



(12) **United States Patent**
Unger

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(54) **METHOD AND SYSTEM FOR PROVIDING ALTERNATIVE, LESS-INTRUSIVE ADVERTISING THAT APPEARS DURING FAST FORWARD PLAYBACK OF A RECORDED VIDEO PROGRAM**

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(*) **Notice:** Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 1132 days.

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(57) **ABSTRACT**

(21) **Appl. No.:** **09/711,448**

A digital video recorder can be used to allow users to fast forward through segments of a recorded video signal, such as commercial breaks, while still allowing the advertiser a limited opportunity to present an advertising message. Frames from the commercial recorded with the video signal are electronically tagged. When the processor of the digital video recorder finds a tagged frame or frames during a fast forward operation, the processor may display the tagged frame as a static image during the fast forward operation or may play the series of tagged frames at normal speed as a condensed video clip during the fast forward operation. Thus, through a static image or a condensed video clip, an advertiser can present an advertising message, while the user may still skip the full-length commercials as quickly as before.

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(51) **Int. Cl.⁷** **H04N 5/91**

(52) **U.S. Cl.** **386/68; 386/95**

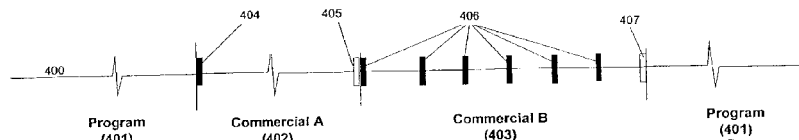
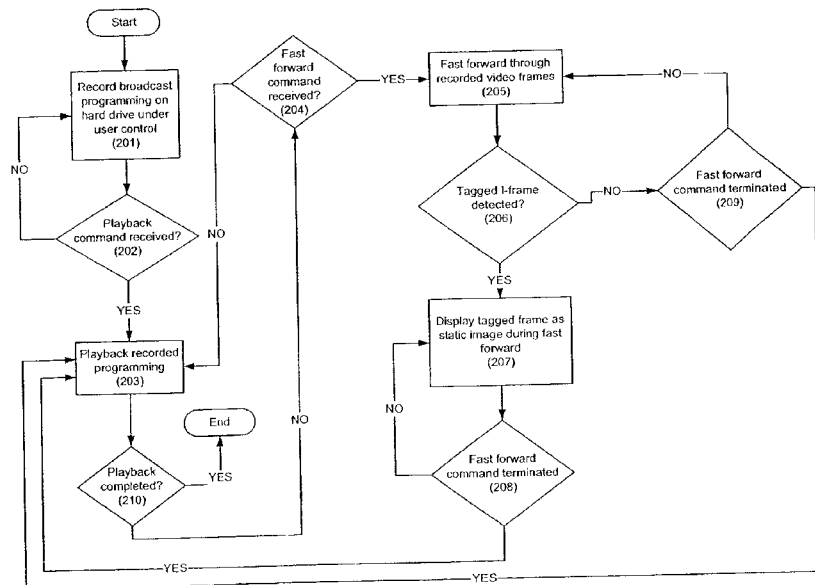
(58) **Field of Search** 386/46, 68, 69, 386/70, 95, 94, 125-126; H04N 5/91

