



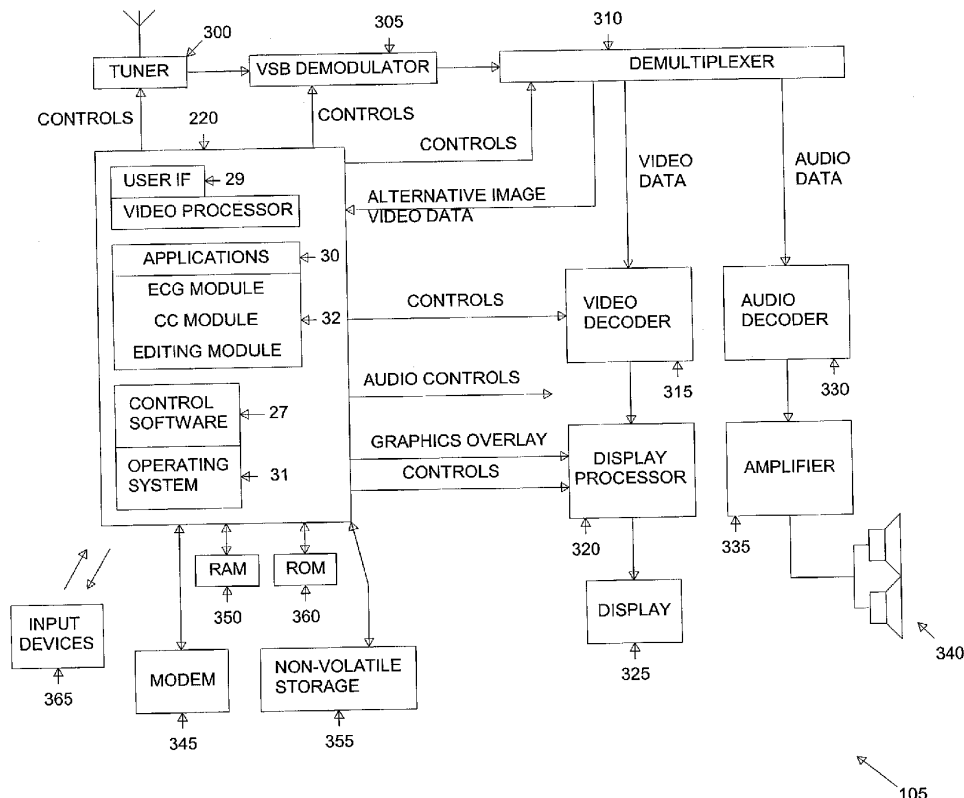
US 20030066078A1

(19) **United States**(12) **Patent Application Publication**  
**Bjorgan et al.**(10) **Pub. No.: US 2003/0066078 A1**  
(43) **Pub. Date: Apr. 3, 2003**(54) **SUBSCRIBER INTERFACE DEVICE FOR  
USE WITH AN INTELLIGENT  
CONTENT-BROADCAST NETWORK AND  
METHOD OF OPERATING THE SAME****Related U.S. Application Data**(60) Provisional application No. 60/285,392, filed on Apr.  
20, 2001.**Publication Classification**(75) Inventors: **Stephen Bjorgan**, San Francisco, CA  
(US); **Robert Noakes**, Walnut Creek,  
CA (US)(51) **Int. Cl.<sup>7</sup>** ..... **H04N 7/025**  
(52) **U.S. Cl.** ..... **725/34**

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CA 94005(21) Appl. No.: **10/126,502**(22) Filed: **Apr. 19, 2002**(57) **ABSTRACT**

An interface device and method for use with an intelligent content-broadcast network. User profile information is collected and stored in a memory device assessable to a secondary content processor. Secondary content is information, such as advertisements from a television network source, that is available for insertion into the primary broadcast stream as appropriate. When a particular user is identified as viewing a primary-content program, a processor associates the user with a stored profile and uses the profile information to determine what, if any, secondary content should be inserted and thus presented to the user as if it had been a part of the broadcast stream. The portion of the primary broadcast stream where secondary content may be inserted is indicated by embedded cues.



