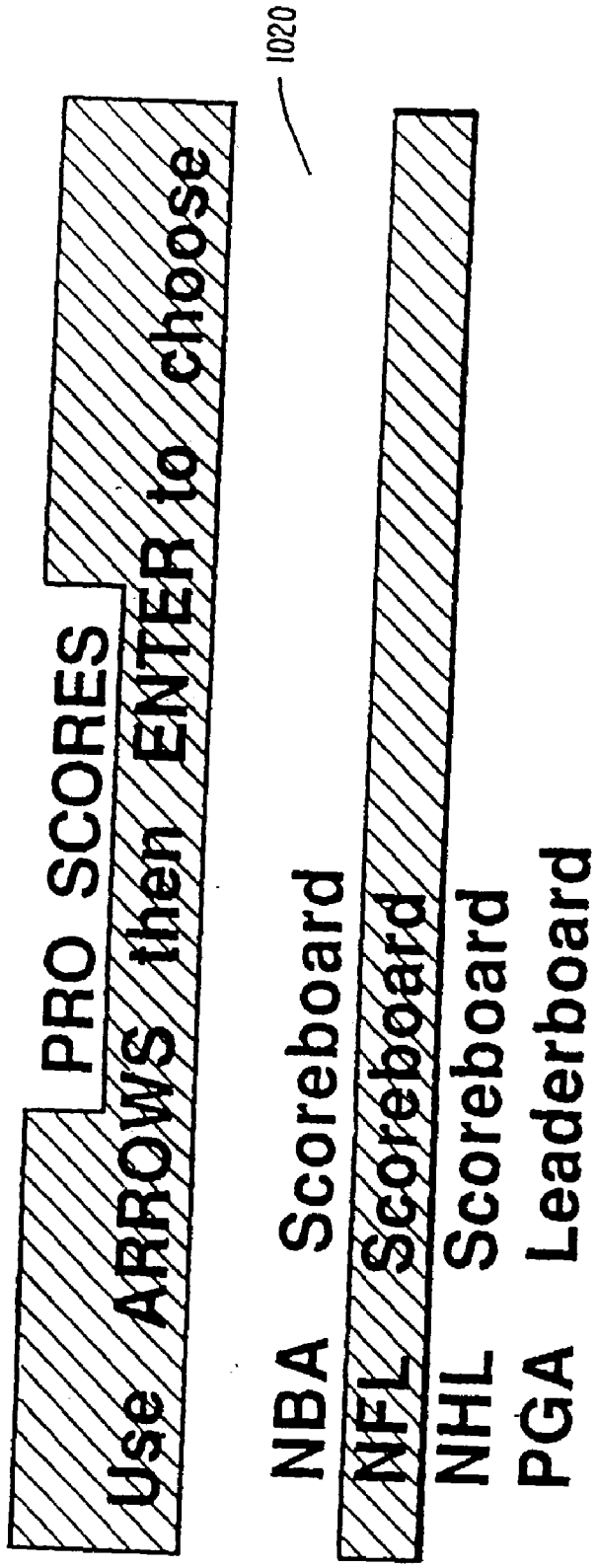

1020
PRO SCORES
Use ARROWS then ENTER to choose
NBA Scoreboard
NFL Scoreboard
NHL Scoreboard
PGA Leaderboard

FIG. 10(b)

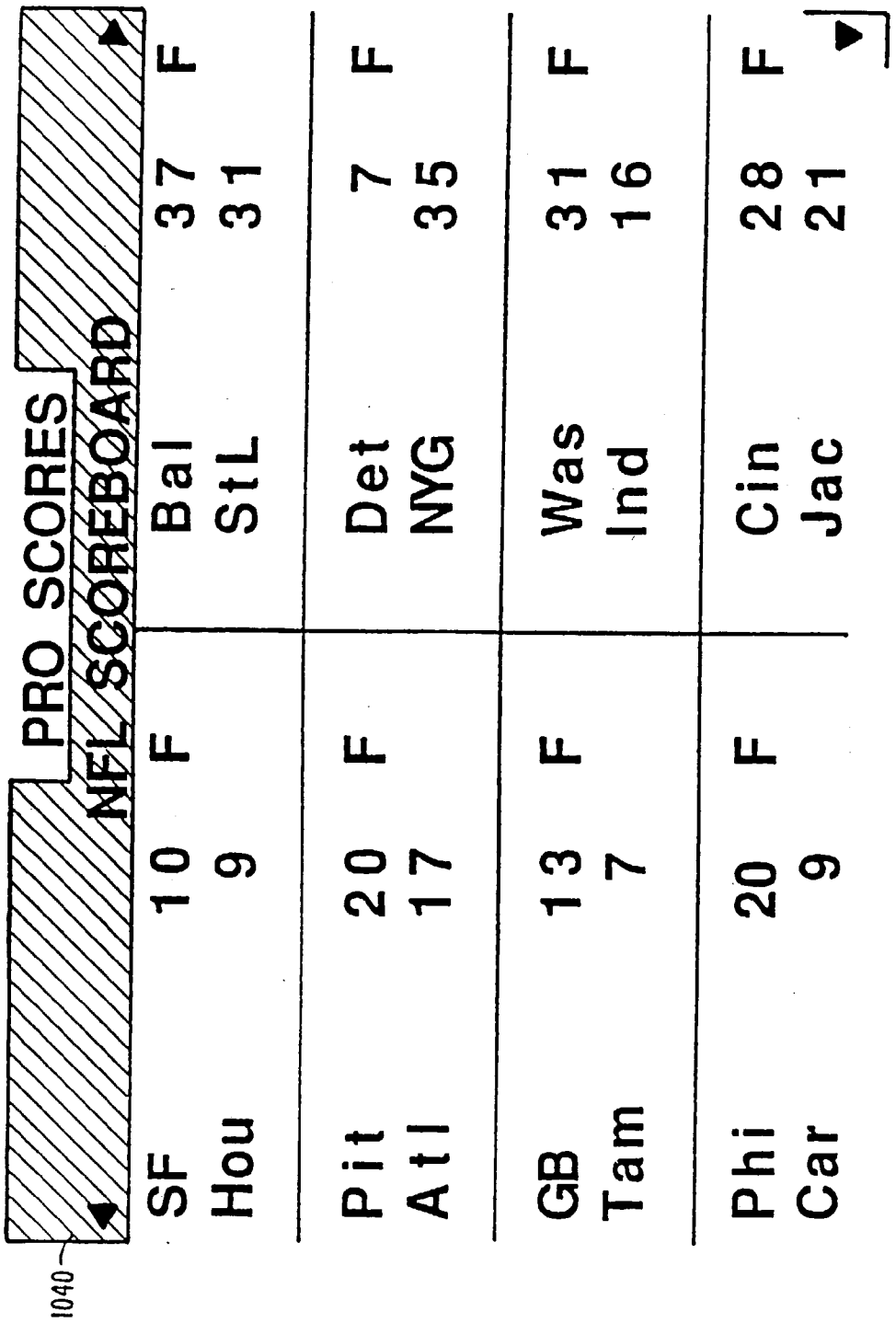

PRO SCORES
NFL SCOREBOARD
1040
SF 10 F
Hou 9
Bal 37 F
StL 31
Pit 20 F
Atl 17
Det 7 F
NYG 35
GB 13 F
Tam 7
Was 31 F
Ind 16
Phi 20 F
Car 9
Cin 28 F
Jac 21

FIG. 10(c)