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20 Claims, 4 Drawing Sheets



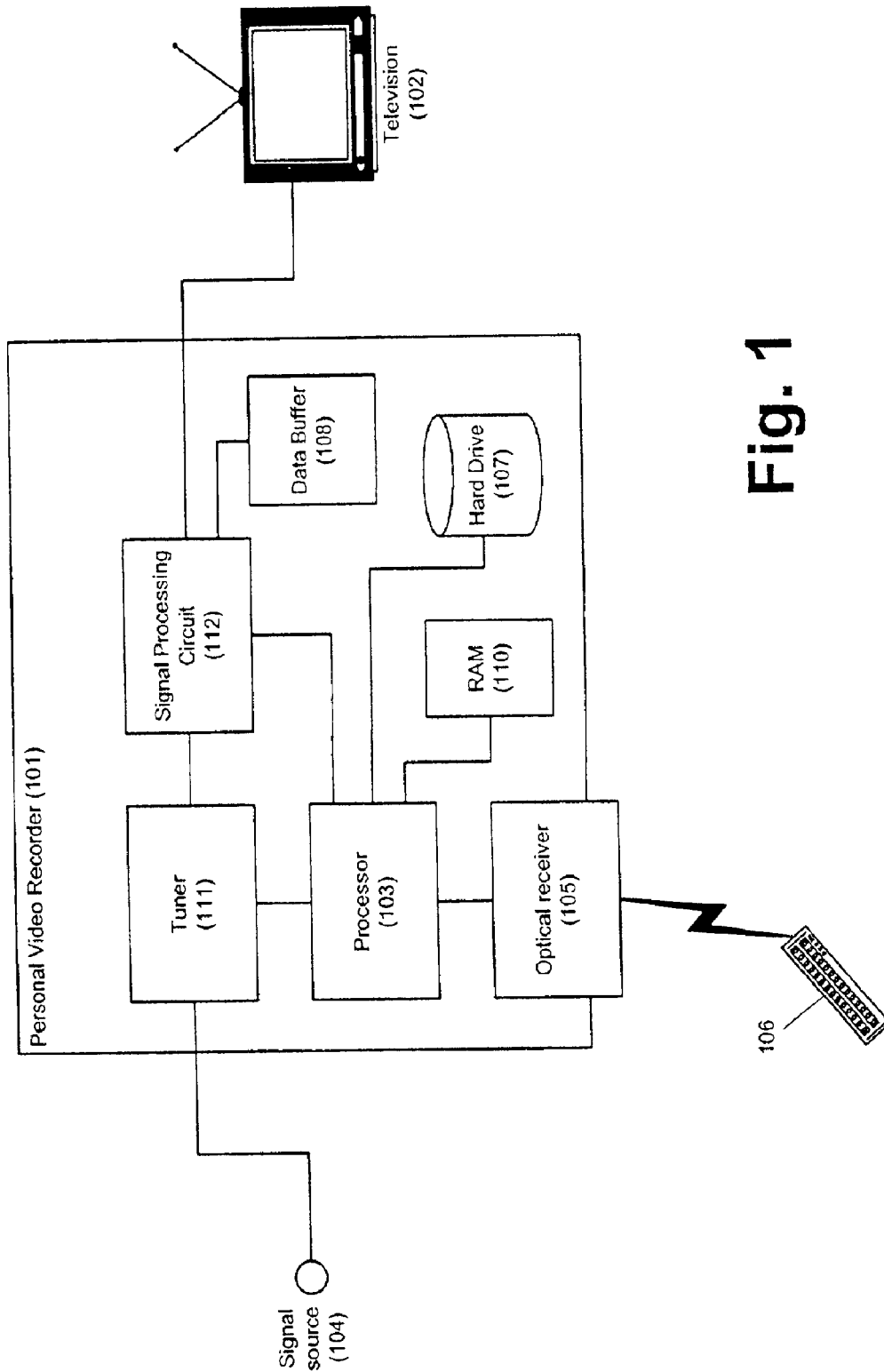