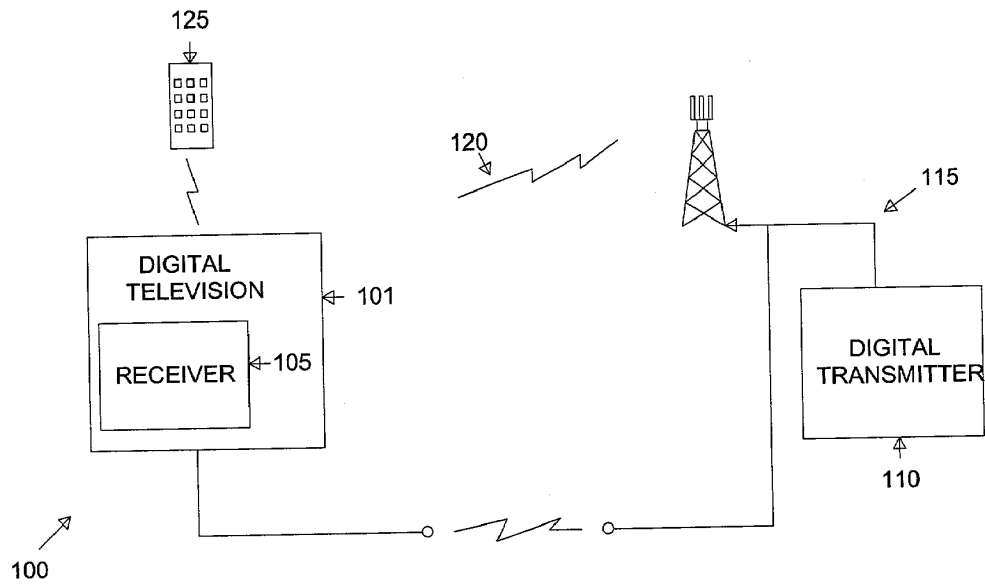


FIGURE 1

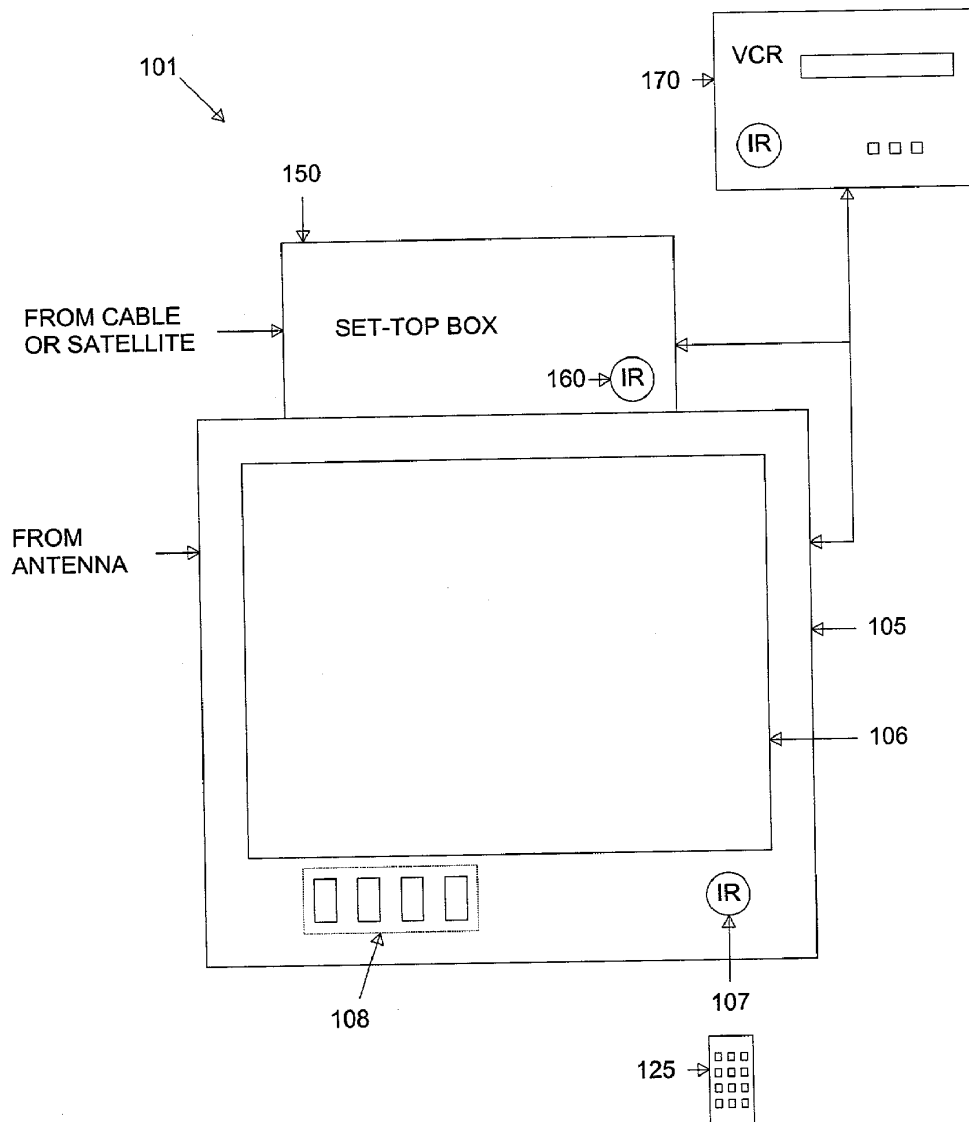


