Office de la Propriété Intellectuelle du Canada
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An agency of Industry Canada

CA 2779619 C 2014/04/01

(11)(21) **2 779 619**

(12) BREVET CANADIEN / CANADIAN PATENT

(13) **C**

(22) **Date de dépôt/Filing Date:** 1997/12/19

(41) **Mise à la disp. pub./Open to Public Insp.:** 1998/06/25

(45) **Date de délivrance/Issue Date:** 2014/04/01

(62) **Demande originale/Original Application:** 2 275 720

(30) **Priorité/Priority:** 1996/12/19 (US60/034,784)

(51) **Cl.Int./Int.Cl.** ***H04N 21/278*** (2011.01),
H04N 21/462 (2011.01)

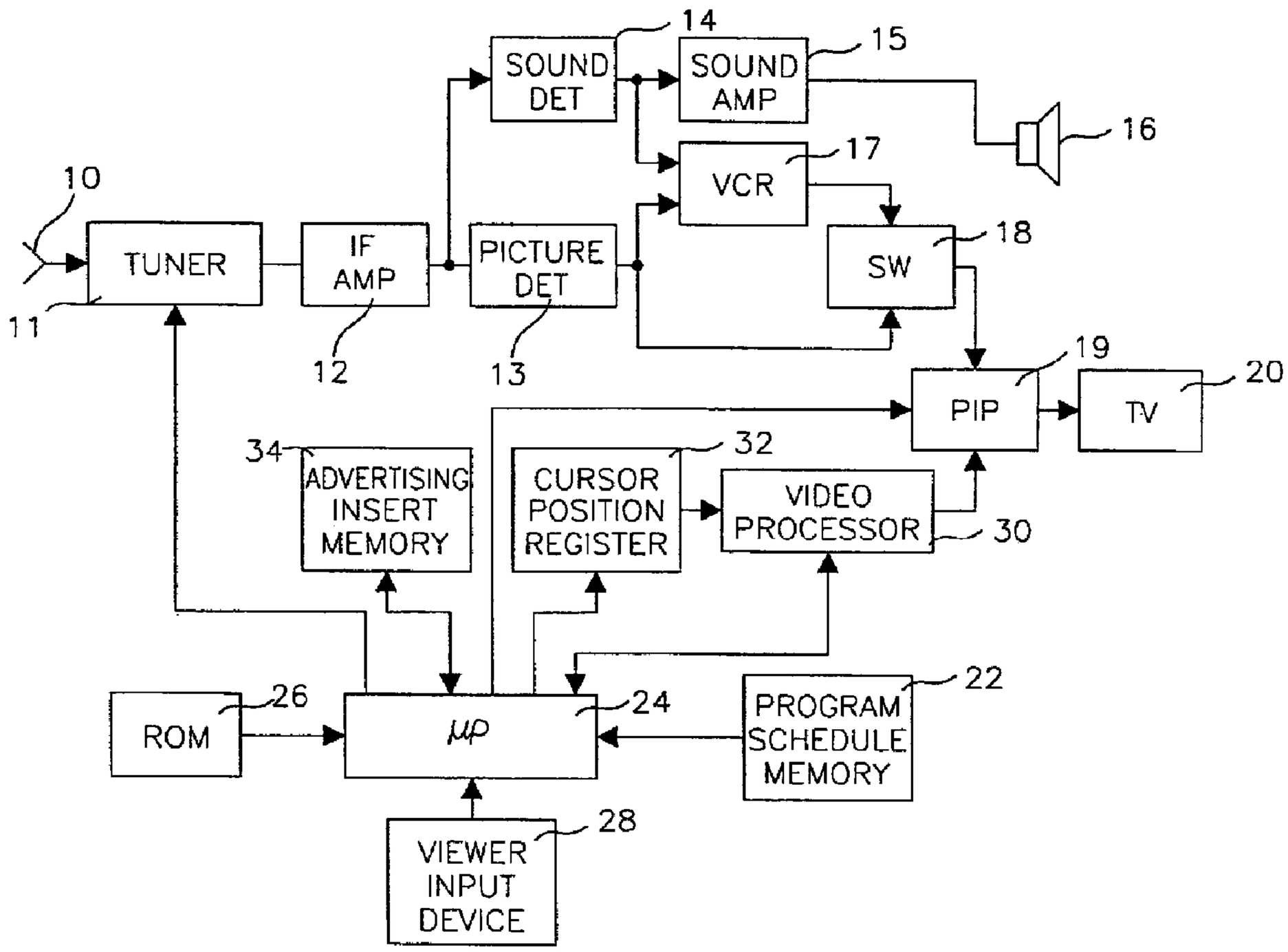
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(54) **Titre : AFFICHAGE DES PUBLICITES DE CANAUX DISTRIBUES AU MOYEN DUN GUIDE DE PROGRAMMATION ELECTRONIQUE**

(54) **Title: DISPLAYING CHANNEL ADVERTISEMENTS WITH AN ELECTRONIC PROGRAM GUIDE**



(57) **Abrégé/Abstract:**
A method of displaying channel advertisements with an electronic program guide (EPG) involves accessing a memory to recover EPG data corresponding to a number of television programs, displaying program information listings based on the recovered EPG data in a plurality of rows, displaying an advertisement as a row in a region distinct from the program listings and displaying a program in an overlay video window.

ABSTRACT

A method of displaying channel advertisements with an electronic program guide (EPG) involves accessing a memory to recover EPG data corresponding to a number of television programs, displaying program information listings based on the recovered EPG data in a plurality of rows, displaying an advertisement as a row in a region distinct from the program listings and displaying a program in an overlay video window.

DISPLAYING CHANNEL ADVERTISEMENTS WITH AN ELECTRONIC PROGRAM GUIDE

BACKGROUND

This invention relates to electronic program guides that incorporate advertising messages or words.

As the number of television channels available on cable and by satellite expands, an on-screen electronic program guide (EPG) become more indispensable. Such an EPG permits the user to sort the available present and future programming by theme, time, and channel. As a result, the user can find a program of interest more easily.

It is costly to collect EPG data for display and to transmit such data to the consumer. Thus, there is a need to find a way to recover the cost of these activities.

SUMMARY

In accordance with one aspect of the invention, there is provided a method of displaying channel advertisements with an electronic program guide (EPG) that involves accessing a memory to recover EPG data corresponding to a number of television programs, displaying program information listings based on the recovered EPG data in a plurality of rows, and displaying an advertisement as a row in a region distinct from the program listings and displaying a program in an overlay video window.

In accordance with antoher aspect of the invention there is provided a method of displaying channel advertisements with an electronic program guide (EPG). The method involves accessing a memory to recover EPG data corresponding to a number of television programs and displaying program information listings based on the recovered EPG data in a plurality of rows. The method also involves displaying an advertisement as a row in a region distinct from the program listings and displaying a program in an overlay video window.