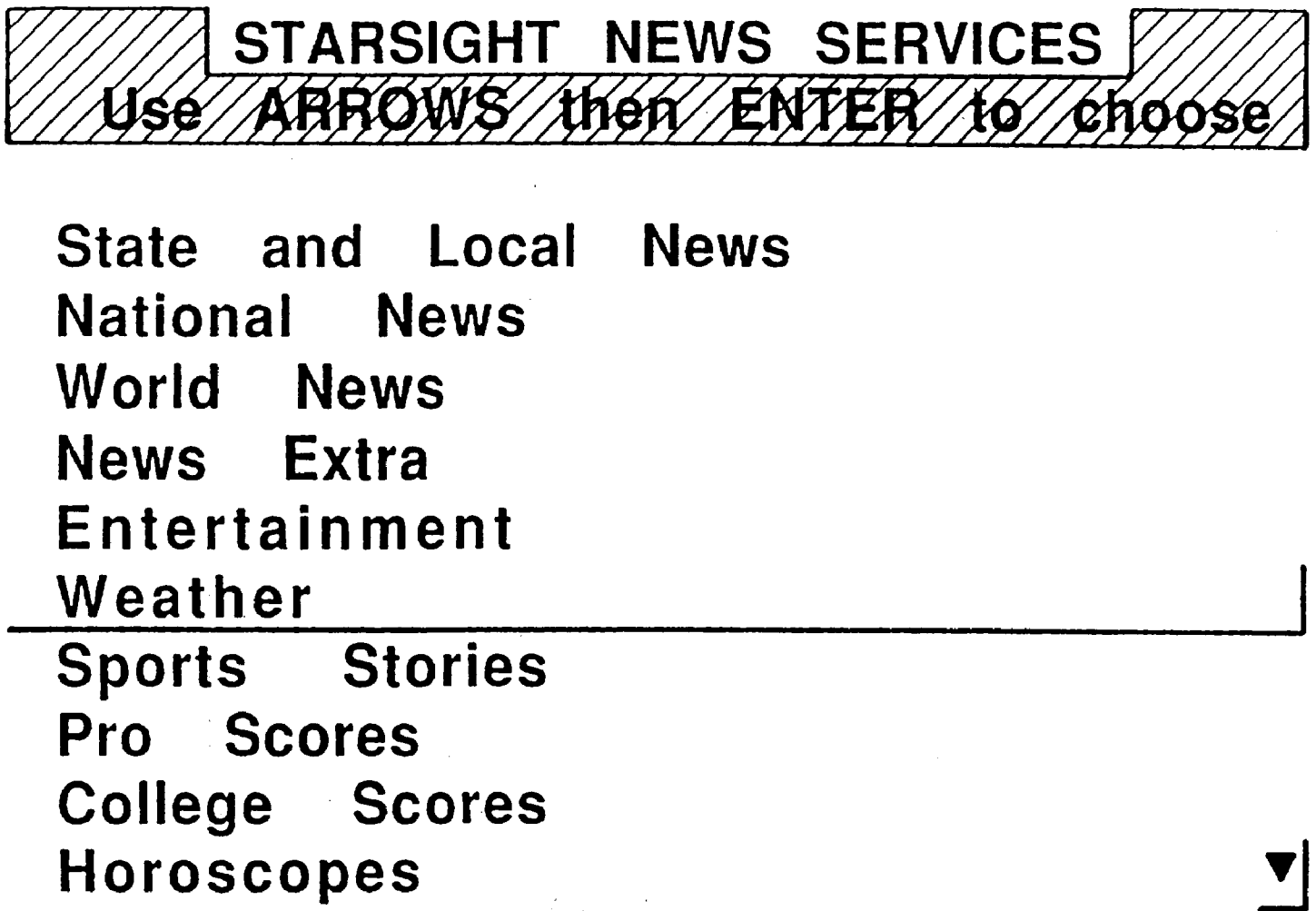

STARSIGHT NEWS SERVICES
Use ARROWS then ENTER to choose
State and Local News
National News
World News
News Extra
Entertainment
Weather
Sports Stories
Pro Scores
College Scores
Horoscopes

FIG. 11(a)

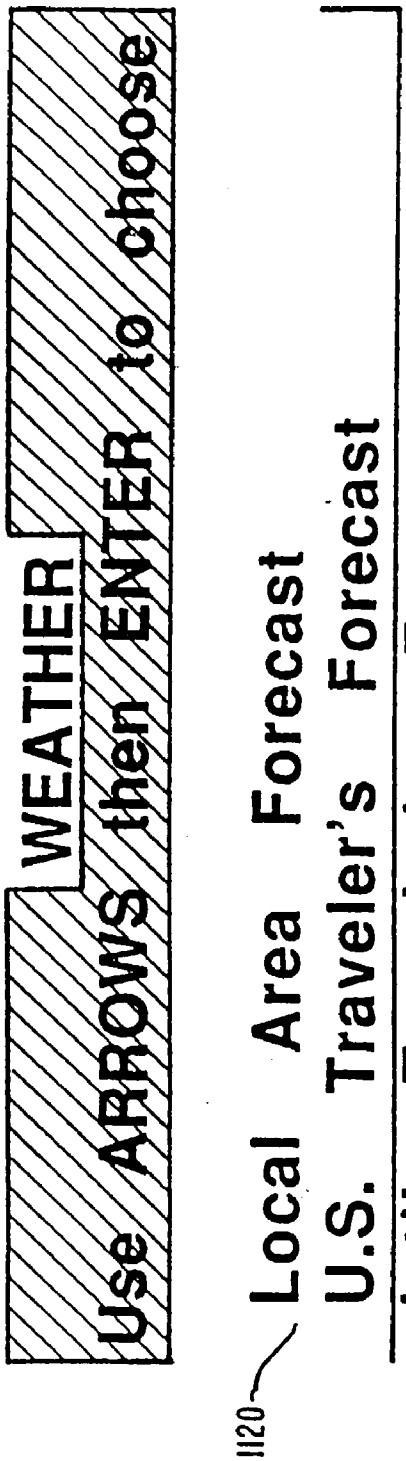

WEATHER
Use ARROWS then ENTER to choose
1120
Local Area Forecast
U.S. Traveler's Forecast
Int'l Traveler's Forecast
Berkeley
Hayward
Monterey
Oakland
Palo Alto
Salinas

FIG. 11(b)

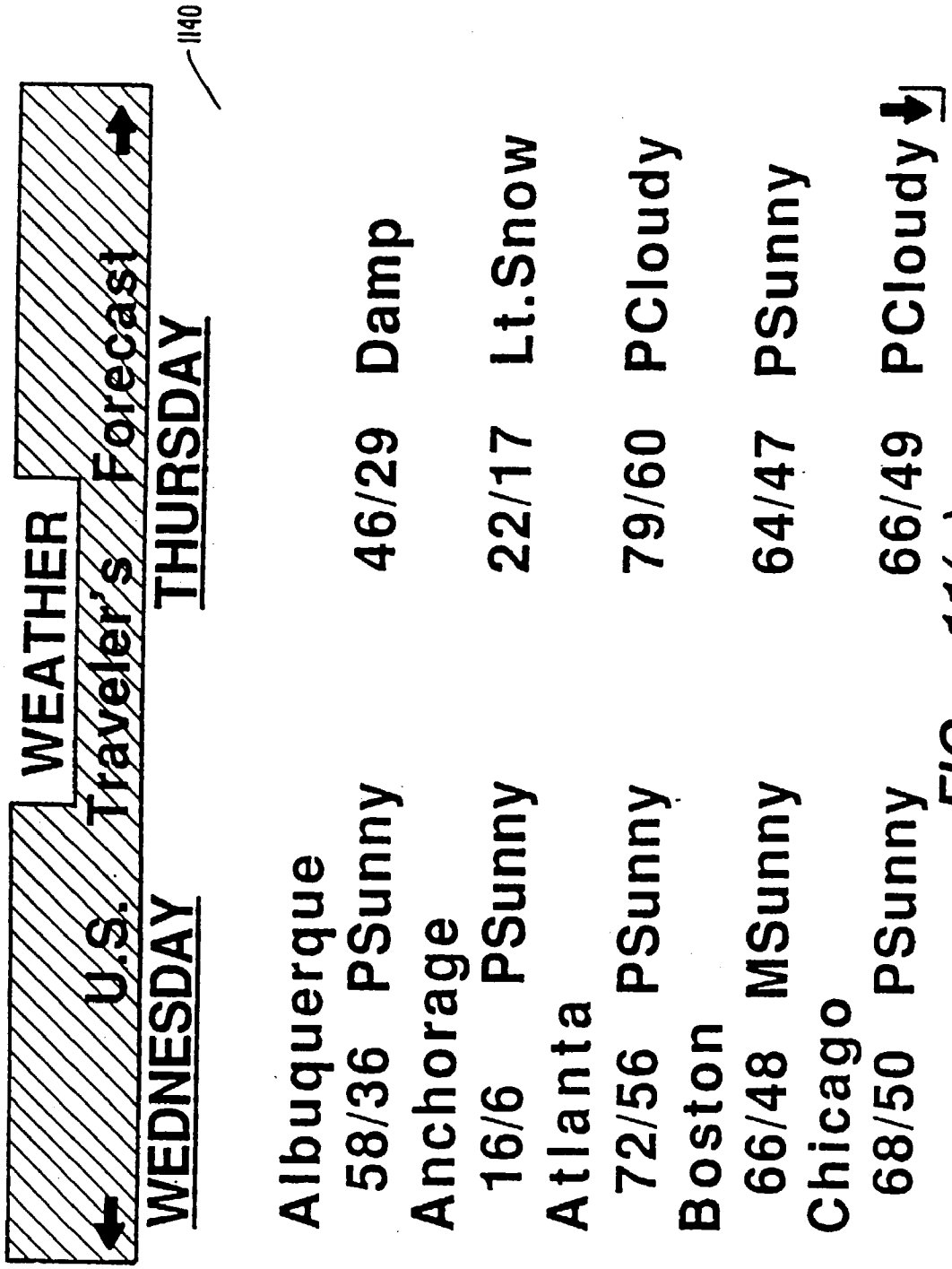

1140
U.S. Traveler's Forecast
WEATHER
WEDNESDAY
THURSDAY
Albuquerque
58/36 PSunny
46/29 Damp
Anchorage
16/6 PSunny
22/17 Lt.Snow
Atlanta
72/56 PSunny
79/60 PCloudy
Boston
66/48 MSunny
64/47 PSunny
Chicago
68/50 PSunny
66/49 PCloudy

FIG. 11(c)

