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(54) **ALTERNATIVE ADVERTISING IN PRERECORDED MEDIA**

**Publication Classification**

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(57) **ABSTRACT**

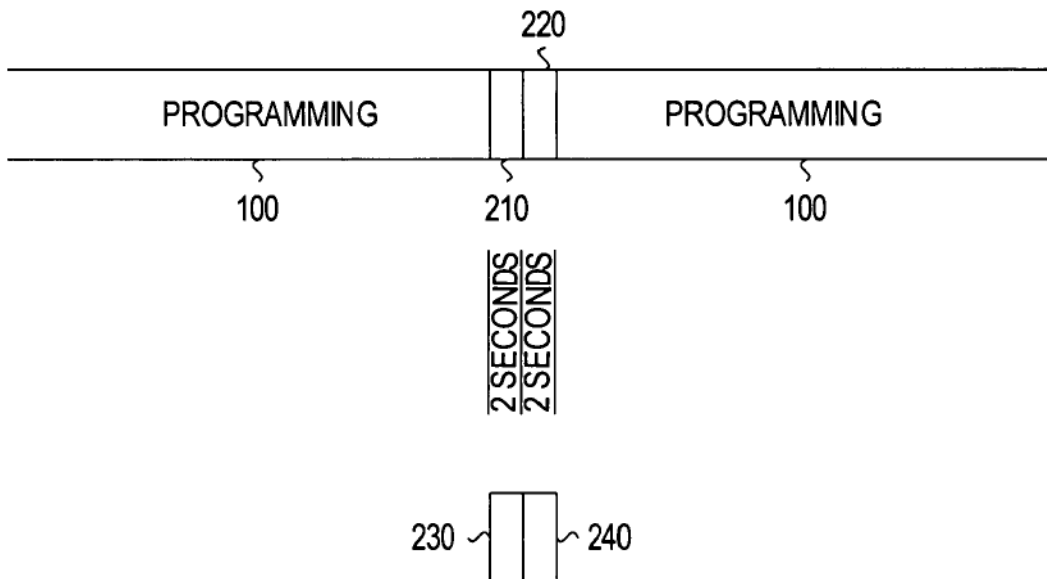
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Presenting viewers with an alternative brief version of a recorded advertisement when they choose to fast-forward through or skip (or any other trick play event) the recorded advertisement. The alternative advertisement may be displayed instead of or in conjunction with the recorded advertisement (i.e., fast-forwarding advertisement is displayed in one portion of the screen (i.e., background or portion of a split screen) and the alternative brief version is displayed in another portion). The alternative brief version of the advertisement (trick play advertisement) may be a marketing message that is a static screen presenting a logo or a portion of the recorded advertisement, or may be a condensed version of the actual advertisement. The trick play advertisements may be targeted. An alternate or entirely unrelated advertisement can also be displayed as the trick play advertisement.

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(22) Filed: **Dec. 14, 2004**

**Related U.S. Application Data**

(62) Division of application No. 10/006,874, filed on Nov. 14, 2001.  
(60) Provisional application No. 60/281,037, filed on Apr. 3, 2001. Provisional application No. 60/329,992, filed on Oct. 17, 2001.