In accordance with another aspect of the invention there is provided a method of displaying advertisements. The method involves accessing a memory to recover media data corresponding to a plurality of media assets and causing asset identifiers to be displayed based on the recovered media data in a plurality of rows. The method also involves causing an advertisement to be displayed as a row in a region distinct from the asset identifiers and causing a media asset to be displayed in an overlay video window.

In accordance with another aspect of the invention there is provided an apparatus for displaying advertisements. The apparatus includes provisions accessing memory means to recover media data corresponding to a plurality of media assets and provisions for causing asset identifiers to be displayed based on the recovered media data in a plurality of rows. The apparatus also includes provisions for causing an advertisement to be displayed as a row in a region distinct from the asset identifiers and provisions for causing a media asset to be displayed in an overlay video window.

In accordance with another aspect of the invention there is provided an apparatus for causing advertisements to be displayed. The apparatus includes provisions for storing media data and advertising data associated with a plurality of advertisements, provisions for recovering stored media data corresponding to a number of media assets and provisions for causing recovered media data to be displayed in lines of asset identifiers, each of the lines of asset identifiers being displayed in a separate line. The apparatus also includes provisions for selecting an advertisement for display from said plurality of advertisements, provisions for recovering stored advertising data associated with a selected advertisement and provisions for using said advertising data associated with said selected advertisement to insert the selected advertisement in a separate line for display between lines of the asset identifiers.

In accordance with another aspect of the invention there is provided a system for causing advertisements to be displayed. The system includes provisions for storing

media data and advertising data in a memory, provisions for accessing the memory to retrieve a portion of the media data and for accessing the memory to retrieve selected advertising data therefrom and provisions for causing the retrieved portion of the media data to be displayed in a plurality of rows of asset identifiers on a display and for causing the retrieved selected advertisement to be displayed on a separate row between two adjacent rows of the plurality rows of asset identifiers on the display simultaneously with the displayed retrieved portion of the media data.

In accordance with another aspect of the invention there is provided a method for causing advertisements to be displayed. The method involves causing media data to be displayed in a plurality of rows, causing a source identifier for at least some of the displayed media data to be displayed, selecting an advertisement for display from a plurality of advertisements and causing the selected advertisement to be simultaneously displayed on a separate row between two adjacent rows of the plurality of rows of media data.

In accordance with another aspect of the invention there is provided an apparatus for causing advertisements to be displayed. The apparatus includes provisions for storing program information and advertising data and provisions for recovering stored program information corresponding to a number of media assets. The apparatus further includes provisions for causing the recovered program information to be displayed on a display in lines of media asset identifiers, each of the lines of media asset identifiers being displayed in a separate line, provisions for recovering stored advertising data and provisions for causing the recovered advertising data to be inserted in a separate line on the display between lines of the media asset identifiers, wherein the advertising data contains information other than a source identifier and asset identifier.

In accordance with another aspect of the invention there is provided an apparatus for causing advertisements to be displayed. The apparatus includes provisions for storing program information and advertising data in a memory and provisions for accessing the memory to recover the program information corresponding to a number of media assets and to accesses the memory to recover the

advertising data. The apparatus also includes provisions for causing the recovered program information to be displayed on a display in lines of media asset identifiers, each of the lines of media asset identifiers being displayed in a separate line, and for causing the recovered advertising data to be inserted in a separate line on the display between lines of the media asset identifiers, wherein the advertising data contains information other than a source name, source identifier, and an asset identifier.

In accordance with another aspect of the invention there is provided a method for causing advertisements to be displayed. The method involves storing program information and advertising data in memory, the program information corresponding to a plurality of media assets, and retrieving the program information from the memory. The method also involves causing the program information to be displayed in a display in lines of media asset identifiers, each of the lines of media asset identifiers being displayed in a separate line, retrieving the advertising data from the memory and causing the retrieved advertising data to be inserted in a separate line on the display between lines of the media asset identifiers, wherein the advertising data contains information other than a source name, source identifier, and an asset identifier.

In accordance with another aspect of the invention, there is provided a system for causing advertisements to be displayed. The system includes provisions for storing program information in a memory and provisions for accessing the memory to retrieve a portion of the program information. The system includes (1) for causing the retrieved portion of the program information to be displayed in a plurality of rows of information items for a plurality of media assets on a display and causing a source identifier for the displayed information items to be displayed, wherein one of the media assets is sponsored by an advertiser and (2) for causing an advertisement for the advertiser to be displayed simultaneously on the display on a separate row between two rows of the information items with the displayed retrieved portion of the program information, wherein the displayed advertisement is caused to be displayed adjacent to the information item for the media asset sponsored by the advertiser.

In accordance with another aspect of the invention there is provided a method for simultaneously displaying advertisements. The method involves retrieving media asset information from a first memory and retrieving an advertisement from a second memory. The method also involves causing the media asset information to be displayed in a plurality of rows of media asset information items and causing a source identifier for the displayed media asset information items to be displayed and causing the retrieved advertisement to be displayed on a separate row between two adjacent rows of media asset information items, wherein the media asset information is displayed for a user selectable time and the advertisement is displayed independent of the user selected time.

In accordance with another aspect of the invention there is provided a system for displaying advertisements. The system includes provisions for storing media asset information in a first memory, provisions for storing advertising data in a second memory and provisions for accessing the first memory to retrieve a portion of the media asset information and accessing the second memory to retrieve an advertisement from the advertising data. The system includes provisions (1) for causing the retrieved portion of the media asset information to be displayed on a display in a plurality of rows of media asset information items and causing a source identifier for the displayed media asset information items to be displayed on the display and (2) for causing the retrieved advertisement to be displayed on the display in a separate row between two adjacent rows of media asset information items, wherein the media asset information is displayed for a user selectable time and the advertisement is displayed independent of the user selected time.

In accordance with another aspect of the invention there is provided a method for causing advertisements to be simultaneously displayed with a media guidance application. The method involves storing program information in a memory for each of a plurality of media assets and storing in the memory at least one advertisement as part of the stored program information. The method involves causing to be displayed on a display at least a portion of the stored program information and at least one of the

stored advertisements. The at least a portion of the program information and the at least one of the advertisements are displayed on the display as a plurality of row items, wherein the at least a portion of the program information and the at least one of the advertisements are displayed on separate rows.

In accordance with another aspect of the invention there is provided a system for causing advertisements to be simultaneously displayed with a media guidance application. The system includes provisions for storing program information and advertising data in a memory, provisions for storing program information in the memory for each of a plurality of media assets and provisions for storing in the memory at least one advertisement as part of the stored program information. The system also includes provisions for causing to be displayed on a display at least a portion of the stored program information and at least one of the stored advertisements. The at least a portion of the program information and the at least one of the advertisements are caused to be displayed on the display as a plurality of row items, wherein the at least a portion of the program information and the at least one of the advertisements are displayed on separate rows.