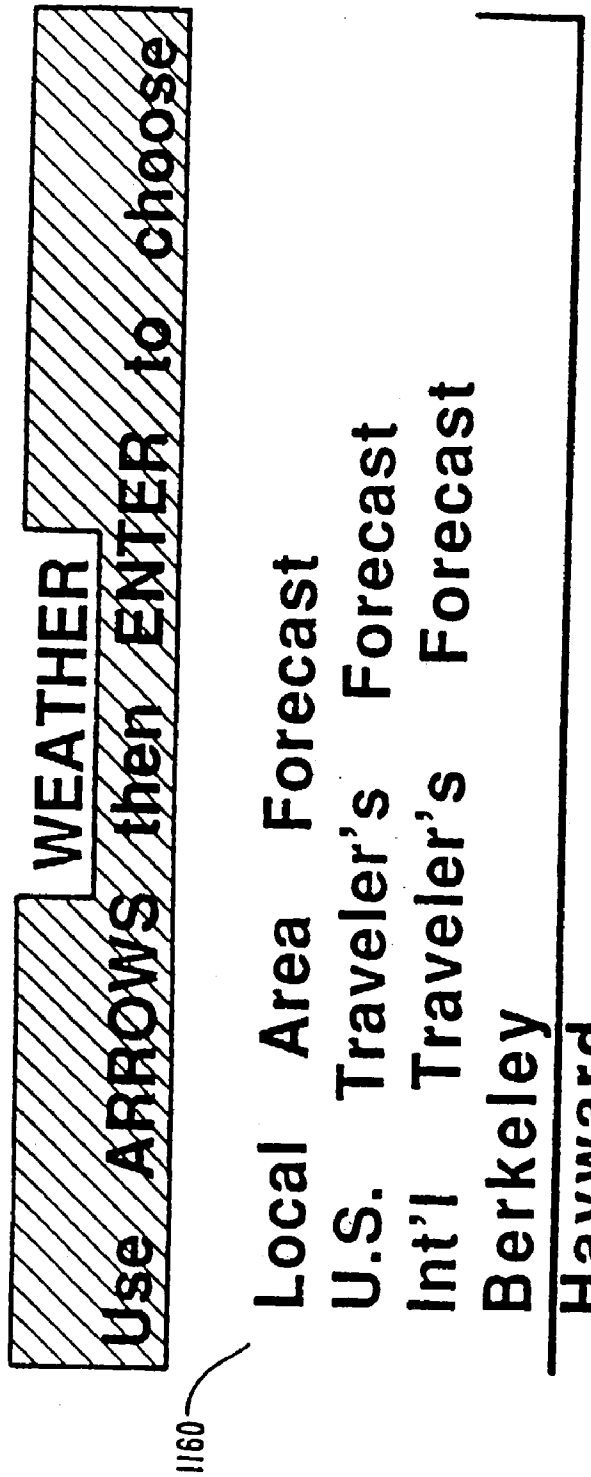

WEATHER
Use ARROWS then ENTER to choose
Local Area Forecast
U.S. Traveler's Forecast
Int'l Traveler's Forecast
Berkeley
Hayward
Monterey
Oakland
Palo Alto
Salinas
1160

FIG. 11(d)

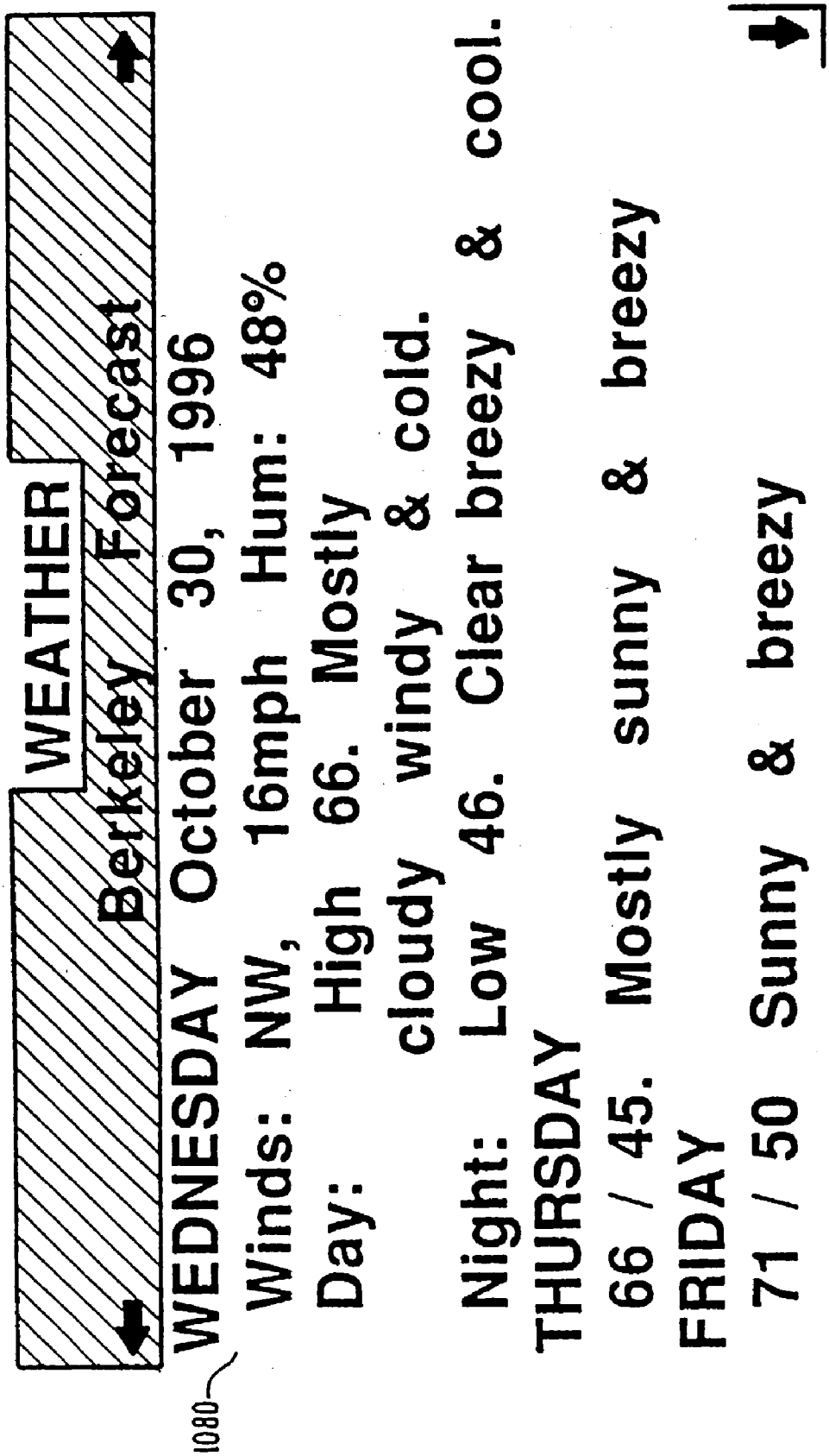

WEATHER
Berkeley Forecast
WEDNESDAY October 30, 1996
Winds: NW, 16mph Hum: 48%
Day: High 66. Mostly
cloudy windy & cold.
Night: Low 46. Clear breezy & cool.
THURSDAY
66 / 45. Mostly sunny & breezy
FRIDAY
71 / 50 Sunny & breezy
1080

FIG. 11(e)