Fig. 1

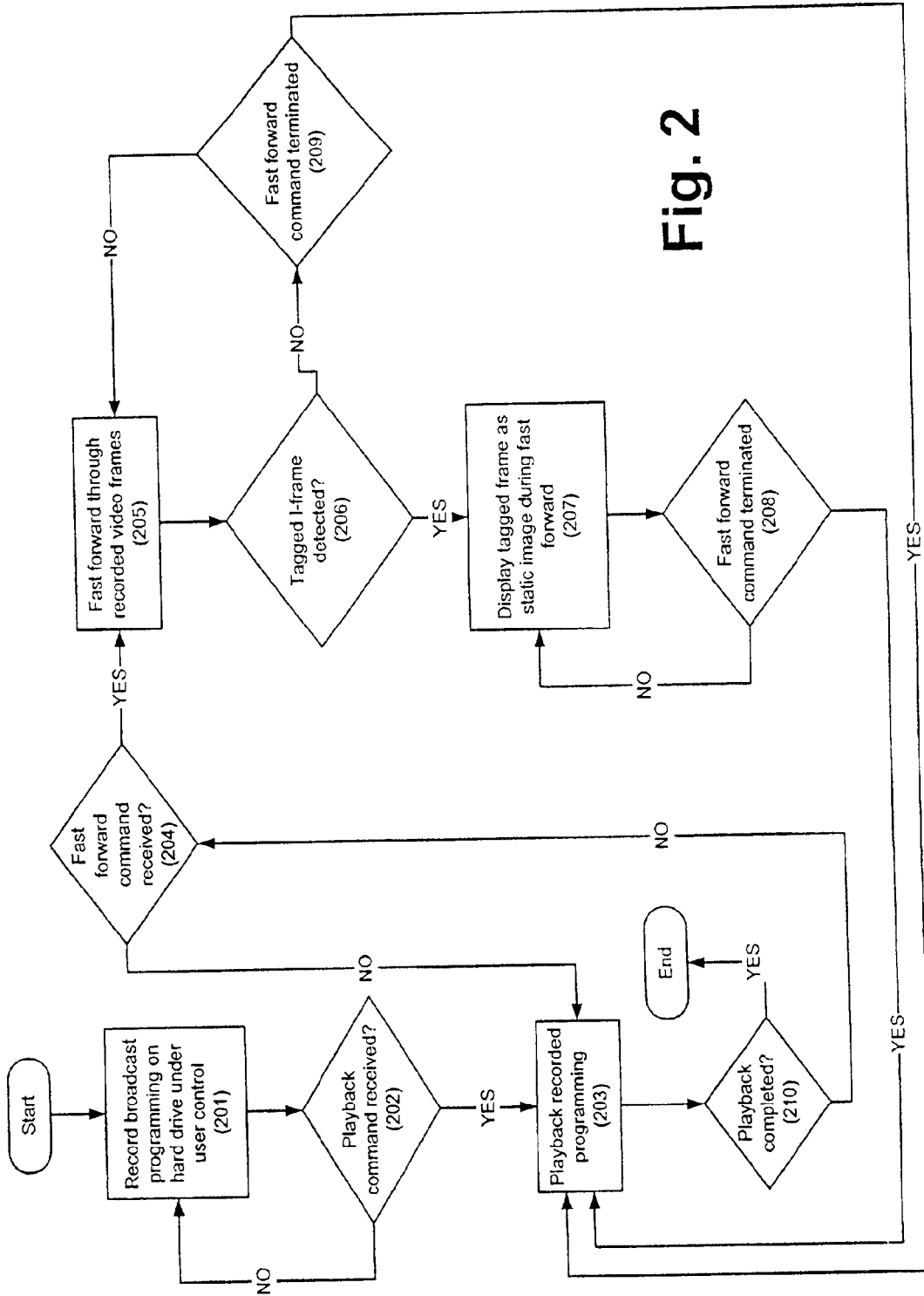


Fig. 2

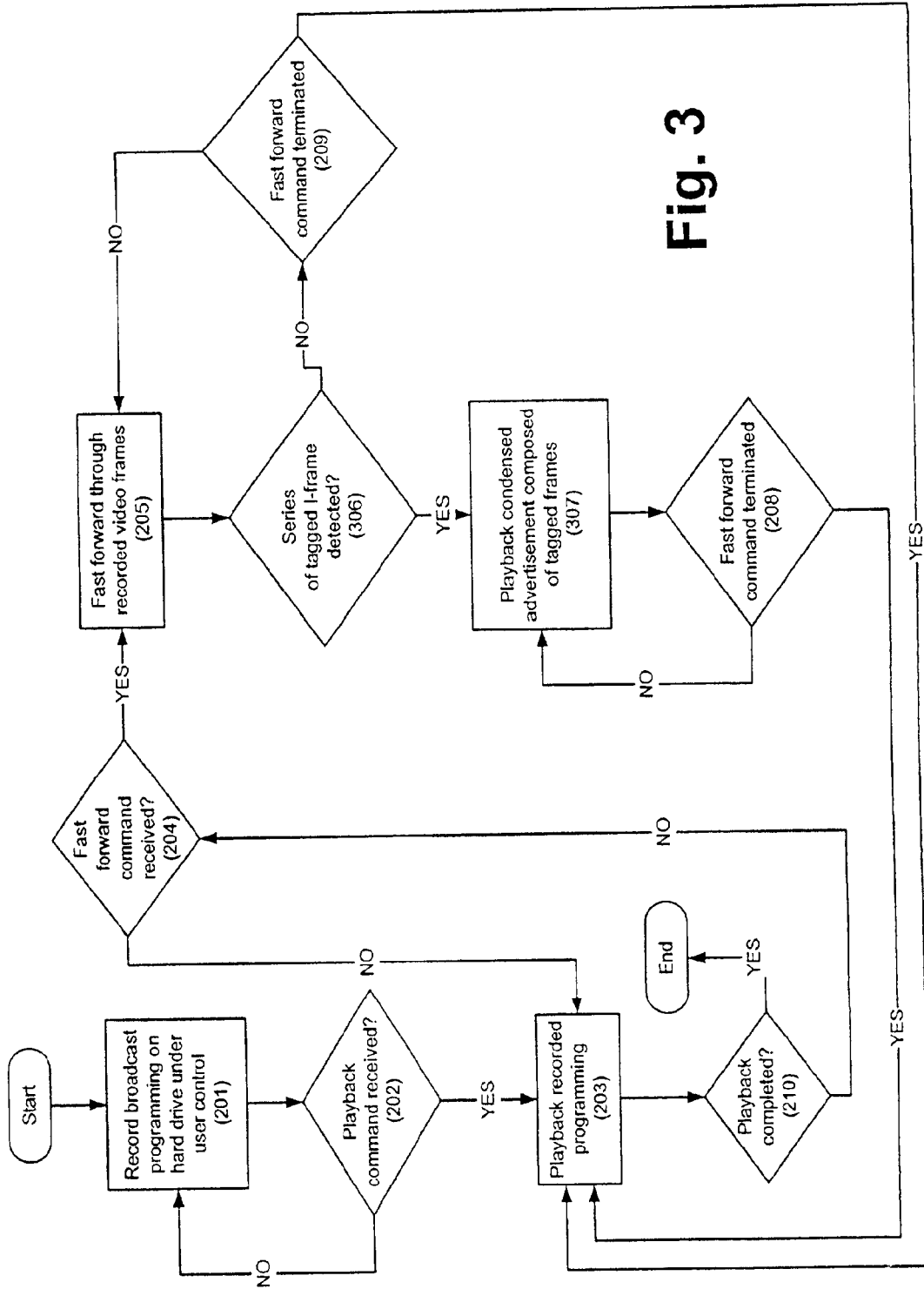