In accordance with another aspect of the invention there is provided an apparatus for displaying advertisements. The apparatus includes provisions for storing program information and advertising data and provisions for recovering stored program information corresponding to a number of media assets and an address for linking the advertising data with the recovered program information. The apparatus includes provisions for causing the recovered program information to be displayed on a display in lines of media asset identifiers, each media asset identifier being displayed in a separate line, provisions for recovering stored advertising data according to the recovered address and provisions for causing the recovered advertising data to be displayed in a separate line on the display with the media asset identifiers.

In accordance with another aspect of the invention there is provided a method for displaying advertisements. The method involves storing, in a memory, program information and advertising data, accessing the memory to recover the program

information corresponding to a number of media assets and an address for advertising data for linking the advertising data with the recovered program information and causing the recovered program information to be displayed on a display in lines of media asset identifiers, each media asset identifier being displayed in a separate line. The method also involves accessing the memory to recover the advertising data according to the recovered address and causing the recovered advertising data to be displayed in a separate line on the display with the media asset identifiers.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. **1** is a schematic block diagram of apparatus for carrying out the invention; and

FIG. **2** is a screen format produced by the apparatus of FIG. **1**.

DETAILED DESCRIPTION

United States patents **6,028,599** and **6,239,794** B1 may be of interest in connection with this invention. A source of television signals **10** in FIG. **1** such as a

terrestrial antenna, or a cable is connected to a television tuner **11**. The output of tuner **11** is a modulated intermediate frequency signal containing video and audio television information. Tuner **11** is connected by an intermediate frequency amplifier (IF AMP) **12** to a picture detector (PICTURE DET) **13** and a sound detector (SOUND DET) **14**, which produce base band video and audio signals, respectively. The audio signal is coupled by a sound amplifier (SOUND AMP) **15** to a loudspeaker **16**. The video signal is coupled by a video amplifier, not shown, to one input of a switch **18**. Sound detector **14** and picture detector **13** are connected to the audio and video inputs, respectively, of a video cassette recorder (VCR) **17**.

(Alternatively, television signal source **10** could be directly connected to the RF input of VCR **17**, if its internal tuner and demodulating circuitry is to be utilized.) The output of VCR **17** is connected to the other input of switch **18**. The output of switch **18** is connected to one input of a conventional picture-in-picture (PIP) integrated circuit chip **19**. The output of PIP chip **19** is connected to the video input of a television receiver or monitor (TV) **20** having a screen (not shown).

An updatable data base of the schedule of program listings of all the available channels for a prescribed period of time, e.g. a day or a week, is electronically stored in a program schedule memory **22**. These program listings typically include for each program the title, a program description, the day of the week, the start time of the day, the program length, and the channel on which the program is transmitted and thus available for reception at source **10**. In a preferred embodiment of the invention, the period of time for which the program listings are stored is different for the guides, depending upon viewer priorities and preferences. For example, the information needed to display the time specific program guide (TSPG) and channel specific program guide (CSPG) may be stored for one or two days and the information needed to display the TSPG may be stored for a week or more. The data base can be updated by a continuous data link in the vertical blanking interval (VBI) of one television channel broadcast to the television receiver in well known fashion. Alternatively, the data base can be updated by unplugging memory **22** and replacing it with a memory having the updated data base. Memory **22** is connected to a microprocessor **24** that is

programmed to control the operation of the described equipment. An operating program for microprocessor **24** is stored in a read only memory (ROM) **26**. A viewer input device **28**, preferably in the form of a remote IR controller, is coupled to microprocessor **24** to provide commands from the viewer.

A video processor **30** is coupled to microprocessor **24**. When the viewer wishes to see television program listings, microprocessor **24** recalls a portion of the program schedule data base from memory **22** and couples it to video processor **30**, where the program listings are formatted for display. Preferably, the information stored in video processor **30** is a bit map of what is displayed on the screen of television receiver **20**. Video processor **30** is connected to the other input of PIP chip **19**. Preferably, viewer input device **28** controls microprocessor **24** by cursor movement on the screen of television receiver **20**. To this end, microprocessor **24** and video processor **30** are coupled to a cursor position register **32**. (Alternatively, the viewer can select items of information displayed on the screen by keying into viewer input device **28** code numbers assigned to these items.) Microprocessor **24** is also coupled to tuner **11** for channel change, to VCR **17** for play/record selection and start/stop, to switch **18** for selection of one of its inputs, and to PIP chip **19** for selection of the mode of PIP operation.

The format of the electronic program guide is shown in FIG. **2**. The format has a background area **40** and an overlaid PIP window **42** in the upper left-hand corner of the screen. The real time, i.e., **5**:**11** p.m., is displayed in a sub-area **42**a of PIP window **42**. Background area **40** includes a banner and message prompting area **43** at the top of the screen, a program description area **44** in the upper right-hand corner of the screen adjacent to PIP window **42**, and a program schedule area **46** below areas **42** and **44**. Program description area **44** includes the start time and length (duration) of the program being described. In area **46**, EPG data retrieved from memory **22** is displayed in lines, each program listing being displayed in a separate line. The viewer can move a cursor **48** vertically to highlight one of the lines of program listings displayed in area **46**. The highlighted background of cursor **48** and the background of program description area **44** are preferably the same color or shade. The complete,

moving images of a currently broadcast television program in real time and the current time are displayed in PIP window **42** and the audio portion of the television program displayed in PIP window **42** is reproduced by the sound system of monitor **20**.

Advertising inserts are displayed on the screen between the lines of program listings in program schedule area **46** and related information or announcements are displayed in description area **44**. With reference to FIG. **1**, the advertising inserts are preferably transmitted in the VBI as part of the program schedule information and stored at the television receiver in RAM, represented functionally as an advertising insert memory **34**. Preferably the inserts are transmitted as part of the packets of information about the programs, i.e., show information packages (SIPs), with which the advertising inserts are displayed. The apparatus of FIG.1 functions as described in United States Patent No. 6,239,794, the advertising inserts being treated as part of the program listings displayed in area **46** and the brief program descriptions displayed in area **44**.

In practice, memory **34** and memory **22** could be physically incorporated in a single RAM. Addresses for the advertising inserts could be stored as part of the pre-established time lists for the programs with which the advertising inserts are displayed. Thus, the addresses link the time lists to the advertising inserts, and each advertising insert is only stored once in memory **34**. By linking the advertising inserts to the time lists, the displayed advertising insert becomes time dependent. Thus, the content of the displayed advertisements can, to some extent, be directed to the interests of the viewers. Advertisements of interest to housewives would be displayed in the morning and advertisements of interest to children would be displayed in the early evening.