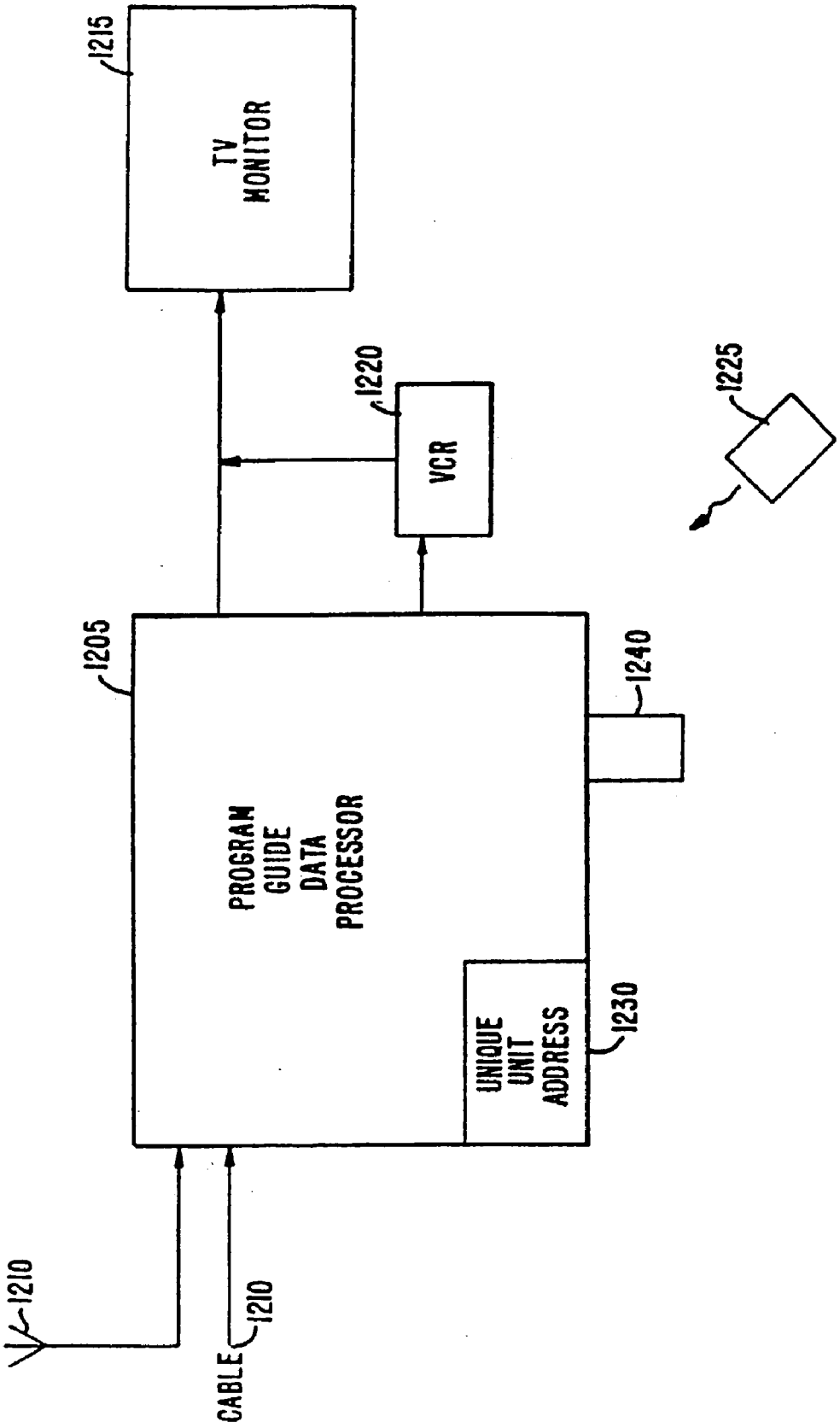

1215
TV MONITOR
1220
VCR
1225
1205
PROGRAM GUIDE DATA PROCESSOR
1240
UNIQUE UNIT ADDRESS
1230
1210
1210
CABLE

FIG. 12.

METHOD AND SYSTEM FOR DISPLAYING BANNER ADVERTISEMENTS IN AN ELECTRONIC PROGRAM GUIDE

CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] This application is a continuation of U.S. patent application Ser. No, 09/352,669, filed Jul. 9, 1999, which is a continuation of U.S. patent application Ser. No. 08/846,801, which has now issued as U.S. Pat. No. 5,940,073, which claimed the benefit of U.S. Provisional Patent Application "ADVERTISING 'HOT ZONE' AND RELATED FEATURES," U.S. Application No. 60/016,871, filed May 3, 1996, having Brian Lee Klosterman as the inventor and assigned to StarSight Telecast, Inc., and U.S. Provisional Patent Application "INFORMATION SYSTEM," U.S. Application No. 60/032,038, filed Nov. 26, 1996, having Brian Lee Klosterman and Steven Schein as the inventors and assigned to StarSight Telecast, Inc. The 60/016,871 and 60/032,038 applications are hereby incorporated by reference in their entirety.

BACKGROUND OF THE INVENTION

[0002] The present invention relates generally to a program schedule guide and, more particularly, to a system and process for allowing a television viewer to access on-screen television program listings and other information services in an easy and convenient way.

[0003] The number of television channels available to a user has grown dramatically within the last decade, primarily due to the availability of cable and direct broadcast satellite systems. As the number of programs of potential interest to the viewer has increased, a variety of electronic program guides have been developed to help the viewer select programs of particular interest. For example, commonly assigned U.S. Pat. Nos. 4,706,121 and 5,353,121 each describes schedule information processing systems which provide the viewer with a convenient way to select programs based on viewer supplied selection criteria.

[0004] Given the hectic lifestyle of today's society, a system which provides other information in addition to television program schedule information would be very convenient for the busy viewer. Examples of information viewers may desire are weather information, financial information, and the like. Hence, an information system such as a guide with regions reserved for such information would provide a valuable service to a user. Furthermore, these regions could be used for advertising or promotional purposes, which may or may not be interactive, thereby enabling more services to be provided without increasing the cost of the guide.

SUMMARY OF THE INVENTION

[0005] The system and method of the present invention provides a program schedule guide with information regions for displaying additional information. Alternatively, the additional information may be provided by a separate information guide, and a user may "hypertune" from the program schedule guide to the information guide, and vice versa. The information to be displayed is received by a peripheral device which can either be a stand-alone device, such as a set-top box or a web-browser box; or integrated into the user's television, VCR, computer, satellite IRD, cable box, and the like. In addition, the information may be displayed on a computer screen, a television screen, or a television monitor screen.

[0006] In a preferred embodiment of the invention, the program guide interactively displays a program schedule guide and the screen contains additional non-interactive information regions which can be used for displaying advertising or promotional messages for products or programs in a static or scrolling manner. The advertising may be for special programming events such as pay-per-view movies, current or upcoming programs, or for merchandise and services or messages to the user. The promotional information may relate to an individual network/broadcaster, or for a selected program, merchandise or services.

[0007] In another preferred embodiment of the invention, both the program guide and the information regions are interactive with the user. The interactive information regions may also display information in a static or scrolling manner, and may contain promotional information regarding a current or up-coming program or product advertising information. In addition, if the information region contains advertising information regarding a product, the user may click on the information region to see a billboard or schedule a recording of an infomercial on the product. The interactive program schedule guide and the information regions may further be combined with various other forms of information. Potential sources of additional information include news, sports, and weather. This additional information may either be available on command by the user, or continuously displayed within an area of the program guide. In another preferred embodiment, the information is displayed in a separate information guide.

[0008] In yet another preferred embodiment, the program guide is non-interactive, however the information regions containing the advertising and promotional information are interactive and may be either static or scrolling. The user may activate icons or menu items in the information regions or click on the region itself to gain access to additional displays of advertising and promotional information. In this embodiment, the user may switch between full screen display of the guide and a partial or reduced size picture-in-picture (PIP) window display of the guide via, for example, an on screen menu with cursor or pointer control. This feature allows a user to see a large scale version of the guide, or to be able to see the guide through a PIP window while also getting a "flavor" for a currently selected show through a partial observation of the show. Preferably in this mode, the audio for the show also continues to be played.

[0009] In preferred embodiments, if an information region is interactive and displays information regarding a program, the user may click on the information region and direct tune to the program if it is currently on. Alternatively, the user may schedule automatic tuning to the program when the program comes on. If the user schedules an "autotune," the system may request confirmation from the user just prior to, or at the time of the scheduled tuning of the program. Alternatively, the system may tune to the program directly. If the program is a pay-per-view program, the system may authorize payment for the program automatically. Preferably, the system will request user confirmation before tuning to or authorizing payment of the program. In addition, the

user may choose to record a current program or record a future program. To do this, the user would highlight the program desired on the information region, then choose the record option, and the system would record a current program or asks if it should schedule recording of a future program.

[0010] In another preferred embodiment, the advertising or promotional information may appear only during times when the user is more likely to actually be watching the program schedule guide. The guide may further contain commercial icons that allow a user to get more information about the product or service advertised. In addition, the information displayed may change as the user moves the cursor from cell to cell in the program guide. Alternatively, the information displayed in the information regions may change after the passage of a predetermined number of seconds, regardless of user activity. Additional information regions may be displayed while the user confirms that he/she desires to autotune to an upcoming program. These information regions may contain advertising for products, programs, or services and may be displayed until the user makes his/her confirmation.

[0011] A further understanding of the nature and advantages of the present invention may be realized by reference to the remaining portions of the specification and the drawings.

BRIEF DESCRIPTION OF THE DRAWINGS

[0012] **FIG. 1** illustrates a preferred embodiment of a system on which a program schedule guide according to the present invention may be displayed;

[0013] **FIG. 2**(*a*) is an illustration of a program schedule guide screen according to the present invention with program information, information icons, and information regions;

[0014] **FIG. 2**(*b*) is an illustration of a promotional message screen shown to the user when the user selects the information region of **FIG. 2**(*a*);

[0015] **FIG. 3**(*a*) is an illustration of a program schedule guide screen according to the present invention with program information, and information regions;

[0016] **FIG. 3**(*b*) is an illustration of a promotional message screen shown to the user when the user selects the information region of **FIG. 3**(*a*);

[0017] **FIG. 4**(*a*) is an illustration of an alternate embodiment of the program schedule guide screen according to the present invention with program information and an information region;

[0018] **FIG. 4**(*b*) is an illustration of a promotional message screen shown to the user when the user selects the information region of **FIG. 4**(*a*);

[0019] **FIG. 5**(*a*) is an illustration of an alternate embodiment of the program schedule guide screen according to the present invention with program information and an information region;

[0020] **FIG. 5**(*b*) is an illustration of a promotional message screen shown to the user when the user selects the information region of **FIG. 5**(*a*);

[0021] **FIG. 6**(*a*) is an illustration of an alternate embodiment of the program schedule guide screen according to the present invention with program information and an information region;

[0022] **FIG. 6**(*b*) is an illustration of an alternate embodiment of the program schedule guide screen which includes virtual channels;

