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(54) **USER CONTROLLED TARGETED ADVERTISEMENT PLACEMENT FOR RECEIVER MODULES**

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(57) **ABSTRACT**

Systems and methods for displaying broadcast programming and generating points for viewing advertising content selected by the viewer. The systems and methods store one or more viewer attributes unique to the viewer. These attributes define one or more categories of advertising content to be displayed to the viewer and the points earned from viewing displayed advertising content. The viewer defines one or more categories of advertising to be displayed and the methods and systems select advertising content, either via a operator module delivering or the receiver module receiving the advertising content, having a category identifier matching the category selected by the viewer. This advertising content is displayed to the viewer and the viewer's points are updated to reflect that the viewer watched all or a portion of the advertising content.
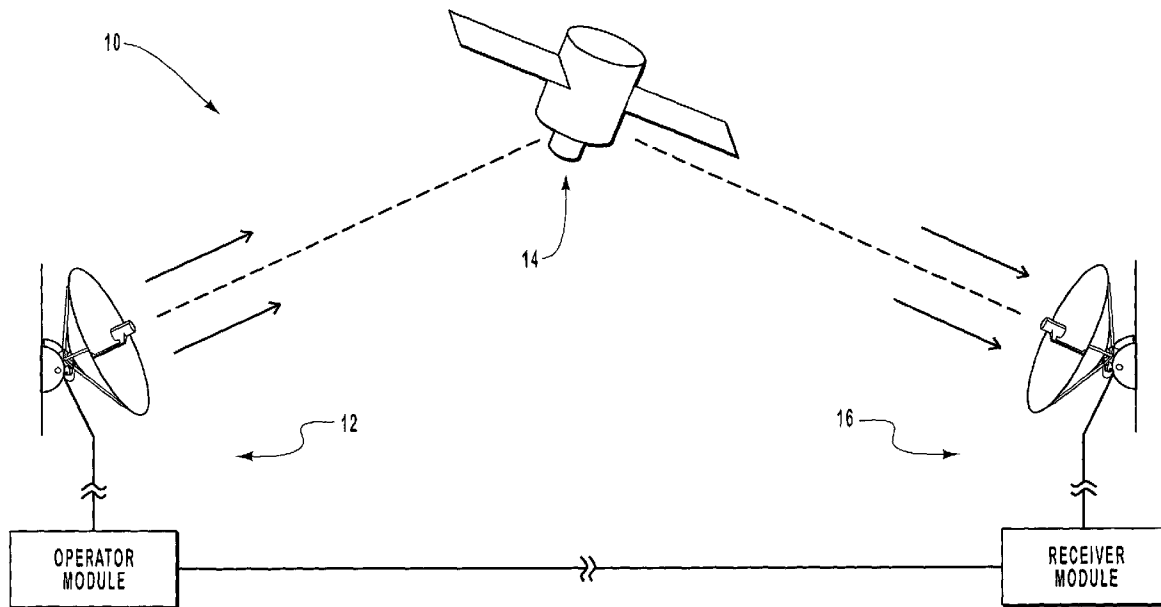
RECEIVER MODULE