As illustrated in FIG. **2**, an advertising insert **50** is preferably displayed as a line below the listing, "NBC **4** NEWS" of the television program that the advertiser, e.g., Coca Cola, sponsors. However, it is not necessary that there be a relationship between the position of the advertiser and the television program, depending on the circumstances. To obtain more information about the subject of advertising insert **50**,

the viewer highlights the line with cursor **48**; then such information is displayed in area **44**, instead of information about a television program. For example, the announcement in area **44** could inform the viewer that the advertised product is on sale in a particular retail establishment at a particular price or give a more detailed product description.

While specific embodiments of the invention have been described and illustrated, such embodiments should be considered illustrative of the invention only and not as limiting the invention as construed in accordance with the accompanying claims.

THE EMBODIMENTS OF THE INVENTION IN WHICH AN EXCLUSIVE PROPERTY OR PRIVILEGE IS CLAIMED ARE DEFINED AS FOLLOWS:

1. A method of displaying channel advertisements with an electronic program guide (EPG) comprising:

accessing a memory to recover EPG data corresponding to a number of television programs;

displaying program information listings based on the recovered EPG data in a plurality of rows;

displaying an advertisement as a row in a region distinct from the program listings; and

displaying a program in an overlay video window.

2. A method of displaying advertisements comprising:

accessing a memory to recover media data corresponding to a plurality of media assets;

causing asset identifiers to be displayed based on the recovered media data in a plurality of rows;

causing an advertisement to be displayed as a row in a region distinct from the asset identifiers; and

causing a media asset to be displayed in an overlay video window.

3. The method of claim **2**, wherein the advertisement is associated with one of the plurality of media assets.

4. The method of claim **2**, wherein the displayed advertisement is interactive.

5. The method of claim **2**, wherein the advertisement and asset identifiers are displayed in a first area of a display, and further comprising:

causing a row of a displayed asset identifier to be highlighted with a cursor;

causing a detail window to be displayed in a second area of the display; and

causing information relating to the asset identifier displayed in the highlighted row to be displayed in the detail window.

6. The method of claim **2**, wherein the advertisement and asset identifiers are displayed in a first area of a display, and further comprising:

causing the row of the displayed advertisement to be highlighted with a cursor;

causing a detail window to be displayed in a second area of the display; and

causing information relating to the advertisement displayed in the highlighted row to be displayed in the detail window.

7. An apparatus for displaying advertisements comprising:

means for accessing a memory means to recover media data corresponding to a plurality of media assets;

means for causing asset identifiers to be displayed based on the recovered media data in a plurality of rows;

means for causing an advertisement to be displayed as a row in a region distinct from the asset identifiers; and

means for causing a media asset to be displayed in an overlay video window.

8. The apparatus of claim **7**, wherein the advertisement is associated with one of the plurality of media assets.

9. The apparatus of claim **7**, wherein the displayed advertisement is interactive.

10. The apparatus of claim **7**,further comprising:

means for causing a row of a displayed asset identifier to be highlighted with a cursor;

means for causing a detail window to be displayed in an area of a display distinct from an area of the displayed asset identifiers and an area of the displayed advertisement; and

means for causing information relating to the asset identifier displayed in the highlighted row to be displayed in the detail window.

11. The apparatus of claim **7**, further comprising:

means for causing the row of the displayed advertisement to be highlighted with a cursor;

means for causing a detail window to be displayed in an area of a display distinct from an area of the displayed asset identifiers and an area of the displayed advertisement; and

means for causing information relating to the advertisement displayed in the highlighted row to be displayed in the detail window.

12. Apparatus for causing advertisements to be displayed comprising:

means for storing media data and advertising data associated with a plurality of advertisements;

means for recovering stored media data corresponding to a number of media assets;

means for causing recovered media data to be displayed in lines of asset identifiers, each of the lines of asset identifiers being displayed in a separate line;

means for selecting an advertisement for display from said plurality of advertisements;

means for recovering stored advertising data associated with a selected advertisement; and

means for using said advertising data associated with said selected advertisement to insert the selected advertisement in a separate line for display between lines of the asset identifiers.

13. The apparatus of claim **12**, additionally comprising:

means for causing recovered media data to be displayed in a first area of a display;

means for causing one of the lines of asset identifiers on the display to be highlighted with a cursor;

means causing a detail window to be displayed in a second area of the display; and

means for inserting a description of a media asset corresponding to the displayed line of an asset identifier highlighted by the cursor in the second area.

14. The apparatus of claim **13**, additionally comprising:

means for causing the line of advertising data on the display to be highlighted with a cursor; and

means for inserting information relating to the advertising data highlighted by the cursor in the second area.

15. A system for causing advertisements to be displayed comprising:

means for storing media data and advertising data in a memory;

means for accessing the memory to retrieve a portion of the media data and for accessing the memory to retrieve selected advertising data therefrom; and

means for causing the retrieved portion of the media data to be displayed in a plurality of rows of asset identifiers on a display and for causing the retrieved selected advertisement to be displayed on a separate row between two adjacent rows of the plurality rows of asset identifiers on the display simultaneously with the displayed retrieved portion of the media data.

16. The system of claim **15**, wherein the retrieved selected advertisement is interactive.

17. The system of claim **15**, wherein the retrieved selected advertisement includes text.

18. The system of claim **15**, wherein the retrieved selected advertisement is related to one or more of a product and service.

19. The system of claim **15**, wherein the advertising data is caused to be displayed independently of the displayed media data.

20. The system of claim **15**, wherein the advertising data is caused to be displayed independently of user selections of the displayed media data.

21. The system of claim **15**, wherein the advertising data contains information other than a source name, source identifier, and an asset identifier.

22. The system of claim **15**, wherein the media data is caused to be displayed for a user selectable time and the advertising data is caused to be displayed independently of the user selected time.

23. A method for causing advertisements to be displayed, comprising:

causing media data to be displayed in a plurality of rows;

causing a source identifier for at least some of the displayed media data to be displayed;

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

causing the selected advertisement to be simultaneously displayed on a separate row between two adjacent rows of the plurality of rows of media data.

24. The method of claim **23**, wherein the selected advertisement is interactive.

25. The method of claim **23**, wherein the selected advertisement includes text.

26. The method of claim **23**, wherein the selected advertisement is related to a product or service.

27. The method of claim **23**, wherein the media data, the source identifier for at least some of the displayed media data, and selected advertisement are displayed in a first area of a display, further comprising:

causing a row of the displayed media data to be highlighted with a cursor;

causing a detail window to be displayed in a second area of the display; and

causing a description corresponding to the highlighted row of the displayed media data to be displayed in a second area of the display.