[0023] **FIG. 6**(*c*) is an illustration of a submenu screen shown to the user when the user selects the information region of **FIG. 6**(*a*) or the virtual channel of **FIG. 6**(*b*);

[0024] **FIG. 6**(*d*) is an illustration of a data page shown to the user when the user selects one of the options shown in the submenu screen of **FIG. 6**(*c*);

[0025] **FIG. 7** is an illustration of an alternate embodiment of the program schedule guide which includes information regions;

[0026] **FIG. 8** is an illustration of an alternate embodiment of the program schedule guide screen which includes information icons;

[0027] **FIG. 9**(*a*) is an illustration of an embodiment of the information guide;

[0028] **FIG. 9**(*b*) is an illustration of a submenu of the information guide with news highlighted;

[0029] **FIG. 9**(*c*) is an illustration of a news information screen;

[0030] **FIG. 10**(*a*) is an illustration of an alternate embodiment of a submenu of the information guide with sports highlighted;

[0031] **FIG. 10**(*b*) is an illustration of a sports submenu;

[0032] **FIG. 10**(*c*) is an illustration of a sports information screen;

[0033] **FIG. 11**(*a*) is an illustration of an alternate embodiment of the information screen with weather highlighted;

[0034] **FIG. 11**(*b*) is an illustration of a weather submenu;

[0035] **FIG. 11**(*c*) is an illustration of a weather information screen;

[0036] **FIG. 11**(*d*) is an illustration of an alternate embodiment of the weather submenu;

[0037] **FIG. 11**(*e*) is an illustration of an alternate embodiment of a weather and information screen; and

[0038] **FIG. 12** illustrates the hardware elements of a preferred embodiment of the invention.

DESCRIPTION OF THE PREFERRED EMBODIMENT

[0039] The present invention provides a schedule system which contains information regions for displaying other than television program schedule information. **FIG. 1** illustrates a preferred embodiment of television/computer system **100** that displays a program schedule guide according to the present invention. As shown, system **100** includes a distribution center **110** and multiple receiving locations. Distribution center **110** compiles data for a data-stream. In a preferred embodiment, this data-stream is broadcast to receiving locations **116**, **118**, **120**, and **122**; and peripheral

devices that are located within the receiving locations receive the data-stream. Several methods are available for broadcasting the data-stream from distribution center **110** to receiving locations **116-122**. For example, satellite **115** may broadcast this data-stream within the vertical blanking interval (VBI) of a television channel (e.g., PBS) or a dedicated channel to receiving locations **116**, **118**, **120**, and **122**. Alternatively, the data may also be broadcast out of band, i.e., using non channel specific mechanisms. In another preferred embodiment, the data-stream is provided to receiving locations **116**, **118**, **120**, and **122** via transmission system **113**. Transmission system **113** may be, for example, optical fiber, coax cable, telephone line, over the air television broadcast, or the like.

[**0040**] In yet another embodiment, the peripheral devices receive the data-stream from, for example, a local service provider **140**. Service provider **140** receives the data-stream from distribution center **110** via line **117**, and broadcasts the data-stream to the receiving peripheral devices via satellite **115** (or another satellite), or via lines **119** and **113**. The receiving peripheral devices may be televisions **130**, televisions **134**, VCRs **132**, VCRs **136**, and/or cable, satellite IRD, web-browser or set-top boxes **138**. In still further embodiments, PCTVs or personal computers may be utilized, or the data-stream may be provided to a personal computer for use with the computer and/or one or more of the above devices. Hence, the system is not dependent on hardware platforms, rather it may be a software application that may be downloaded to different systems.

[**0041**] In a preferred embodiment, information in the data-stream includes television schedule information, advertising information, news information, weather information, financial information, internet address linking information, and the like. The information in the data-stream may further include messages from the system operator to a specific user or to subscribers of the system in general. Software applications, which may be downloaded from the distribution center or located within the peripheral devices, utilize the schedule information provided in the data-stream to generate a schedule guide. The news, weather, financial, and other information may be included in the schedule guide, or a separate information guide may be generated. Advertising information and messages from the system operator to a user are included on the schedule guide, and may be included on the information guide as well. In yet another preferred embodiment, data in the front and back end of the data-stream may be compressed to send a tickler instead of a regular full screen video display. The tickler would be a PIP window, and because the window size is small, the quality of the picture is sufficient even though it is generated from compressed data.

[**0042**] If the software applications are located within the peripheral devices, they may be stored on a computer-readable storage medium such as a RAM, disk, or other storage device. Where applicable, the computer-readable storage medium may also be a ROM. If the schedule guide is in a grid format, for example, the available channels may be listed on the "y" axis and various times may be listed on the "x" axis. For more information on how the schedule system displays information, see U.S. Pat. No. B1 4,706,121, U.S. Pat. No. 5,479,266, and U.S. Pat. No. 5,479,268. These patents, like the present patent application, are assigned to StarSight Telecast, Inc., and are hereby incorporated by reference in their entirety for all purposes.

[**0043**] In another preferred embodiment, satellite **115** has processing capability. Hence, in addition to distribution center **110**, satellite **115** may also compile data for the data-stream. This embodiment is very advantageous as it ensures continued and reliable data transmission in situations where satellite **115** may not be able to receive data from distribution center **110**. An example of such situations is during periods of atmospheric or terrestrial interferences, which occur when satellite **115** is in-line with distribution center **110** and the Sun. The Sun, having immense energy, emits a lot of noise thereby interfering with data transmission from distribution center **110** to satellite **115**. With its own data processor, satellite **115** may continue to transmit data, hence, ensuring continued and reliable data transfer to the receiving locations. This embodiment also ensures continued and reliable data transmission when distribution center **110** is out of service.

[**0044**] **FIG. 2** is an illustration of a program schedule guide screen according to the present invention. As illustrated, program guide screen **200** has program information, information regions for offering product and program information, and information icons for offering information such as sports, news and the like. **FIG. 2** shows only two information regions, **220** and **250**, although guide screen **200** may have multiple information regions. As shown in **FIG. 2**, cell **220** shows a promotion for NBC's program featuring Travolta. Program guide screen **200** also contains an advertisement space **250**. This space can be used to provide additional advertising opportunities, an example is advertisements for a system operator. Preferably the space is used for short advertisements that change periodically, for example, on three minute intervals. An example of a suitable advertisement is "Enjoy Coke!". Here cell **250** shows an advertisement from RCA. In another embodiment the information displayed in the information regions may change as the user moves from cell to cell in the program guide. Alternatively, the information may change automatically after the passage of a predetermined number of seconds, regardless of user activity. In addition or as an alternative, there may be commercial icons to allow the user to get more information about the product or service advertised.

[**0045**] Information regions **220** and **250** may be color coded or otherwise visually distinguished. They may also be placed at strategic positions within the guide to better catch the user's attention. As described, when an information region contains program information, such as cell **220**, the user may move the cursor to the region (or the cursor may point to the region by default) and tune to the program if it is currently on. If the program is not currently on, the user may schedule an autotune to the program when the program airs. The user may further record a current program or schedule a recording of a future program. When an information region contains product information, such as cell **250**, the user may click on the information region to tune to an infomercial on the product. Alternatively, the user may schedule an autotune to the infomercial at a later time period, or schedule a recording of the infomercial on the product. In a two way system, which has a back-channel for transmitting information or requests from the user, the user may also order a product by clicking on an information

region and providing the necessary customer information for transmission to a supplier of the product, or to the system operator (service provider).

[0046] Portion **240** of guide screen **200** contains cells **245**. Each cell **245** indicates the channel number corresponding to the program guide cell **255** lying immediately adjacent to it in the program guide. Instead of, or in combination with the channel number, cells **245** may contain the program service name. For example, a cell **245** may contain the channel number **32**, the service name PBS, or both.

[0047] The system operator may charge television program providers an additional fee, per time slot, for promoting and featuring programs in the information regions. In this manner, the system operator may provide the guide to a user at a reduced price while providing more information. A number of different display arrangements can be used to draw the user's attention to such "special" programs. For example, the program may be listed first in the program guide, shown in a different typeface, presented in a different color, given additional space for a program description, or have some other form of graphic enhancement, including animation.

[0048] **FIG. 2**(*b*) is an illustration of a promotional message screen **260**. Screen **260** is shown to the user when information region **220** is interactive, and the user clicks on information region **220**. Promotional screen **260** may also contain an icon to allow immediate tuning to the program described by the promotional message. In addition, promotional screen **260** may contain another icon that returns the user to guide **200**. Since the system operator may charge a fee for displaying such promotional information, some or all of a message portion **275** may also be used as an additional revenue source.

[0049] In **FIG. 2**(*b*), portion **275** contains the promotion: "Amid the flash of 70's Disco, an aspiring young dancer . . . ." This promotional material, which in this example would typically be provided by NBC, provides the user with several benefits. First, it allows a program to be promoted which is not currently represented in the program schedule guide. Second, portion **275** may be used to provide further information about a specific program, such as the starring actors or a brief description of the program content, thus possibly gaining a larger viewing audience or market share. Third, by promoting a program through prominent featuring of the program in the program guide, the broadcaster may be able to prevent potential viewers from becoming engrossed in a program which is to continue after the start time of the promoted program.

