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(54) **INTERACTIVE CONTENT GUIDE FOR TELEVISION PROGRAMMING**

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(57) **ABSTRACT**

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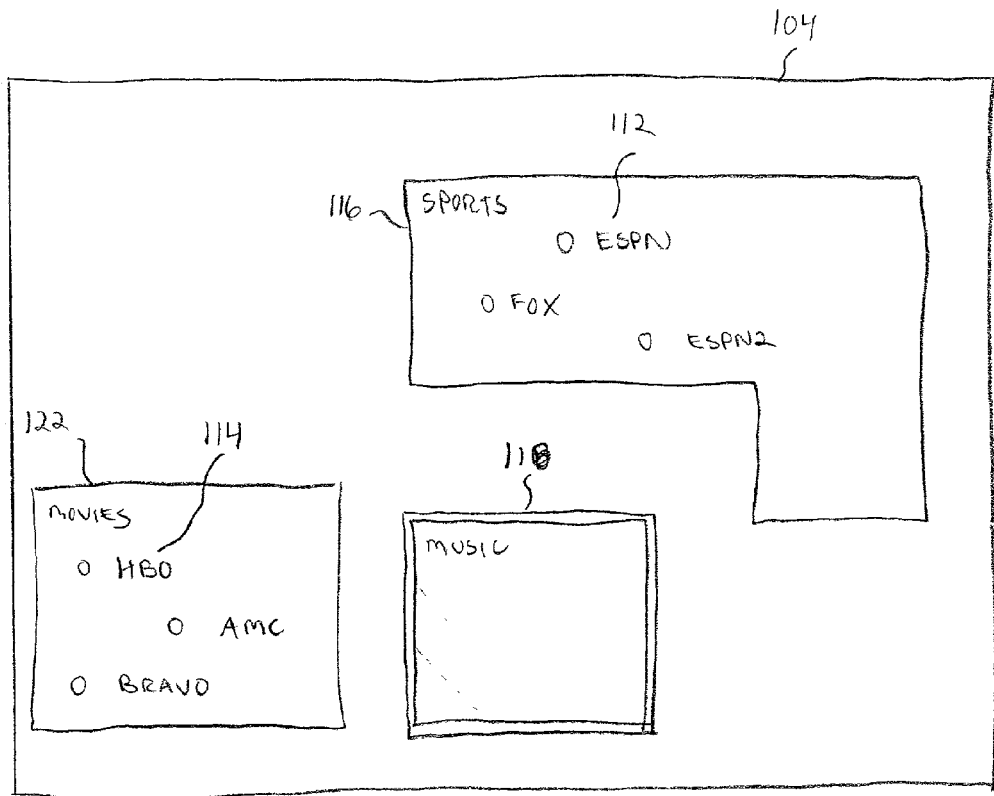
A navigation interface display system generates a navigation element that organizes television programming data in an easy-to-use manner. The navigation element employs a hierarchical display protocol for a plurality of selection items that represent the various television programs, channels, and/or networks. The hierarchical display scheme displays a limited number of active selection items at a first magnification level and additional active selection items at a second magnification level. In addition, the selection items are displayed on distinctive areas or features of the navigation element, where such features represent different content genres or categories. Subcategories can also be displayed in a hierarchical manner, thus providing additional information related to the content as the magnification level of the navigation element changes.