28. The method of claim **23**, wherein the media data, the source identifier for at least some of the displayed media data, and selected advertisement are caused to be displayed in a first area of a display, further comprising:

causing the displayed advertisement to be highlighted with a cursor; and

causing information relating to the highlighted advertisement to be displayed in a second area of the display.

29. The method of claim **23**, wherein the displayed advertisement has substantially the same horizontal width of each of the displayed plurality of rows of media data.

30. The method of claim **23**, wherein the displayed advertisement has substantially the same vertical height of each of the displayed plurality of rows of media data.

31. The method of claim **23**, further comprising transmitting the advertisements and the media asset information in a signal.

32. The method of claim **23**, wherein the displayed advertisement is caused to be displayed independent of the displayed media asset information.

33. The method of claim **23**, wherein the displayed advertisement is caused to be displayed independent of user selections of the displayed media asset information.

34. The method of claim **23**, wherein the displayed advertisement is caused to be displayed independent of the source identifier.

35. Apparatus for causing advertisements to be displayed comprising:

means for storing program information and advertising data;

means for recovering stored program information corresponding to a number of media assets;

means for causing the recovered program information to be displayed on a display in lines of media asset identifiers, each of the lines of media asset identifiers being displayed in a separate line;

means for recovering stored advertising data; and

means for causing the recovered advertising data to be inserted in a separate line on the display between lines of the media asset identifiers, wherein the advertising data contains information other than a source identifier and asset identifier.

36. The apparatus of claim **35**, in which the program information is caused to be displayed in a first area of the display, the apparatus additionally comprising:

means for causing one of the lines of media asset identifiers to be highlighted on the display with a cursor;

means for causing a detail window to be displayed in a second area of the display simultaneously with the displayed program information; and

means for causing a description of the media asset identifier highlighted by the cursor to be displayed in the second area.

37. The apparatus of claim **36**, additionally comprising:

means for causing the line of the advertising data to be highlighted on the display with a cursor; and

means for causing information relating to the advertising data highlighted by the cursor to be displayed in the second area simultaneously with the displayed program information.

38. Apparatus for causing advertisements to be displayed, comprising:

means for storing program information and advertising data in a memory;

means for accessing the memory to recover the program information corresponding to a number of media assets and accesses the memory to recover the advertising data; and

means for causing the recovered program information to be displayed on a display in lines of media asset identifiers, each of the lines of media asset identifiers being displayed in a separate line, and for causing the recovered advertising data to be inserted in a separate line on the display between lines of the media asset identifiers, wherein the advertising data contains information other than a source name, source identifier, and an asset identifier.

39. The apparatus of claim **38**, wherein the program information is displayed in a first area of the display, the apparatus additionally comprising:

means for causing one of the lines of media asset identifiers to be highlighted with a cursor;

means for causing a detail window to be displayed in a second area of the display; and

means for causing a description corresponding to the highlighted one of the lines of media asset identifiers to be displayed in the second area of the display simultaneously with the displayed program information.

40. The apparatus of claim **39**, further comprising:

means for causing the inserted line of advertising data to be highlighted with a cursor; and

means for causing information relating to the highlighted line of advertising data to be displayed in the second area of the display simultaneously with the displayed program information.

41. A method for causing advertisements to be displayed comprising:

storing program information and advertising data in a memory, the program information corresponding to a plurality of media assets;

retrieving the program information from the memory;

causing the program information to be displayed in a display in lines of media asset identifiers, each of the lines of media asset identifiers being displayed in a separate line;

retrieving the advertising data from the memory; and

causing the retrieved advertising data to be inserted in a separate line on the display between lines of the media asset identifiers, wherein the advertising data contains information other than a source name, source identifier, and an asset identifier.

42. The method of claim **41**, wherein the program information and advertising date are displayed in a first area of a display, further comprising:

causing one of the lines of media asset identifiers to be highlighted with a cursor;

causing a detail window to be displayed in a second area of the display; and

causing a description corresponding the highlighted one of the lines of media asset identifiers to be displayed in the second area of the display simultaneously with the displayed program information.

43. The method of claim **42** further comprising:

causing the inserted line of advertising data to be highlighted with a cursor; and

causing information relating to the highlighted line of advertising data to be displayed in the second area of the display simultaneously with the displayed program information.

44. The method of claim **41** further comprising:

transmitting the advertising data and the program information in a signal.

45. A system for causing advertisements to be displayed comprising:

means for storing program information in a memory;

means for accessing the memory to retrieve a portion of the program information; and

means (**1**) for causing the retrieved portion of the program information to be displayed in a plurality of rows of information items for a plurality of media assets on a display and causing a source identifier for the displayed information items to be displayed, wherein one of the media assets is sponsored by an advertiser and (**2**) for causing an advertisement for the advertiser to be displayed simultaneously on the display on a separate row between two rows of the information items with the displayed retrieved portion of the program information, wherein the displayed advertisement is caused to be displayed adjacent to the information item for the media asset sponsored by the advertiser.

46. The system of claim **45**, wherein the displayed advertisement is interactive.

47. The system of claim **45**, wherein the displayed advertisement includes text.

48. The system of claim **45**, wherein the displayed advertisement is related to one or more of a product and service.

49. The system of claim **45**, wherein the advertisement is caused to be displayed independent of the displayed program information.

50. The system of claim **45**, wherein the advertisement is caused to be displayed independent of user selections of the displayed program information.

51. The system of claim **45**, wherein the advertisements is caused to be displayed independent of the source identifier.

52. A method for simultaneously displaying advertisements, comprising:

retrieving media asset information from a first memory;

retrieving an advertisement from a second memory;

causing the media asset information to be displayed in a plurality of rows of media asset information items and causing a source identifier for the displayed media asset information items to be displayed; and

causing the retrieved advertisement to be displayed on a separate row between two adjacent rows of media asset information items, wherein the media asset information is displayed for a user selectable time and the advertisement is displayed independent of the user selected time.

53. The method of claim **52**, wherein the advertisement is selected from a plurality of advertisements.

54. The method of claim **52**, wherein the advertisement is other than a media asset information item.

55. The method of claim **52**, wherein the advertisement is displayed independent of the source identifier.

56. The method of claim **52**, wherein the displayed advertisement is interactive.

57. The method of claim **52**, wherein the displayed advertisement is related to at least one of a product and a service.

58. The method of claim **52**, wherein the advertisement is selected for display based on the media asset information displayed in a row adjacent to the advertisement.

59. The method of claim **52**, further comprising determining a location in the rows of media asset information items to display the advertisement.