[0050] Portion **280** of screen **260** is used to indicate the sponsor of the promotional message shown in portion **275**. The sponsor indication can be by broadcaster call letters, channel number, broadcaster name, or broadcaster insignia (e.g., the NBC peacock). It is also possible to eliminate portion **280**, thereby enlarging portion **275**. Additional information may therefore be displayed in portion **275**. Since portion **280** of screen **260** displays information regarding a program, the user may click on the information region and direct tune to the program if it is currently on. Alternatively, the user may schedule automatic tuning to the program when the program comes on. If the user schedules an autotune, the system may request confirmation from the user before tuning to the program, or the system may tune to the program directly. Preferably, the system will request user confirmation before tuning to the program. If user confirmation is requested, additional information regions/may be displayed until the user makes his confirmation. These information regions may include advertising for products or services.

[0051] If the promoted program is a pay-per-view program, the system may authorize payment for the program automatically. Preferably, the system will request user confirmation before authorizing payment of the program. The user may further choose to record the promoted program, whether it is a current program, a future program, or a pay-per-view program. If the user requests recording of a pay-per-view program, the system may ask for confirmation before authorizing payment for the program. If the user requests recording of a future program, the system may also request user confirmation. Additional information regions may also be displayed while the user confirms his/her recording request.

[0052] If an information region displays advertising or promotional material, the user may activate an icon, click on the region, or select a menu item to view additional information about the product or service advertised. From these additional information displays, the user may learn more about the product or service, order the product or service, or find out where the product or service may be obtained. The additional displays would of course allow the user to return to the previous displays after the user has seen the desired information displays.

[0053] The invention may also allow the user to switch between full screen display and a PIP window display of the guide via, for example, an on screen menu with cursor control. This feature would allow a user to see a large scale version of the guide, or to be able to see the guide while also getting a "flavor" for a currently selected show through only partial observation of the show. Preferably in this mode, the audio for the show also continues to be played.

[0054] **FIG. 3**(*a*) is an illustration of a program schedule guide screen **300** with program information **320** and interactive information regions **330** and **340**. As can be seen, guide screen **300** does not contain information icons. Hence, more schedule information may be shown on the screen, thereby allowing the user to access more schedule information per screen. Information region **320**, like information region **220**, promotes a program. In addition, it provides a brief description of the program content, thereby allowing information other than program description to be shown on promotional message screen **350** (**FIG. 3**(*b*)). As shown by **FIG. 3**(*b*), message screen **350** contains contest information, however, other information related to the program may also be shown on screen **350**.

[0055] **FIG. 4**(*a*) is an illustration of a program schedule guide screen **400**. As shown, the user may move a cursor across region **410** to move between the different days of the week. In **FIG. 4**(*a*), the user has selected Wednesday. Hence, the schedule information displayed is for Wednesday, and the time shown is the current time. The system knows what time the user is watching television, and automatically adjusts the cursor to be located on default on a cell that corresponds to the current time.

[0056] As shown, guide screen **400** has one information region **420**, which is promoting a program that may be on

shortly or is currently on. Information region **420** is interactive. Hence, if the user clicks on region **420**, the user may see message screen **450** (**FIG. 4**(*a*)), which displays a description of the program content. In addition, message screen **450** may also display promotional materials about an upcoming program. This way, the system operator may indirectly promote multiple programs on region **420**. If the program is currently on, the user may click on icon **460** to tune to the program. If the program will come on shortly, the user will be tuned to the channel that corresponds to the program. Alternatively, the user may click on icon **470** to start recording the program if the program is on. On occasions where the program will come on shortly, the system will start recording the program when the program comes on.

[**0057**] **FIG. 5**(*a*) is an illustration of a program schedule guide screen **500**. As shown, guide screen **500** has one information region **520**, which is interactive. Information region **520** is promoting a program that will air in the future. In this case, if the user clicks on region **520**, the user may see message screen **550** (**FIG. 5**(*b*)), which also displays a description of the program content. In another embodiment, message screen **500** may also contain an icon, which the user may click on to view a short video preview. This preview may be shown in a PIP window, and the preview video data may be transmitted in a compressed format. As mentioned, the size of the window allows a decent video display to be generated from compressed data. Message screen **550** also displays promotional materials about an upcoming program. However, because the program will not air until a later date, message screen **550** has icon **560**, which when clicked on by the user, will allow the user to schedule an autotune to the program when the program comes on. Once the user has scheduled an autotune, the system will automatically tune to the program when the program airs. Preferably, user confirmation is requested before the system tunes to the program. Alternatively, the user may click on icon **570** to schedule a recording of the program. The system will automatically start recording the program when the program comes on.

[**0058**] In another embodiment, the system may automatically tune a user to a promoted program when the program comes on. This may happen whether or not the user has scheduled an autotune to the program. Preferably, the system will ask the user whether the user wishes to tune to the program before automatically tuning to the program.

[**0059**] The interactive and non-interactive information screens may both be used for displaying scrolling messages or static messages. As discussed, these information screens may be used to promote programs as well as products. In addition, the information screens may also be used to send messages to specific users, for example, alerting a user that his/her bill is overdue. This is because each guide system has a unique unit address. Hence, the system operator is able to send messages to specific users by sending the messages to the respective unit addresses. Of course, the information screens may be used to send system wide messages to all users. For example, the information screens may be used to send alerts to all users, for example, of an impending disaster. The information screens may further be used to send messages to a specific group of users. For example, the system could send a message to all Magnavox television owners by checking for Magnavox television codes as this information is entered into the system when the user first sets up the system. To ensure that messages to the users are read by the users, such messages will have a bit attached to them that keeps them in the information screen until the user indicates that he/she has seen the message. The user may indicate that he/she has seen the message by pushing a button on a user input device or by clicking on an icon on the guide to clear the message. This way, even though the message may be placed by the system operator in the morning, the user may still see the message when the user watches television at Prime Time. After the message is cleared, the system will place advertisements or promotions appropriate for the time when the message is cleared in the information screen.

[**0060**] **FIG. 6**(*a*) is an illustration of a program schedule guide screen **600**. As shown, guide screen **600** has an interactive information region **620**, which promotes a website connected with a program. In an alternate embodiment (**FIG. 6**(*b*)), guide screen **600** may include a virtual channel **640**. A virtual channel is a channel that does not tune to television programs; instead, the channel may launch an application, connect to an internet site, connect to an information guide, and the like. In the example as shown in **FIG. 6**(*b*), virtual channel **640** contains an internet address—also called a Uniform Resource Locator (URL); hence it connects to an internet site. As shown in **FIG. 6**(*b*), region **620** may be used to display promotional materials in this alternate embodiment. If a user selects virtual channel **640** of **FIG. 6**(*b*), or information region **620** of **FIG. 6**(*a*), the user may see submenu screen **650** of **FIG. 6**(*c*).

[**0061**] As shown in **FIG. 6**(*c*), the user may choose to connect to the Seinfeld web page, the NBC web page that promotes the Seinfeld show, or the Comedy Network web page by clicking on one of the three website icons **660**, **665**, and **669**, respectively. The system will launch a web-browser when the user selects an information region that promotes a website, or tunes to a virtual channel containing a URL. After the user has made his/her selection, the system will insert the URL corresponding to the selected website into the web-browser, which will begin to access the web and search for the website selected by the user to connect the user to the website data page. Hence, if the user selects one of the website icons, the system will connect the user to the website that corresponds to the icon. **FIG. 6**(*d*) is an illustration of a web page **680** shown to the user when the user chooses to connect to the NBC web page. As shown, after the user is connected to the page, the user may participate in promotions on the page just as if the user had connected to the page directly through a web-browser.

[**0062**] **FIG. 6**(*d*) further shows window **688**, which shows the television program that the user was viewing before the user selected virtual channel **640** from program guide screen **600** of **FIG. 6**(*b*), or clicked on information region **620** of **FIG. 6**(*a*). The user may resume watching the television program by clicking on window **688**. This is referred to as "hypertuning," and the system will return the user to the program the user was viewing. While the user is viewing the program, the system preferably displays a network icon that the user may click on to hypertune to the web page. Alternatively, the system may display the page in a picture-in-picture window such as window **688** while the viewer is viewing a program. The user may click on the picture-in-picture web page to hypertune to the page.

[0063] In another preferred embodiment, after the user has selected either icon **660**, **665**, or **669** of **FIG. 6**(*c*), the user may tune to the program the viewer was watching before accessing the guide. The system will display a "searching" symbol while launching a web-browser and searching for the website that the user has requested. After the system has connected to the website, the system will notify the user that the search is complete, and asks whether the user wishes to hypertune to the web page. In yet another preferred embodiment, the user may click on any program titles shown in the program guide cells, and the system will display a list of one or more websites that are related to the program. The user may select to tune to the program or connect to one of the websites. In addition, the user may click on an icon or press a remote control button to toggle between watching television and browsing the web.