FIGURE 2

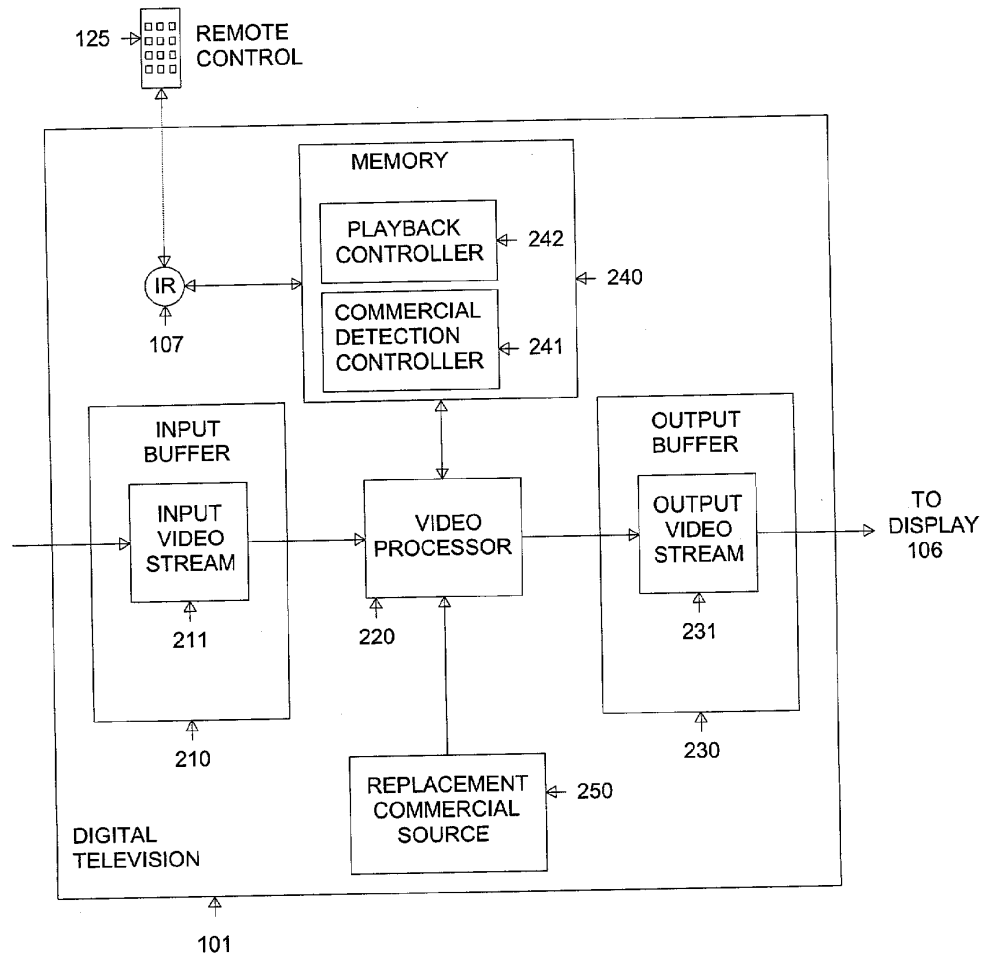


FIGURE 3