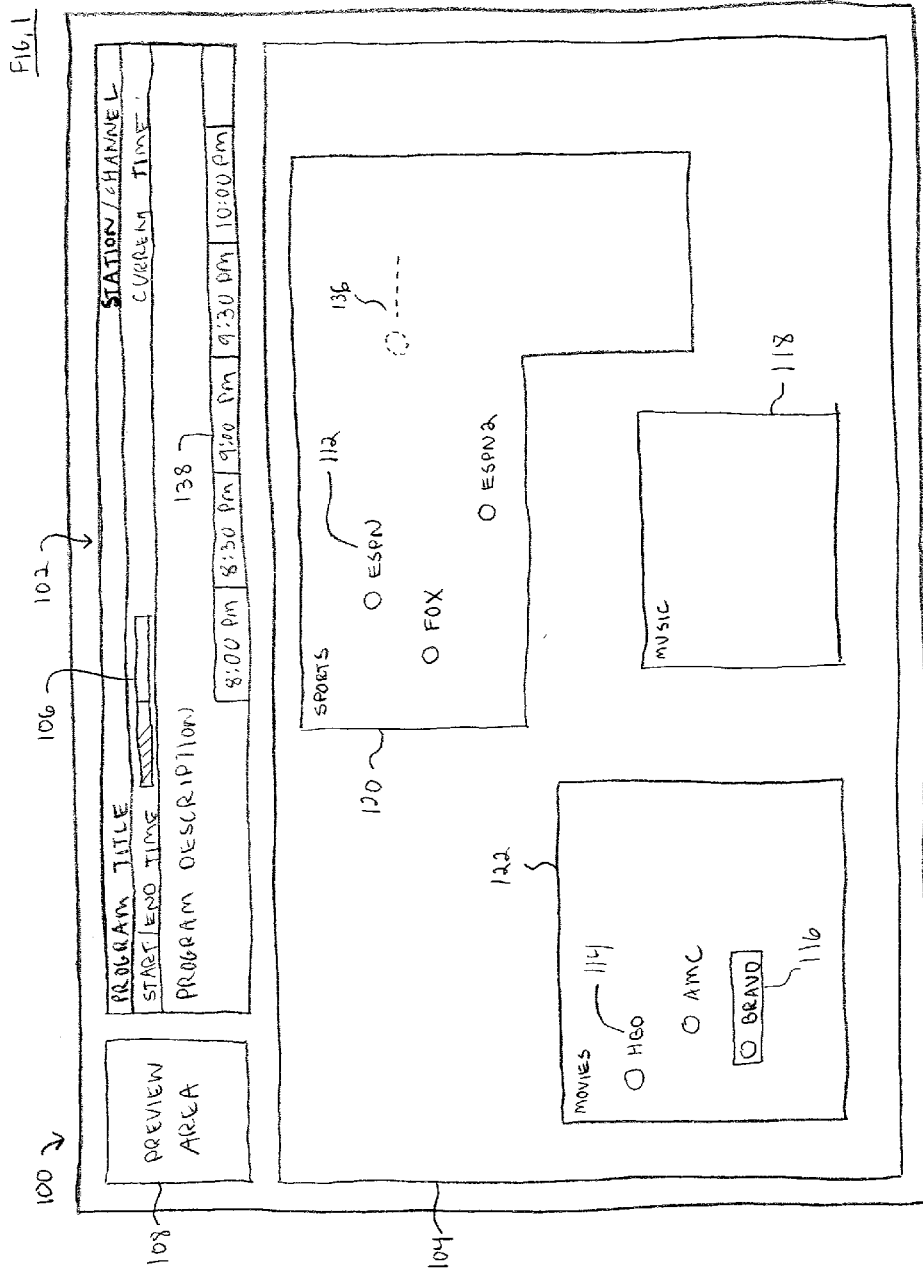
(21) **Appl. No.: 09/829,263**

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**Related U.S. Application Data**

(63) **Continuation-in-part of application No. 09/746,149, filed on Dec. 22, 2000, which is a non-provisional of provisional application No. 60/195,955, filed on Apr. 10, 2000.**