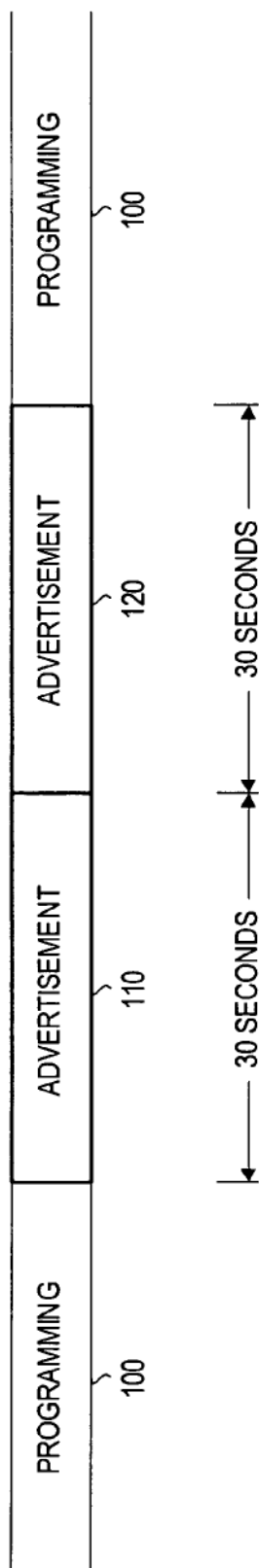


FIG. 1

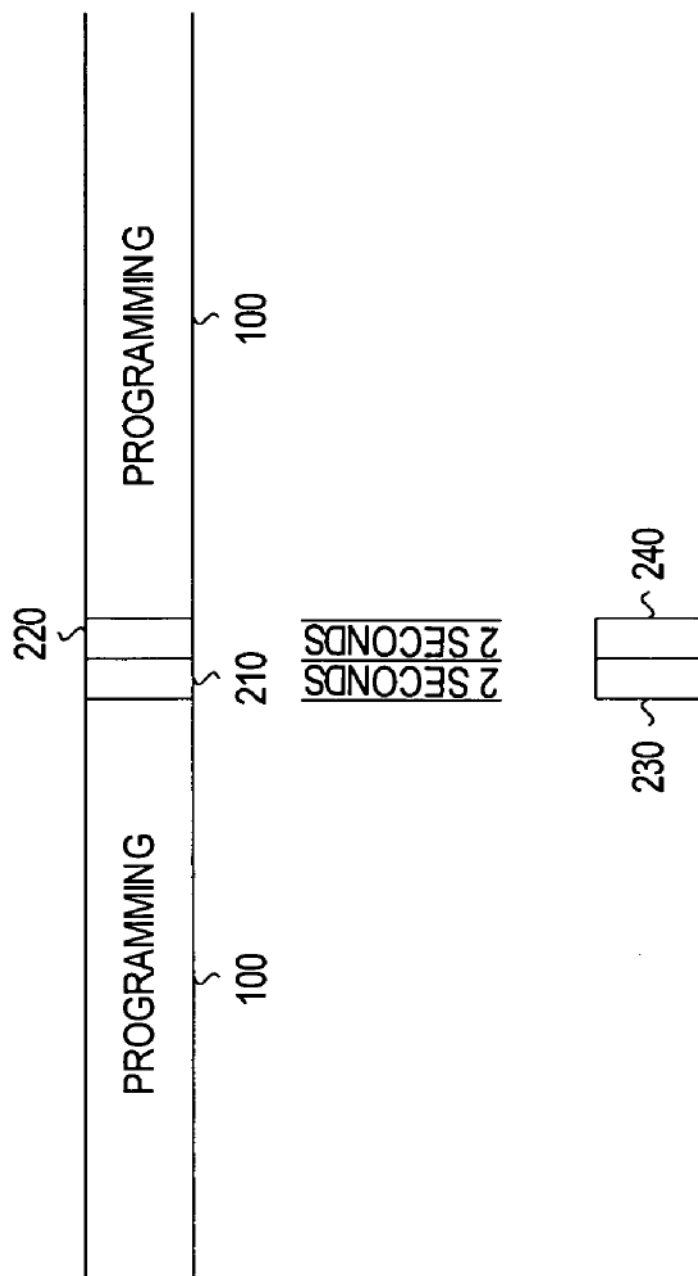


FIG. 2

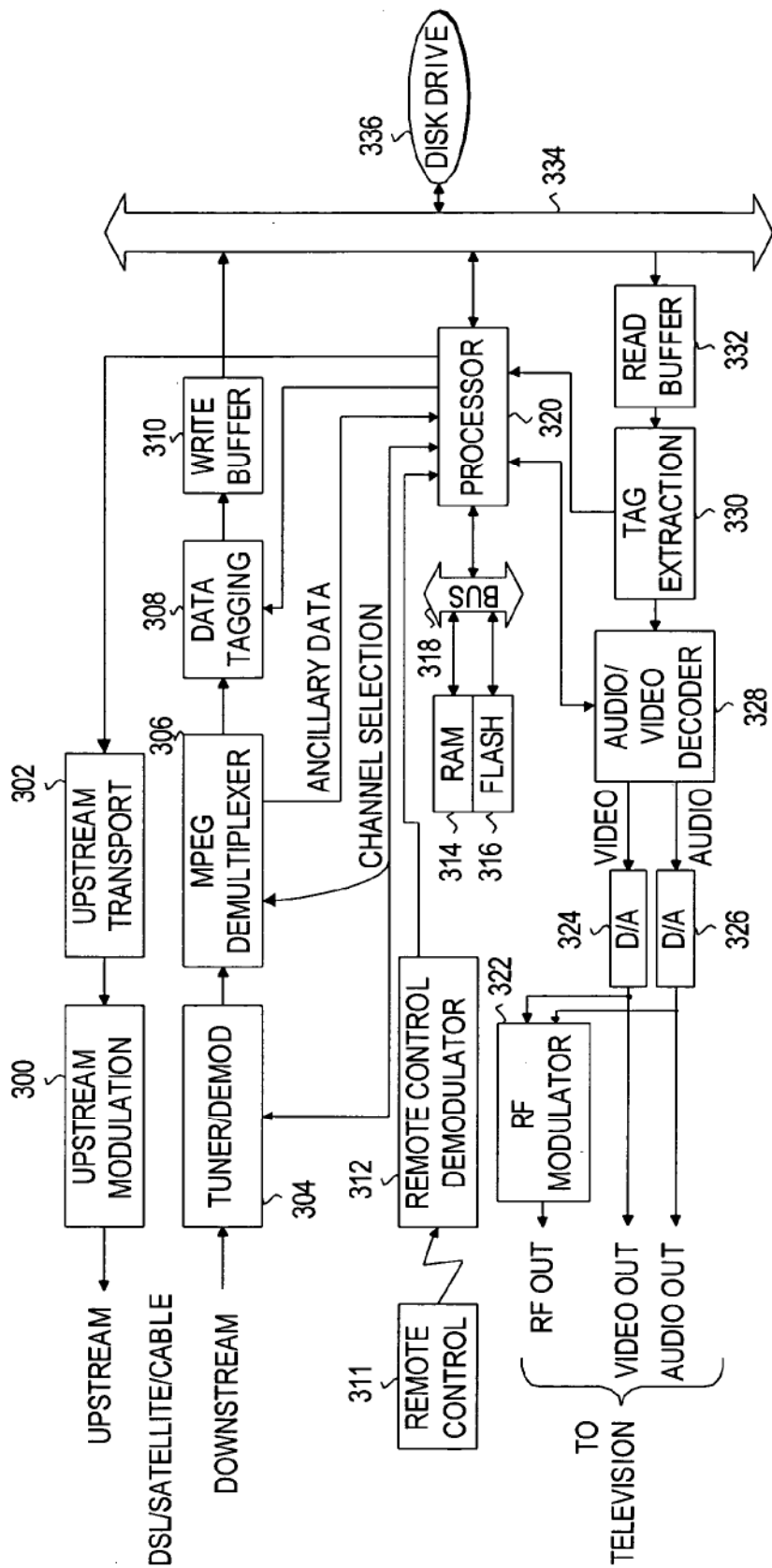