60. A system for displaying advertisements, comprising:

means for storing media asset information in a first memory;

means for storing advertising data in a second memory;

means for accessing the first memory to retrieve a portion of the media asset information and accessing the second memory to retrieve an advertisement from the advertising data; and

means (**1**) for causing the retrieved portion of the media asset information to be displayed on a display in a plurality of rows of media asset information items and causing a source identifier for the displayed media asset information items to be displayed on the display and (**2**) for causing the retrieved advertisement to be displayed on the display in a separate row between two adjacent rows of media asset information items, wherein the media asset information is displayed for a user selectable time and the advertisement is displayed independent of the user selected time.

61. The system of claim **60**, wherein the advertisement is selected from a plurality of advertisements.

62. The system of claim **60**, wherein the advertisement is other than a media asset information item.

63. The system of claim **60**, wherein the advertisement is displayed independent of the source identifier.

64. The system of claim **60**, wherein the displayed advertisement is interactive.

65. The system of claim **60**, wherein the displayed advertisement is related to at least one of a product and a service.

66. The system of claim **60**, wherein the advertisement is selected for display based on the media asset information item displayed in a row adjacent to the advertisement.

67. The system of claim **60**, further comprising:

means for determining a location in the rows of media asset information items to display the advertisement.

68. A method for causing advertisements to be simultaneously displayed with a media guidance application, the method comprising:

storing program information in a memory for each of a plurality of media assets;

storing in the memory at least one advertisement as part of the stored program information; and

causing to be displayed on a display at least a portion of the stored program information and at least one of the stored advertisements, wherein:

the at least a portion of the program information and the at least one of the advertisements are displayed on the display as a plurality of row items, wherein the at least a portion of the program information and the at least one of the advertisements are displayed on separate rows.

69. The method of claim **68**, wherein at least one of the stored advertisements is stored as an address that links to the advertisement.

70. The method of claim **68**, wherein:

at least one of the stored advertisements is associated with at least one of the plurality of media assets; and

the step of causing to be displayed comprises causing the at least one of the stored advertisements and the program information of the media asset associated therewith to be displayed in adjacent row items in the plurality of row items.

71. The method of claim **70**, wherein the association between the at least one of the stored advertisements and the at least one of the plurality of media assets is based on a source of the media asset.

72. The method of claim **70**, wherein the association between the at least one of the stored advertisements and the at least one of the plurality of media assets is based on sponsorship of the media asset.

73. The method of claim **68**, wherein at least one of the displayed advertisements is interactive.

74. The method of claim **68**, wherein at least one of the displayed advertisements relates to a service or a product.

75. The method of claim **68**, wherein the program information and advertisement are displayed in a first area of the display, further comprising:

causing a row of a displayed program information item to be highlighted with a cursor;

causing a detail window to be displayed in a second area of the display; and

causing to be displayed, in the second area of the display, information relating to the displayed program information item that was highlighted.

76. The method of claim **68**, wherein the program information and advertisement are displayed in a first area of the display, further comprising:

causing a row of a displayed advertisement to be highlighted with a cursor;

causing a detail window to be displayed in a second area of the display; and

causing to be displayed, in the second area of the display, information relating to the displayed advertisement that was highlighted.

77. The method of claim **68**, wherein:

the portion of the stored program information being displayed relates to a user-selected source; and

the displayed advertisement is independent of the user-selected source.

78. A system for causing advertisements to be simultaneously displayed with a media guidance application, the system comprising:

means for storing program information and advertising data in a memory;

means for storing program information in the memory for each of a plurality of media assets;

means for storing in the memory at least one advertisement as part of the stored program information; and

means for causing to be displayed on a display at least a portion of the stored program information and at least one of the stored advertisements, wherein:

the at least a portion of the program information and the at least one of the advertisements are caused to be displayed on the display as a plurality of row items, wherein the at least a portion of the program information and the at least one of the advertisements are displayed on separate rows.

79. The system of claim **78**, wherein at least one of the stored advertisements is stored as an address that links to the advertisement.

80. The system of claim **78**, wherein:

at least one of the stored advertisements is associated with at least one of the plurality of media assets, and

the system further comprising means for causing the at least one of the stored advertisements and the program information of the media asset associated therewith to be displayed in adjacent row items in the plurality of row items.

81. The system of claim **80**, wherein the association between the at least one of the stored advertisements and the at least one of the plurality of media assets is based on a source of the media asset.

82. The system of claim **80**, wherein the association between the at least one of the stored advertisements and the at least one of the plurality of media assets is based on sponsorship of the media asset.

83. The system of claim **78**, wherein at least one of the displayed advertisements is interactive.

84. The system of claim **78**, wherein at least one of the displayed advertisements relates to a service or a product.

85. The system of claim **78**, wherein the program information and advertisement are displayed in a first area of the display and the system further comprises:

means for causing a row of a displayed program information item to be highlighted with a cursor;

means for causing a detail window to be displayed in a second area of the display; and

means for causing to be displayed, in the second area of the display, information relating to the displayed program information item that was highlighted.

86. The system of claim **78**, wherein the program information and advertisement are displayed in a first area of the display and the system further comprises:

means for causing a row of a displayed advertisement to be highlighted with a cursor;

means for causing a detail window in to be displayed in a second area of the display; and

means for causing to be displayed, in the second area of the display, information relating to the displayed advertisement that was highlighted.

87. The system of claim **78**, wherein:

the portion of the stored program information being displayed relates to a user-selected source,

and the displayed advertisement is independent of the user-selected source.

88. Apparatus for displaying advertisements, comprising:

means for storing program information and advertising data;

means for recovering stored program information corresponding to a number of media assets and an address for linking the advertising data with the recovered program information;

means for causing the recovered program information to be displayed on a display in lines of media asset identifiers, each media asset identifier being displayed in a separate line;

means for recovering stored advertising data according to the recovered address; and

means for causing the recovered advertising data to be displayed in a separate line on the display with the media asset identifiers.

89. Apparatus as claimed in claim **88**, in which the advertising data is caused to be displayed as an insert instead of one of the media asset identifiers.

90. The apparatus of claim **88**, in which the program information is caused to be displayed in a first area of the display, the apparatus additionally comprising:

means for causing one of the lines of program information to be highlighted on the display with a cursor;

means for causing a detail window to be displayed in a second area of the display; and

means for causing a description of the line of the program information highlighted by the cursor to be displayed in the second area.

91. The apparatus of claim **90**, additionally comprising:

means for causing the advertising data on the display to be highlighted with a cursor; and

means for causing information relating to the advertising data highlighted by the cursor to be displayed in the second area.