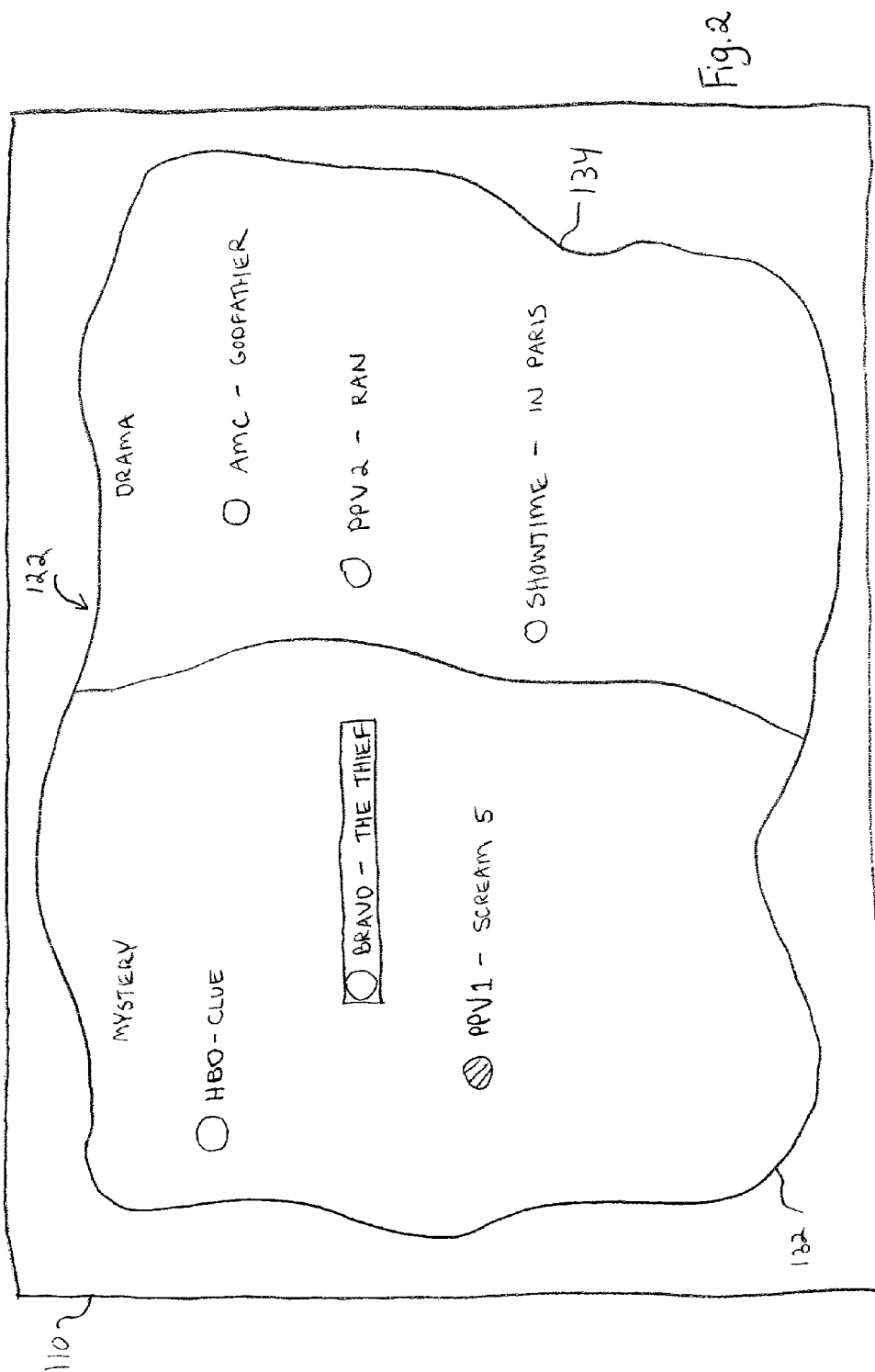


Fig. 2

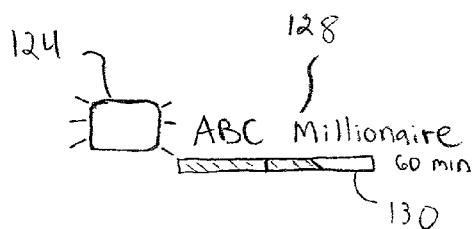


Fig. 4