16

14

12

10

Fig. 1

OPERATOR MODULE

To Satellite or Cable System

20

12

30

34

38 Control Module

32

Advertising Content Module

Ad Table Generator

Pay Per View Module **39**

Ad Content

Ad Listing & Time

Live Content

Ad Content Stripper **36**

Operator module

20 Other Ad Content Source

22 Content Source

24 Content Source

Fig. 2

Fig. 3

Fig. 4

DOCKET ALARM
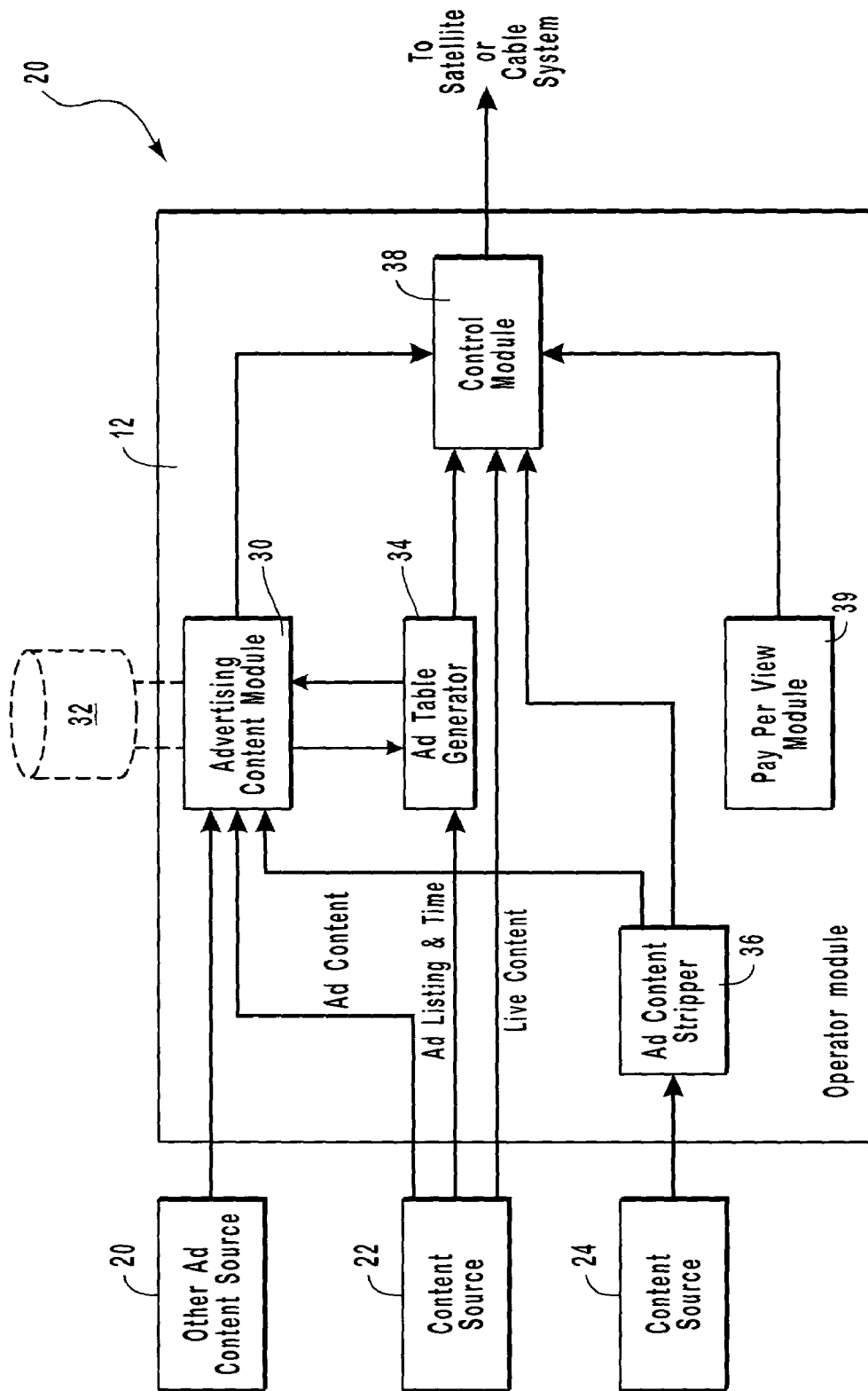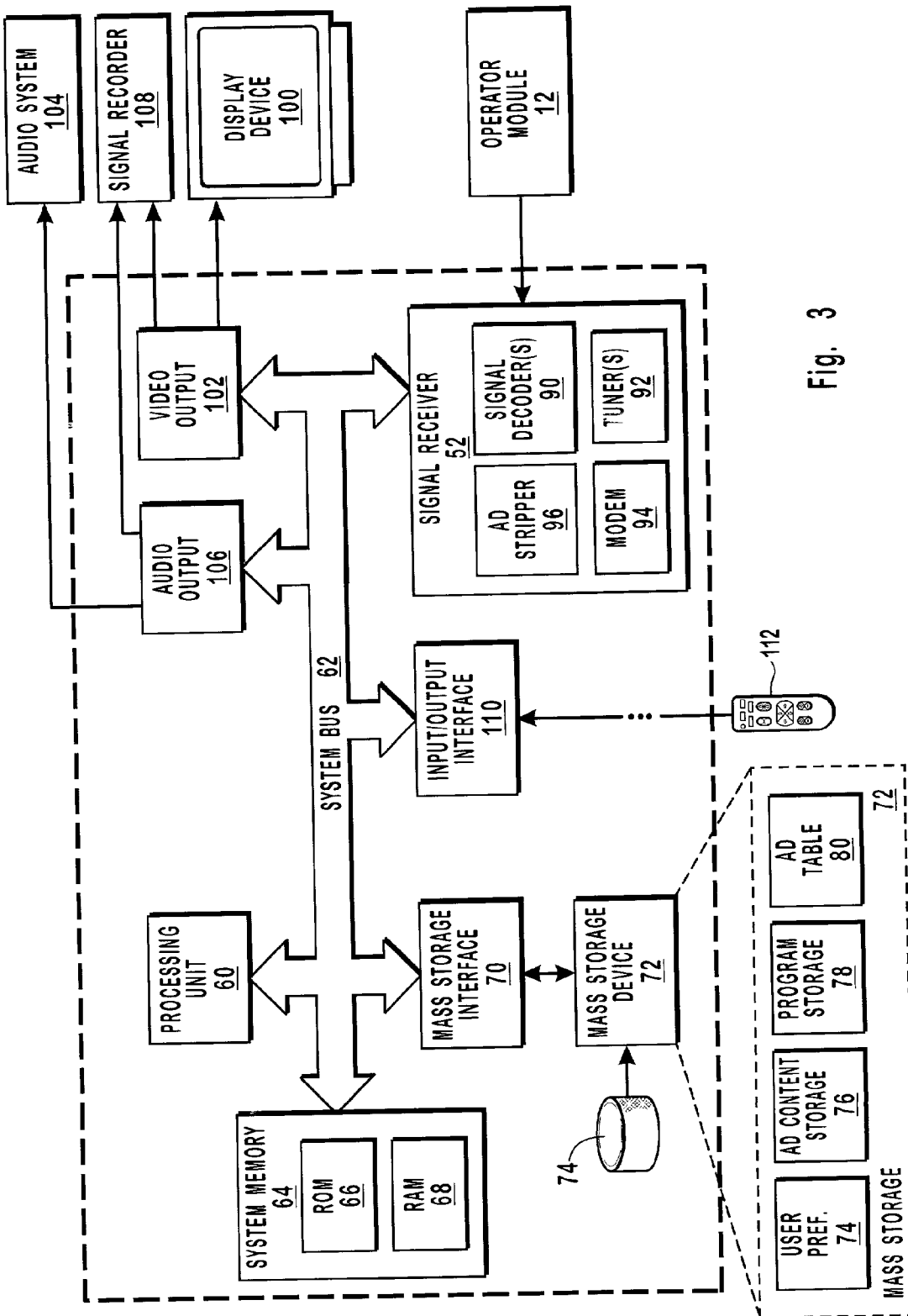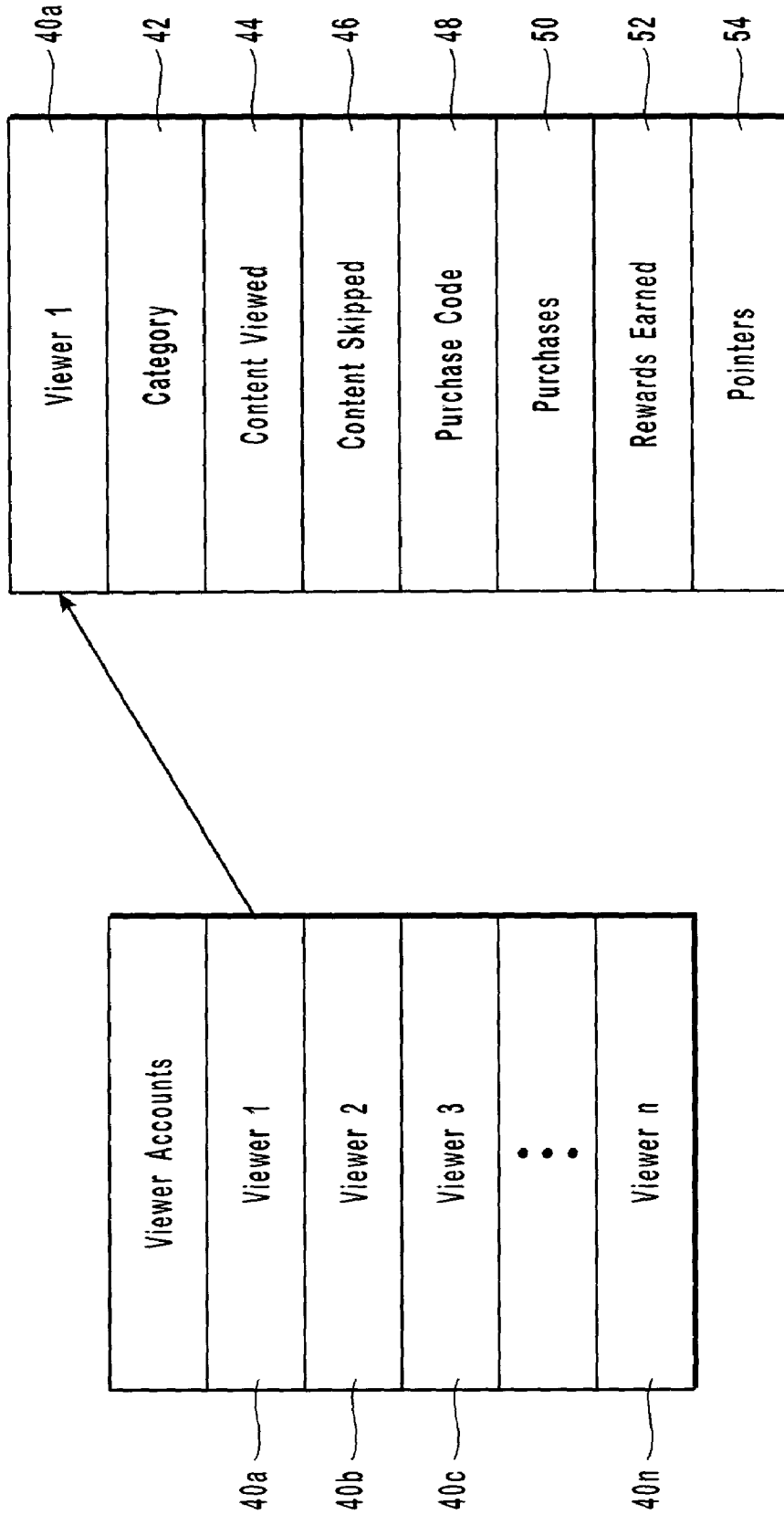
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