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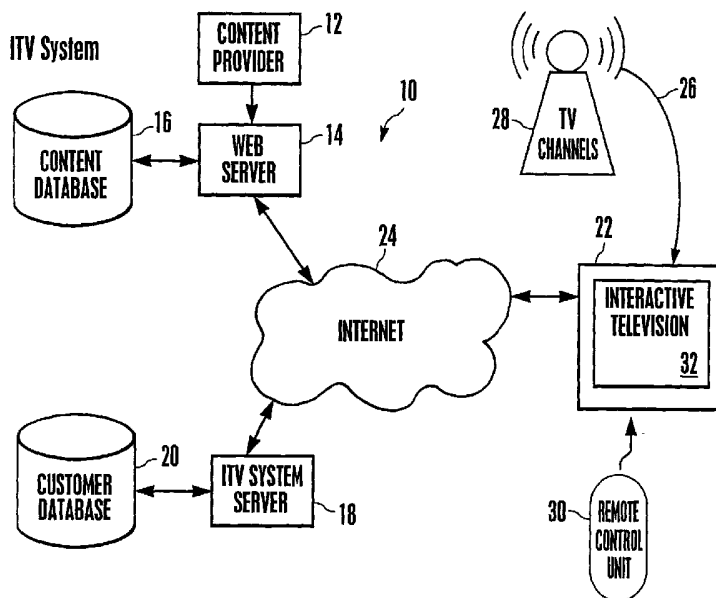
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(54) Title: SYSTEM AND METHOD FOR INTERACTIVE TELEVISION



(57) Abstract: A system and method for interactive television (ITV) (22) includes presenting both TV channels and "virtual channels" on an ITV (22). A virtual channel can be a Web page stored in memory (44) of the ITV (22) (or remote therefrom) and accessed by a microprocessor (46) in the ITV (22) when a user selects the virtual channel number using a conventional TV remote control (30). The particular Web page can be established based on consumer data, such as demographic data supplied by the consumer or consumer responses to prompts displayed along with a channel. The Web page associated with the virtual channel can be updated or changed by sending data to the ITV (22) through the VBI of a TV signal or via the Internet (24), through a modem (48) on the ITV (22).



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A. CLASSIFICATION OF SUBJECT MATTER IPC(7) : H04N 5/445, 7/173 US CL : 725/51, 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. : 725/51, 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 *	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%; padding: 5px;">Category *</th> <th style="width: 70%; padding: 5px;">Citation of document, with indication, where appropriate, of the relevant passages</th> <th style="width: 20%; padding: 5px;">Relevant to claim No.</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; vertical-align: top; padding: 5px;">Y</td> <td style="padding: 5px;">US 5,940,073 A (KLOSTERMAN et al.) 17 August 1999 (17.08.1999), --whole document-- , fig. 6(a-d), col. 1, ll. 56-63, col. 2, ll. 19-25, col. 3, ll. 46-59, col. 9-10, ll. 19-16.</td> <td style="text-align: center; vertical-align: top; padding: 5px;">1-10</td> </tr> <tr> <td style="text-align: center; vertical-align: top; padding: 5px;">Y</td> <td style="padding: 5px;">US 6,025,837 A (MATTHEWS, III et al.) 15 February 2000 (15.02.2000), --whole document--, abstract, fig. 4-5, col. 4, ll. 5-16, col. 4, ll. 54-65, col. 8, ll. 21-35, col. 9-10, ll. 56-49</td> <td style="text-align: center; vertical-align: top; padding: 5px;">1-10</td> </tr> <tr> <td style="text-align: center; vertical-align: top; padding: 5px;">A</td> <td style="padding: 5px;">US 5,850,218 A (LAJOIE et al.) 15 December 1998 (15.12.1998), --whole document--</td> <td style="text-align: center; vertical-align: top; padding: 5px;">1-10</td> </tr> <tr> <td style="text-align: center; vertical-align: top; padding: 5px;">A</td> <td style="padding: 5px;">US 6,219,042 B1 (ANDERSON et al.) 17 April 2001 (17.04.2001), --whole document--</td> <td style="text-align: center; vertical-align: top; padding: 5px;">1-10</td> </tr> <tr> <td style="text-align: center; vertical-align: top; padding: 5px;">A,P</td> <td style="padding: 5px;">US 6,240,555 B1 (SHOFF et al.) 29 May 2001 (29.05.2001), --whole document--</td> <td style="text-align: center; vertical-align: top; padding: 5px;">1-10</td> </tr> </tbody> </table>	Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.	Y	US 5,940,073 A (KLOSTERMAN et al.) 17 August 1999 (17.08.1999), --whole document-- , fig. 6(a-d), col. 1, ll. 56-63, col. 2, ll. 19-25, col. 3, ll. 46-59, col. 9-10, ll. 19-16.	1-10	Y	US 6,025,837 A (MATTHEWS, III et al.) 15 February 2000 (15.02.2000), --whole document--, abstract, fig. 4-5, col. 4, ll. 5-16, col. 4, ll. 54-65, col. 8, ll. 21-35, col. 9-10, ll. 56-49	1-10	A	US 5,850,218 A (LAJOIE et al.) 15 December 1998 (15.12.1998), --whole document--	1-10	A	US 6,219,042 B1 (ANDERSON et al.) 17 April 2001 (17.04.2001), --whole document--	1-10	A,P	US 6,240,555 B1 (SHOFF et al.) 29 May 2001 (29.05.2001), --whole document--	1-10
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<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.																			
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