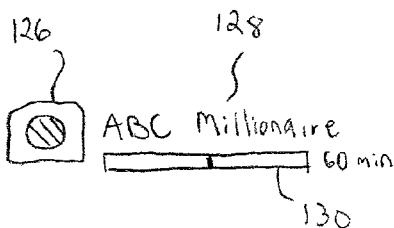


Fig. 5

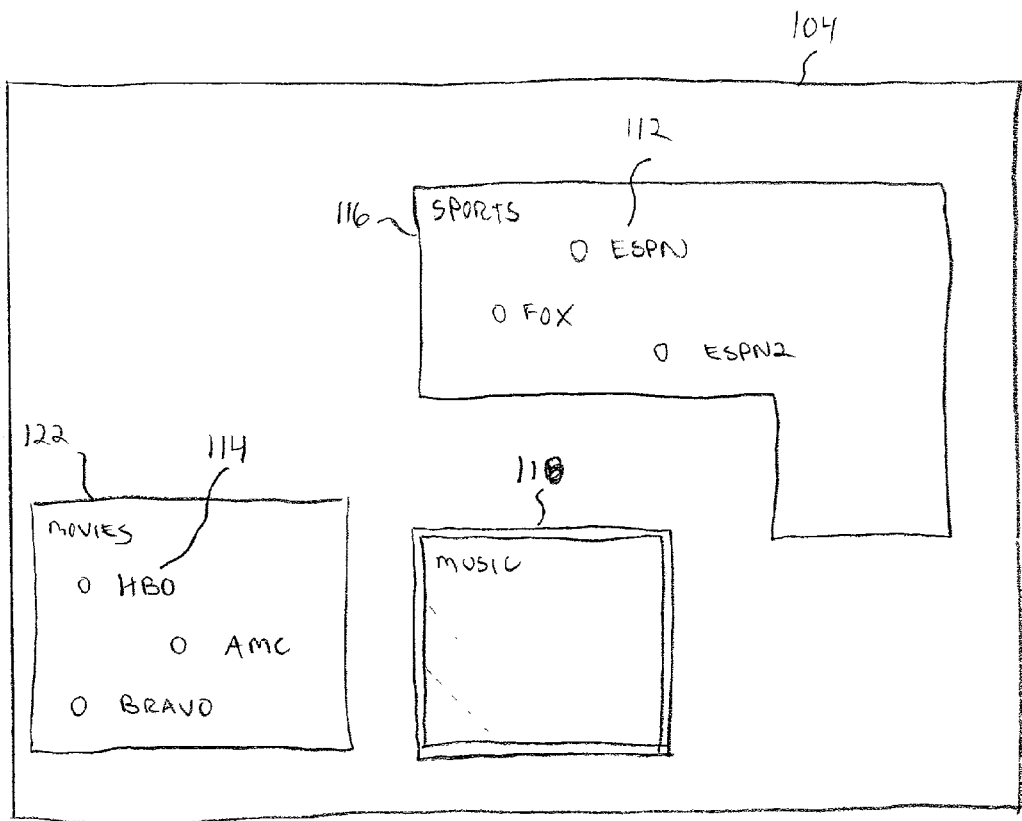


FIG. 3

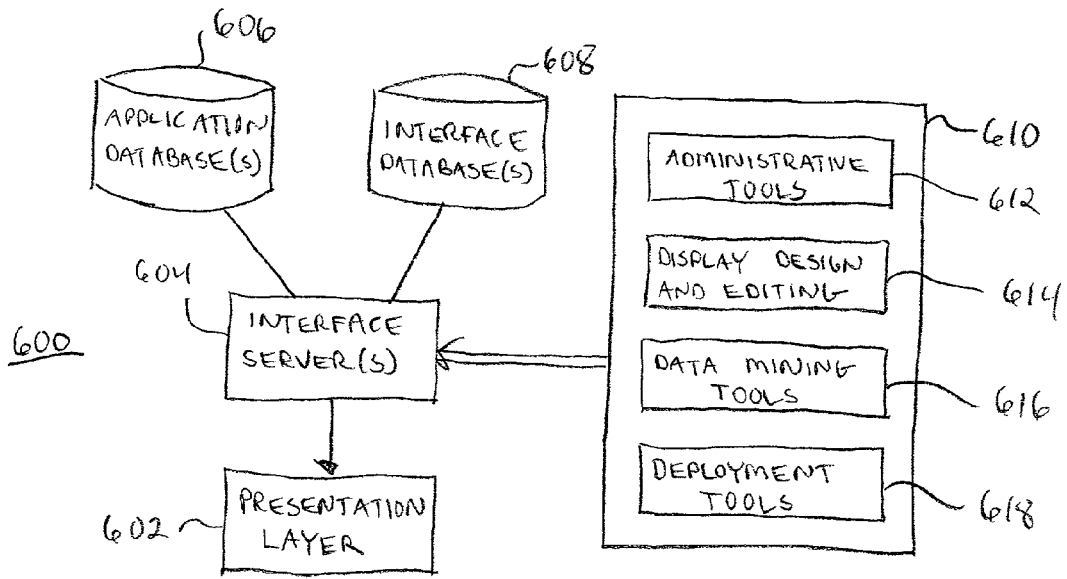