[0064] **FIG. 7** is an illustration of a program schedule guide screen **700** with non-interactive program portion **705** and interactive information regions **710** and **715**. Portion **705**, as shown, is a time slice of schedule information for current programs. Since the user may not interact with portion **705** of guide screen **700**, portion **705** may be updated automatically over time to show current and future programs. The amount of future programs shown may be predetermined. Hence, the user may see what is currently on, and what programs will come on up to a predetermined amount of time. However, the user may not obtain more information regarding the programs, tune to the programs from portion **705**, or record the programs from portion **705**.

[0065] As shown in **FIG. 7**, information region **710** contains program promotional information. Since information region **710** is interactive with the user, the user may click on information region **710** to get further information about the programs shown in the region. The user may further click on information region **710** to tune to the program if it is currently on, or the user may schedule an autotune to the program when it comes on. When autotune is scheduled, the system may or may not notify the user before automatically tuning to the program when the program comes on. Preferably, the system will request confirmation from the user before automatically tuning to the program. Finally, the user may schedule a recording of a future program or begin recording of a program currently on. As discussed, if the system requests confirmation from the user, additional information regions may be displayed while the user confirms his/her request.

[0066] Information region **715** may either be a static or scrolling message area that contains selected news or sports information. For example, the latest sports scores can scroll across information region **715**. Although in the preferred embodiment, the type of information shown in information region **715** is determined by the system operator, it is also possible to allow the user to select the type of information to be shown in information region **715**.

[0067] **FIG. 8** is an illustration of a program guide screen **800**. Screen **800** contains a program schedule portion **805** similar in nature to the schedule guides previously described. In addition, screen **800** contains several information icons **810**. Icons **810** can represent local or national weather forecasts, local or national news, sports news, sports scores, financial news, and the like. In response to the user selecting one of icons **810**, screen **800** may be replaced with one or more additional information screens. For example, the weather information screen may display the current weather conditions or weather predictions for a plurality of regions. The sports score information screen may have icons or regions to represent each of a plurality of sports. A user may click on the individual icons or regions to view another screen dedicated to a single sport, or the sports score information screen may display the scores for different sports and sports teams on the same screen. The financial news information screen may likewise have icons or regions that the user may click on to choose other screens dedicated to specific financial markets. Alternatively, the financial news information screen may combine and display the financial markets on one screen.

[0068] **FIG. 9**(*a*) is an illustration of an information guide screen **900**. As shown, information guide screen **900** contains news, weather, sports, and horoscope information, however, other types of information may also be shown by information guide screen **900**. As discussed, in an alternate embodiment, an information guide may be provided in addition to the program guide. The information guide may be connected to the program guide, or it may be a separate program. Since the information guide contains news, weather, sports, and other information, it may replace the information icons on the program guide, thereby allowing the program guide screen to show the user more program information.

[0069] In **FIG. 9**(*a*), the user has selected "National News." **FIG. 9**(*b*) is an illustration of a submenu **920** of information guide screen **900**. As can be seen, submenu **920** further breaks "National News" down into the different headlines. In a preferred embodiment, the user may tune to CNN or other Network News Station from submenu **920**. The system operator may charge a fee for this service, and may allow the user to tune to one or more Network News Station depending on the fees paid by the Network News Providers. Hence, CNN, for example, may pay a premium fee to be the only News Station that the user may connect to from submenu **920**. Alternatively, CNN may pay a regular fee, and the user may tune to CNN, and other News Stations that have paid the regular fee.

[0070] From submenu **920**, the user may highlight one of the headlines to select the headline and obtain the story. In this example, the story is displayed according to **FIG. 9**(*c*) in a news information screen **940**. Alternatively, the user may click on a video icon (not shown) on screen **940** to further view a video clip relating to the story. The system may access the video clip via the video network, i.e., via cable, direct broadcast satellite, and the like. The video clip could be generated from compressed data, and if so, it may be presented in a PIP tickler format. Alternatively, the system may link to, for example, CNN's website, and retrieve an Audio-Video-Interleaved (AVI) file to present a moving picture related to the headline to the user. The video icon may also be available from submenu screen **920**. Hence the user may click on the icon to view a video clip of the headline directly instead of reading the story. In another preferred embodiment, the system may automatically activate a video clip corresponding to whichever news headline that the user has selected, thereby eliminating the need for the user to activate an icon in order to view the video clip.

[0071] **FIG. 10**(*a*) is an illustration of an information guide screen **1000** that is similar to information guide screen

900 except in **FIG. 10**(*a*), the user has selected "Pro Scores" instead of "National News."**FIG. 10**(*b*) is an illustration of a submenu **1020**, which further breaks down "Pro Scores" into the different scoreboards. In a preferred embodiment, similar to the news submenu **920**, the user may tune to ESPN or other Sports Station from sports submenu **1020**. The system operator may also charge a fee for this service, and may allow the user to rune to one or more Sports Station depending on the fees paid by the Providers. Hence, ESPN may also, for example, pay a premium fee to be the only Sports Station that the user may connect to from submenu **1020**. Alternatively, ESPN may pay a regular fee, and the user may tune to ESPN, and other Sports Stations that have also paid the regular fee.

[**0072**] From submenu **1020**, the user may highlight one of the scoreboards to select the scoreboard and obtain scores pertaining to the board. In this example, the scores are displayed according to **FIG. 10**(*c*) in a sports information screen **1040**. As shown in screen **1040**, the scores are presented in grid format. Other arrangements may of course be used, so long as the information is presented in a logical fashion. From information screen **1040**, the user may also click on a video icon (not shown) to further view a video clip relating to the game. As discussed, the system may access the video clip via the video network, i.e., via cable, direct broadcast satellite, and the like, and this video clip could be generated from compressed data. Alternatively, the system may link to, for example, the NFL's website, and retrieve an AVI file, if it is available, to present a moving picture related to the game to the user.

[**0073**] **FIG. 11**(*a*) is an illustration of an information guide screen **1100** that is also similar to information guide screen **900** except in **FIG. 11**(*a*), the user has selected "Weather" instead of "National News."**FIG. 11**(*b*) is an illustration of a submenu **1120**, which further breaks down "Weather" into weather forecasts for the different geographic regions. The system displays different local weather forecasts depending on the location of the user. In the example as shown in **FIG. 11**(*b*), the user is located in California, along the East Bay; hence, the local weather forecasts are for the different East Bay cities. In another embodiment, the user may specify the geographic region. Hence, the user may obtain also weather information for regions other than where the user is located.

[**0074**] In **FIG. 11**(*b*), the user has selected weather forecast for the United States, hence, the user may be shown a U.S. weather information screen **1140** (**FIG. 11**(*c*)), which displays the information in a column fashion. Other display arrangements that displays the information in a logical manner may also be used; furthermore, the information may be more detailed than that shown in information screen **1140**. **FIG. 11**(*d*) is an illustration of a submenu **1160** that is similar to submenu **1120** except in **FIG. 11**(*d*), the user has selected weather forecast for Berkeley, instead of for the U.S. Hence, the user is shown a forecast of Berkeley weather in an information screen **1180** (**FIG. 11**(*e*)) instead. Since the weather information is for a local region, it is more detailed and provides more information to the user. As shown in **FIG. 11**(*e*), the weather information is displayed in a row fashion. Again, other arrangements for presenting the weather information may also be used as long as the information is organized in a logical manner.

[**0075**] **FIG. 12** illustrates the hardware elements of one particular embodiment of the invention. As shown, the configuration preferably utilizes a program guide controller **1205** (for example, a data processor), one or more televisions sources **1210**, and a TV or computer monitor **1215**. These systems may also include a VCR **1220** and a remote control **1225**. Program guide system **1205** may be a standalone device or it may be incorporated into another system such as a television, a cable decoder, a computer, a PCTV, or a VCR. As shown, program guide system **1205** has a unit address **1230** that is unique to each system. Hence, the system operators may identify system **1205** according to its unique unit address thereby enabling the system operators to send messages to specific users.

[**0076**] Another embodiment of the present invention includes a plug-in program guide controller module **1240**. Module **1240** determines the extent of program guide **1205**'s capabilities. Thus module **1240** may only allow program guide **1205** to provide a non-interactive guide or the guide may not have information icons. When the user wants to upgrade program guide **1205**, for example, adding interactive capability, information icons, or more detailed category searching, module **1240** may be replaced with a different module authorizing more extensive guide capabilities. This embodiment has the distinct advantage of allowing the system to be significantly altered without requiring major hardware changes. Since the user upgrades module **1240** to upgrade the guide, the user does not need the system operator to provide technical support. In this scenario the user would merely procure a different module **1240**, install the new module into the program guide system **1205**, and pay the new fee set by the system operator for the new benefits.

[**0077**] Preferably the system operates under the control of software applications on a renewable computer memory. The memory for the software applications may be located in one or more IC's, for example, the plug-in module of the data processor, or in ROM, RAM, FLASH memory or any combination thereof. Accordingly, the disclosures and descriptions herein are intended to be illustrative, but not limiting, of the scope of the invention which is set forth in the following claims.

What is claimed is:

1. A method for simultaneously displaying banner advertisements with an electronic program guide (EPG), comprising:

displaying a plurality of television schedule information items in a display for at least a portion of the displayed television schedule information items;

selecting an advertisement for display from a plurality of advertisements; and

simultaneously displaying the selected advertisement adjacent to the displayed plurality of television schedule information items, wherein the selected advertisement is displayed substantially vertically aligned with the displayed plurality of television schedule information items.