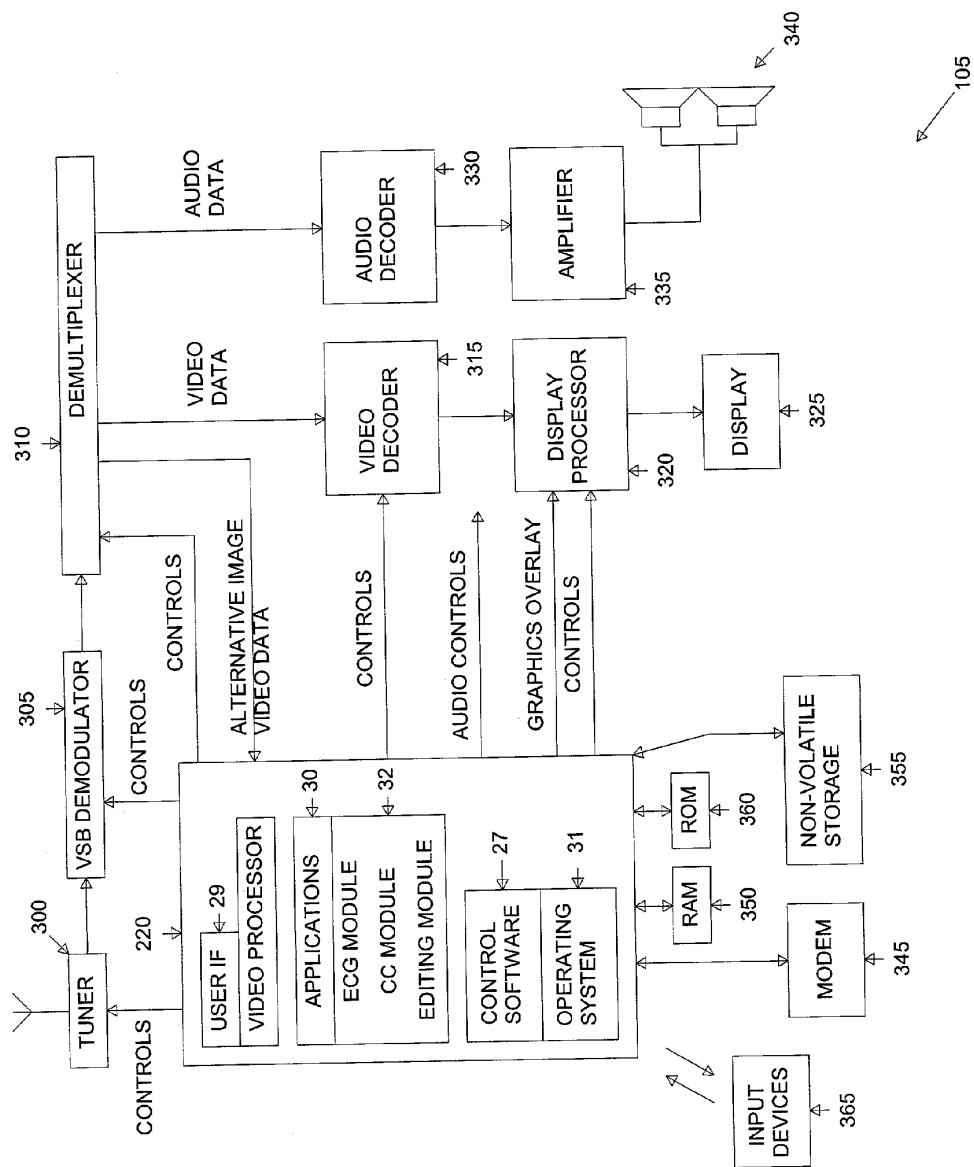


FIGURE 4

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