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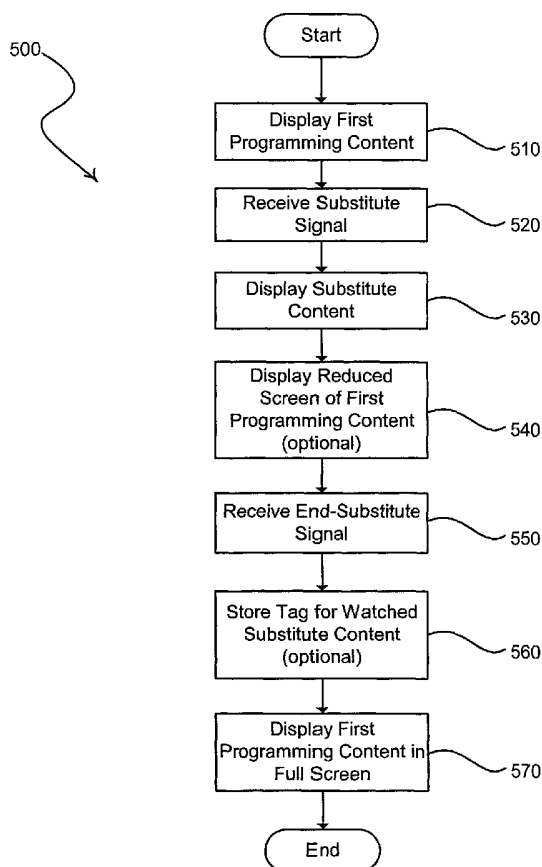
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(54) Title: METHOD OF SUBSTITUTING CONTENT DURING PROGRAM BREAKS



(57) Abstract: A method of substituting content during a program break, includes: detecting a break in a broadcast program, and in response to the break, showing substitute content. A method of substituting broadcast content displayed on a screen, includes: determining an occurrence of a break in a broadcast content (520); and in response to the occurrence of the break, displaying substitute content on the screen (530). The method may further include: displaying the broadcast content when the break terminates (570).

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European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR,
GB, GR, IE, IT, LU, MC, NL, PT, SE, TR), OAPI patent
(BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR,
NE, SN, TD, TG).

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A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : H04N 7/10, 7/16, 7/025, 7/173; H04H 9/00
 US CL : 725/22, 32, 34-36, 109, 110

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. : 725/22, 32, 34-36, 109, 110

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.
Y	US 5,973,723A (DELUCA) 26 October 1999; Abstract; Col. 1, lines 60-67; Col. 2, lines 61-Col. 4, lines 10; Col. 5, lines 27-Col. 6, lines 22.	1-56
Y	US 5,155,591A (WACHOB) 13 October 1992; Abstract; Col. 7, lines 30-55; Col. 9, lines 20-Col. 10, lines 10.	1-56
Y	US 5,446,919A (WILKINS) 29 August 1995; Fig. 37; Col. 9, lines 20-Col. 11, lines 48; Col. 13, lines 1-Col. 15, lines 30.	1-56

Further documents are listed in the continuation of Box C.

See patent family annex.

* Special categories of cited documents:	"T"
"A" document defining the general state of the art which is not considered to be of particular relevance	later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
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"O" document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family
"P" document published prior to the international filing date but later than the priority date claimed	

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