2. The method of claim 1, wherein the displayed banner advertisement is interactive.

3. The method of claim 1, wherein the displayed banner advertisement is independent of user's selection of the displayed plurality of television schedule information items.

4. The method of claim 1, wherein the displayed banner advertisement has substantially the same horizontal width of each of the displayed plurality of television schedule information items.

5. The method of claim 1, wherein the displayed banner advertisement has substantially the same vertical height of each of the displayed plurality of television schedule information items.

6. The method of claim 1, wherein the displayed banner advertisement has a vertical height substantially twice the vertical height of each of the displayed plurality of television schedule information items.

7. The method of claim 1, wherein the displayed banner advertisement includes one or more of text, graphics, and video.

8. The method of claim 1, wherein the banner advertisement is displayed above the displayed plurality of television schedule information.

9. The method of claim 1, wherein the banner advertisement is displayed below the displayed plurality of television schedule information.

10. The method of claim 2, further comprising activating the displayed advertisement to invoke a function.

11. The method of claim 10, wherein the function is ordering one or more of an advertised product and an advertised service.

12. The method of claim 10, wherein the function is scheduling an autotuning to a television broadcast about an advertised product or service.

13. The method of claim 10, wherein the function is scheduling a recording of a television broadcast about an advertised product or service.

14. The method of claim 10, wherein the function is tuning to a television broadcast about an advertised product or service.

15. The method of claim 10, wherein the advertisement is about a pay program.

16. The method of claim 15, wherein the function is scheduling viewing of the pay program.

17. A method for simultaneously displaying banner advertisements with an electronic program guide (EPG), comprising:

displaying a plurality of television schedule information items in a display that indicates the time and channel for at least a portion of the displayed television schedule information items;

selecting an advertisement for display from a plurality of advertisements; and

simultaneously displaying the selected advertisement vertically with the displayed plurality of television schedule information items.

18. The method of claim 17, wherein the displayed banner advertisement is interactive.

19. The method of claim 17, wherein the displayed banner advertisement is independent of user's selection of the displayed plurality of television schedule information items.

20. The method of claim 17, wherein the displayed banner advertisement has substantially the same horizontal width of each of the displayed plurality of television schedule information items.

21. The method of claim 17, wherein the displayed banner advertisement has substantially the same vertical height of each of the displayed plurality of television schedule information items.

22. The method of claim 17, wherein the displayed banner advertisement has a vertical height substantially twice the vertical height of each of the displayed plurality of television schedule information items.

23. The method of claim 17, wherein the displayed banner advertisement includes one or more of text, graphics, and video.

24. The method of claim 17, wherein the banner advertisement is displayed above the displayed plurality of television schedule information.

25. The method of claim 17, wherein the banner advertisement is displayed below the displayed plurality of television schedule information.

26. The method of claim 18, further comprising activating the displayed advertisement to invoke a function.

27. The method of claim 26, wherein the function is ordering one or more of an advertised product and an advertised service.

28. The method of claim 26, wherein the advertisement is about a pay program.

29. The method of claim 28, wherein the function is scheduling viewing of the pay program.

30. A method for simultaneously displaying banner advertisements with an electronic program guide (EPG), comprising:

displaying a plurality of television schedule information items in a display, wherein the plurality of television schedule information items are displayed in a program information region of the display having a horizontal width;

selecting an advertisement for display from a plurality of advertisements; and

simultaneously displaying the selected advertisement substantially vertically aligned with the displayed plurality of television schedule information items, wherein the selected advertisement is displayed along the horizontal width of the program information region of the display.

31. The method of claim 30, wherein the displayed banner advertisement is adjacent to the program information region of the display.

32. The method of claim 30, wherein the displayed banner advertisement is interactive.

33. The method of claim 32, further comprising activating the displayed advertisement to invoke a function.

34. The method of claim 30, wherein the displayed banner advertisement is independent of user's selection of the displayed plurality of television schedule information items.

35. The method of claim 30, wherein the displayed banner advertisement has substantially the same horizontal width of each of the displayed plurality of television schedule information items.

36. The method of claim 30, wherein the displayed banner advertisement has substantially the same vertical height of each of the displayed plurality of television schedule information items.

37. The method of claim 30, wherein the displayed banner advertisement has a vertical height substantially twice the vertical height of each of the displayed plurality of television schedule information items.

38. The method of claim 30, wherein the displayed banner advertisement includes one or more of text, graphics, and video.

39. The method of claim 30, wherein the banner advertisement is displayed above the displayed plurality of television schedule information.

40. The method of claim 30, wherein the banner advertisement is displayed below the displayed plurality of television schedule information.

41. The method of claim 33, wherein the function is ordering one or more of an advertised product and an advertised service.

42. The method of claim 33, wherein the advertisement is about a pay program.

43. The method of claim 42, wherein the function is scheduling viewing of the pay program.

44. A method for simultaneously displaying banner advertisements with an electronic program guide (EPG), comprising:

displaying a plurality of television schedule information items in a display for at least a portion of the displayed television schedule information items;

selecting an advertisement for display from a plurality of advertisements; and

simultaneously displaying the selected advertisement adjacent to the displayed plurality of television schedule information items, wherein the selected advertisement is displayed in vertical relation to the displayed plurality of television schedule information items.

45. The method of claim 44, wherein the displayed banner advertisement is adjacent to the program information region of the display.

46. The method of claim 44, wherein the displayed banner advertisement is interactive.

47. The method of claim 46, further comprising activating the displayed advertisement to invoke a function.

48. The method of claim 44, wherein the displayed banner advertisement is independent of user's selection of the displayed plurality of television schedule information items.

49. The method of claim 44, wherein the displayed banner advertisement has substantially the same horizontal width of each of the displayed plurality of television schedule information items.

50. The method of claim 44, wherein the displayed banner advertisement has substantially the same vertical height of each of the displayed plurality of television schedule information items.

51. The method of claim 44, wherein the displayed banner advertisement has a vertical height substantially twice the vertical height of each of the displayed plurality of television schedule information items.

52. The method of claim 44, wherein the displayed banner advertisement includes one or more of text, graphics, and video.

53. The method of claim 44, wherein the banner advertisement is displayed above the displayed plurality of television schedule information.

54. The method of claim 44, wherein the banner advertisement is displayed below the displayed plurality of television schedule information.

55. The method of claim 47, wherein the function is ordering one or more of an advertised product and an advertised service.

56. The method of claim 47, wherein the advertisement is about a pay program.

57. The method of claim 56, wherein the function is scheduling viewing of the pay program.

58. A system for simultaneously displaying banner advertisements with an electronic program guide (EPG), comprising:

means for displaying a plurality of television schedule information items in a display for at least a portion of the displayed television schedule information items;

means for selecting an advertisement for display from a plurality of advertisements; and

means for simultaneously displaying the selected advertisement adjacent to the displayed plurality of television schedule information items, wherein the selected advertisement is displayed substantially vertically aligned with the displayed plurality of television schedule information items.

59. The system of claim 58, wherein the displayed banner advertisement is interactive.

60. The system of claim 58, wherein the displayed banner advertisement is independent of user's selection of the displayed plurality of television schedule information items.

61. A system for simultaneously displaying banner advertisements with an electronic program guide (EPG), comprising:

means for displaying a plurality of television schedule information items in a display that indicates the time and channel for at least a portion of the displayed television schedule information items;

means for selecting an advertisement for display from a plurality of advertisements; and

means for simultaneously displaying the selected advertisement vertically with the displayed plurality of television schedule information items.

62. The system of claim 61, wherein the displayed banner advertisement is interactive.

63. The system of claim 61, wherein the displayed banner advertisement is independent of user's selection of the displayed plurality of television schedule information items.

64. A system for simultaneously displaying banner advertisements with an electronic program guide (EPG), comprising:

means for displaying a plurality of television schedule information items in a display, wherein the plurality of television schedule information items are displayed in a program information region of the display having a horizontal width;

means for selecting an advertisement for display from a plurality of advertisements; and

means for simultaneously displaying the selected advertisement substantially vertically aligned with the displayed plurality of television schedule information

items, wherein the selected advertisement is displayed along the horizontal width of the program information region of the display.

65. The system of claim 64, wherein the displayed banner advertisement is interactive.

66. The system of claim 64, wherein the displayed banner advertisement is independent of user's selection of the displayed plurality of television schedule information items.

67. A system for simultaneously displaying banner advertisements with an electronic program guide (EPG), comprising:

means for displaying a plurality of television schedule information items in a display for at least a portion of the displayed television schedule information items;

means for selecting an advertisement for display from a plurality of advertisements; and

means for simultaneously displaying the selected advertisement adjacent to the displayed plurality of television schedule information items, wherein the selected advertisement is displayed in vertical relation to the displayed plurality of television schedule information items.

68. The system of claim 67, wherein the displayed banner advertisement is interactive.

69. The system of claim 67, wherein the displayed banner advertisement is independent of user's selection of the displayed plurality of television schedule information items.

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