92. A method for displaying advertisements, comprising:

storing in a memory program information and advertising data;

accessing the memory to recover the program information corresponding to a number of media assets and an address for advertising data for linking the advertising data with the recovered program information;

causing the recovered program information to be displayed on a display in lines of media asset identifiers, each media asset identifier being displayed in a separate line;

accessing the memory to recover the advertising data according to the recovered address; and

causing the recovered advertising data to be displayed in a separate line on the display with the media asset identifiers.

93. The method as claimed in claim **92** in which the advertising data is caused to be displayed as an insert instead of one of the media asset identifiers.

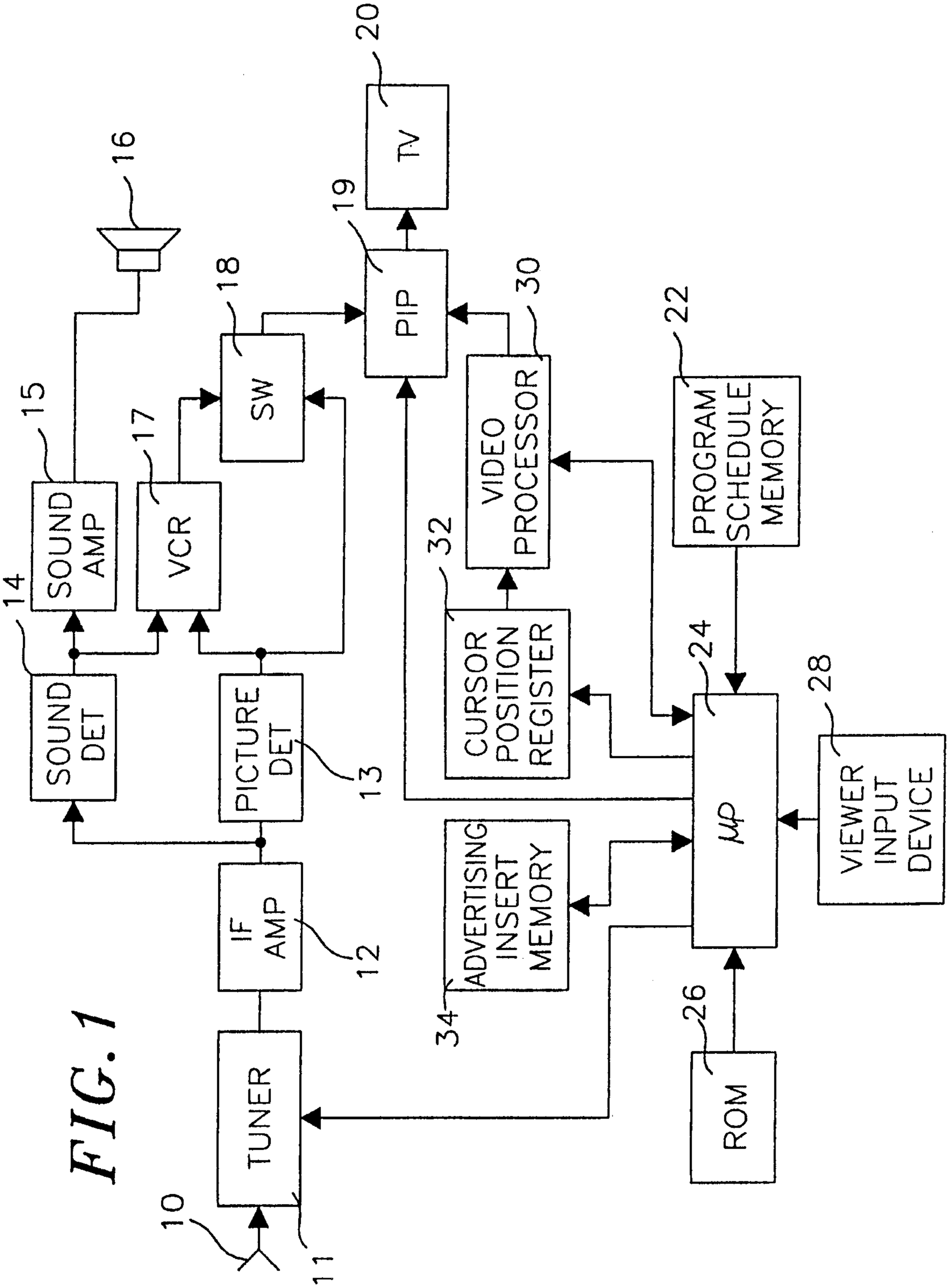
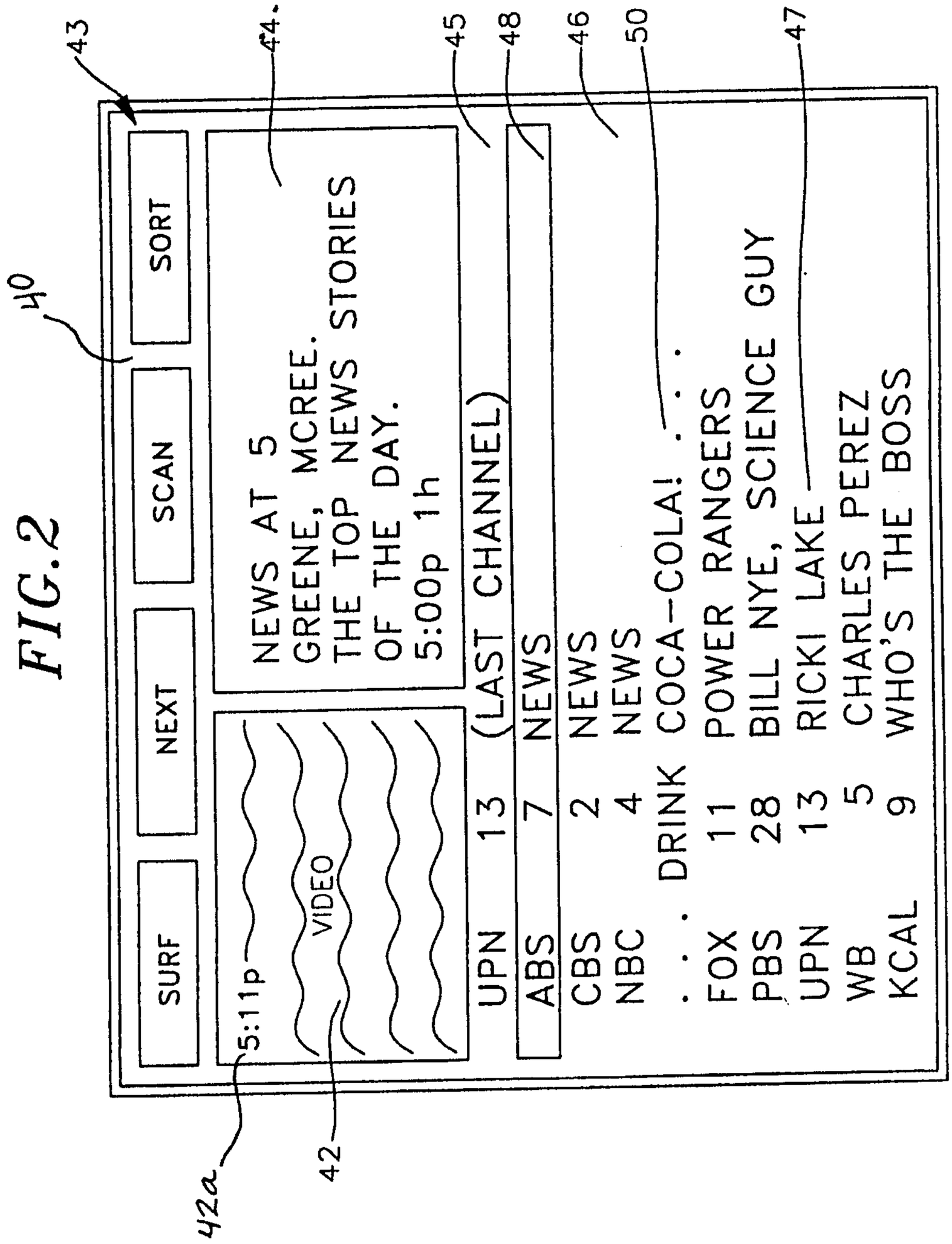
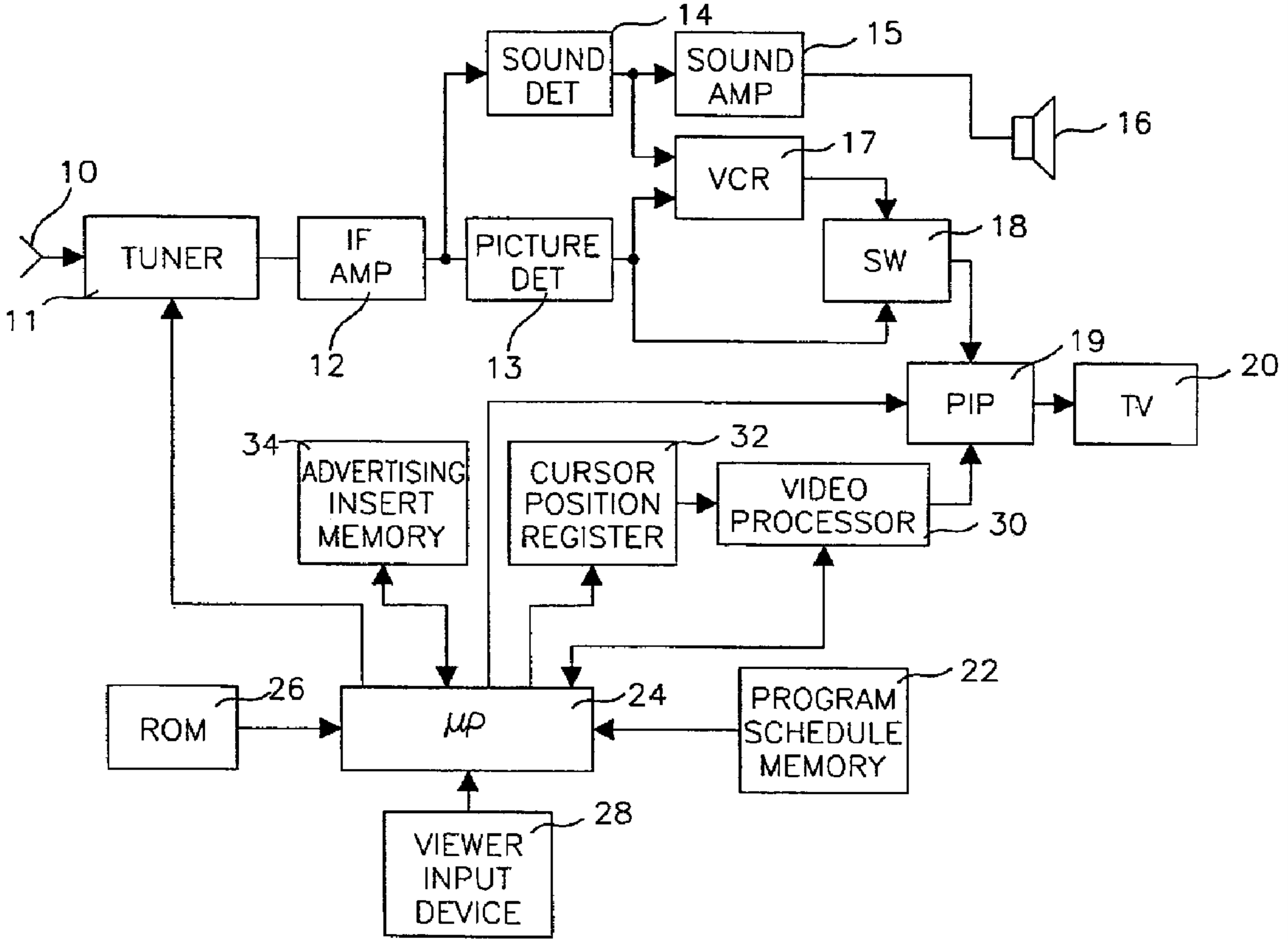