FIG. 6

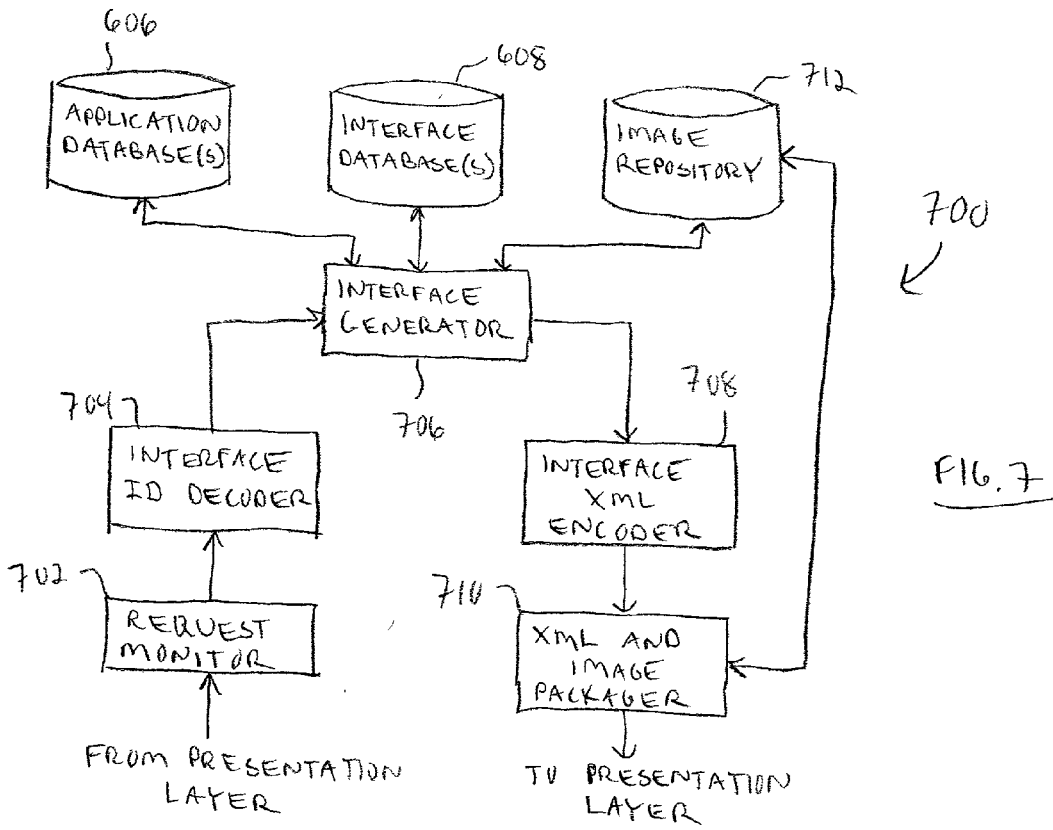


FIG. 7

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