FIG. 3

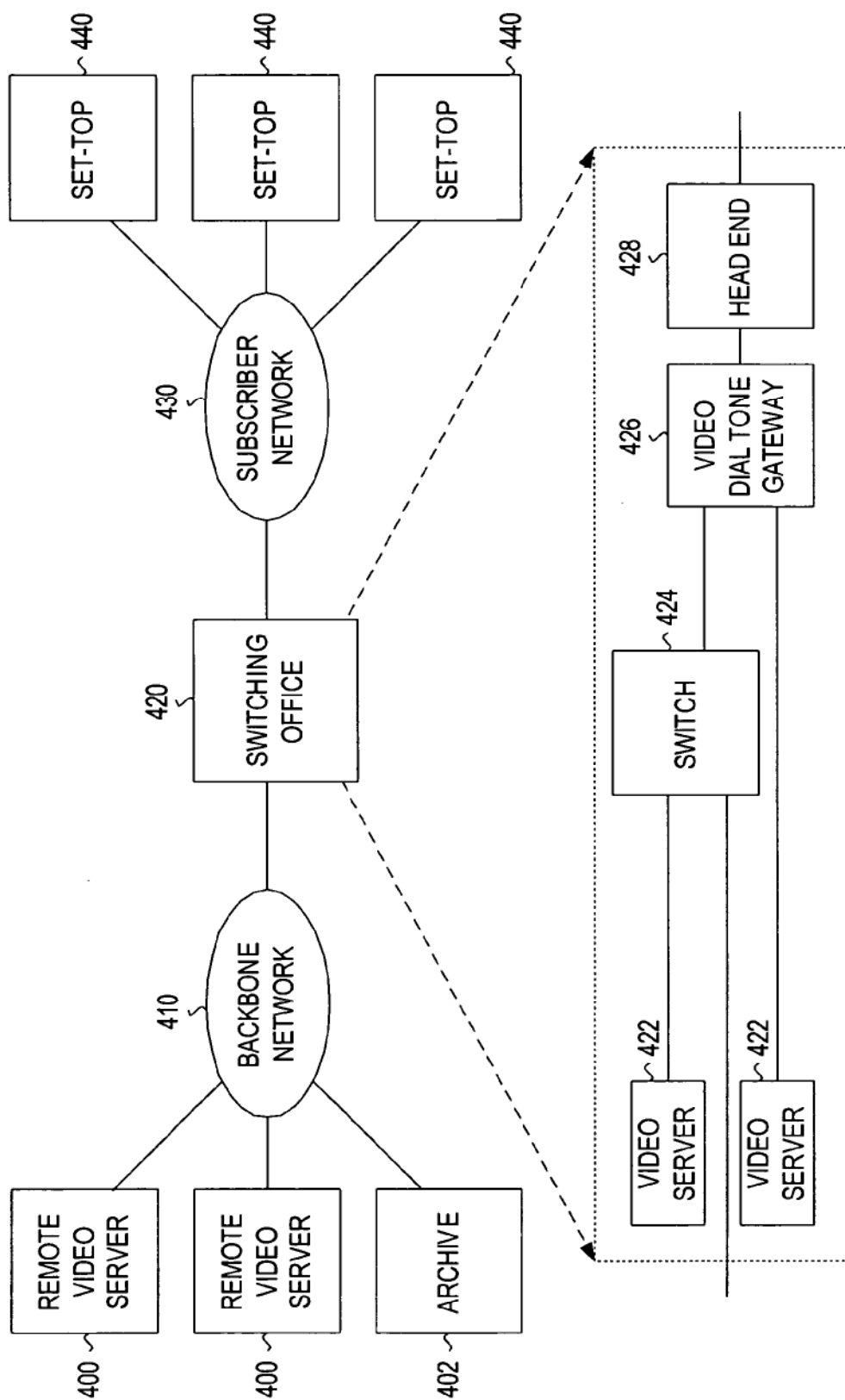


FIG. 4

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