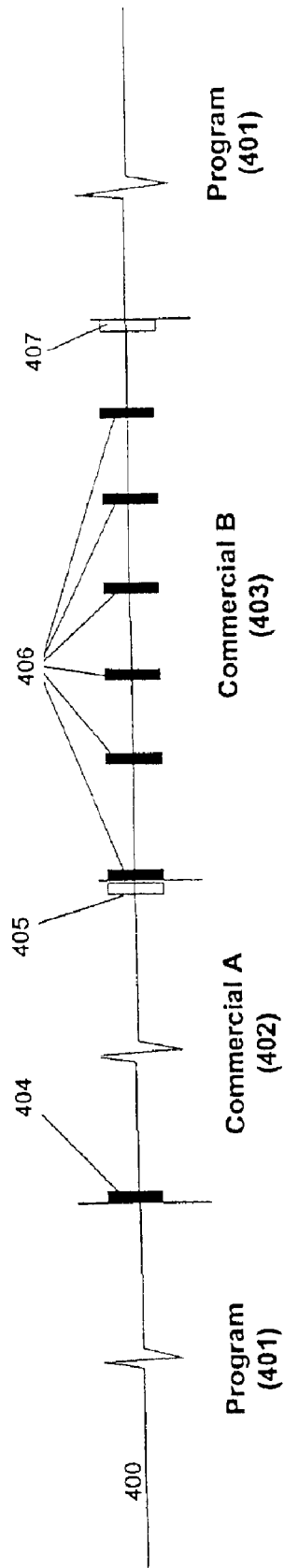


Fig. 3

Fig. 4



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