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11
TUNER
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IF AMP
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PICTURE DET
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SOUND DET
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SOUND AMP
16
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VCR
18
SW
19
PIP
20
TV
22
PROGRAM SCHEDULE MEMORY
24
μP
26
ROM
28
VIEWER INPUT DEVICE
30
VIDEO PROCESSOR
32
CURSOR POSITION REGISTER
34
ADVERTISING INSERT MEMORY

FIG. 1

FIG.2


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47
SORT
SCAN
NEXT
SURF
NEWS AT 5
GREENE, MCREE.
THE TOP NEWS STORIES
OF THE DAY.
5:00p 1h
5:11p
VIDEO
UPN 13 (LAST CHANNEL)
ABS 7 NEWS
CBS 2 NEWS
NBC 4 NEWS
. . . DRINK COCA-COLA! . . .
FOX 11 POWER RANGERS
PBS 28 BILL NYE, SCIENCE GUY
UPN 13 RICKI LAKE
WB 5 CHARLES PEREZ
KCAL 9 WHO'S THE BOSS
a
42


10
11
TUNER
IF AMP
12
PICTURE DET
13
SOUND DET
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SOUND AMP
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16
VCR
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SW
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PIP
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TV
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34
ADVERTISING INSERT MEMORY
32
CURSOR POSITION REGISTER
VIDEO PROCESSOR
30
ROM
26
μP
24
PROGRAM SCHEDULE MEMORY
22
VIEWER INPUT DEVICE
28