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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.
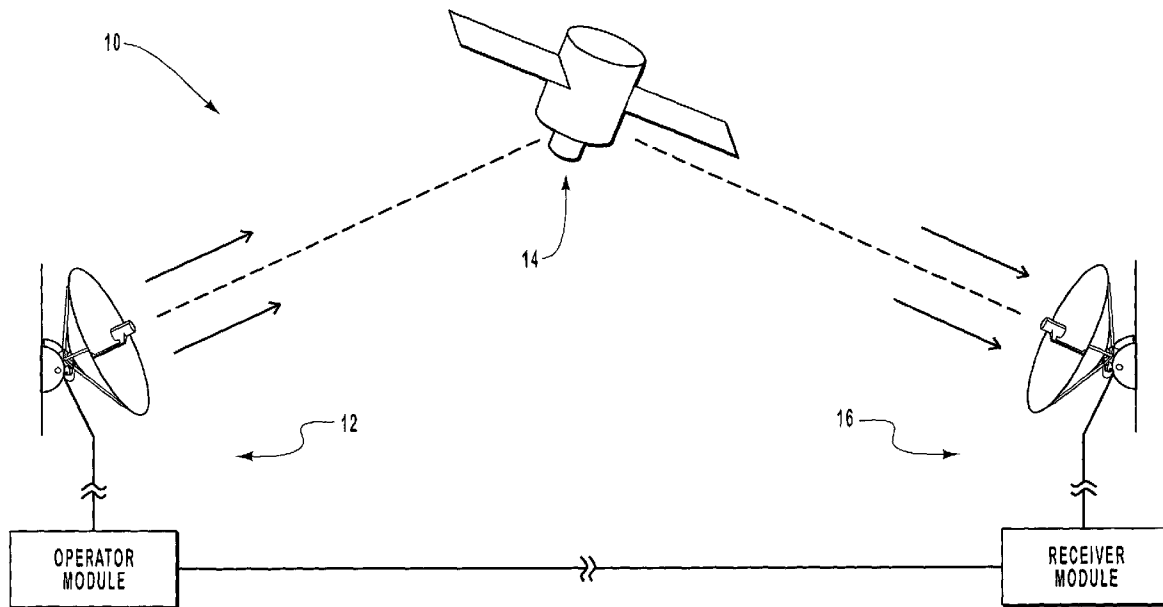
Fig. 1

To Satellite or Cable System

20

12

32

30 Advertising Content Module

34 Ad Table Generator

38 Control Module

Ad Content

Ad Listing & Time

Live Content

36 Ad Content Stripper

39 Pay Per View Module
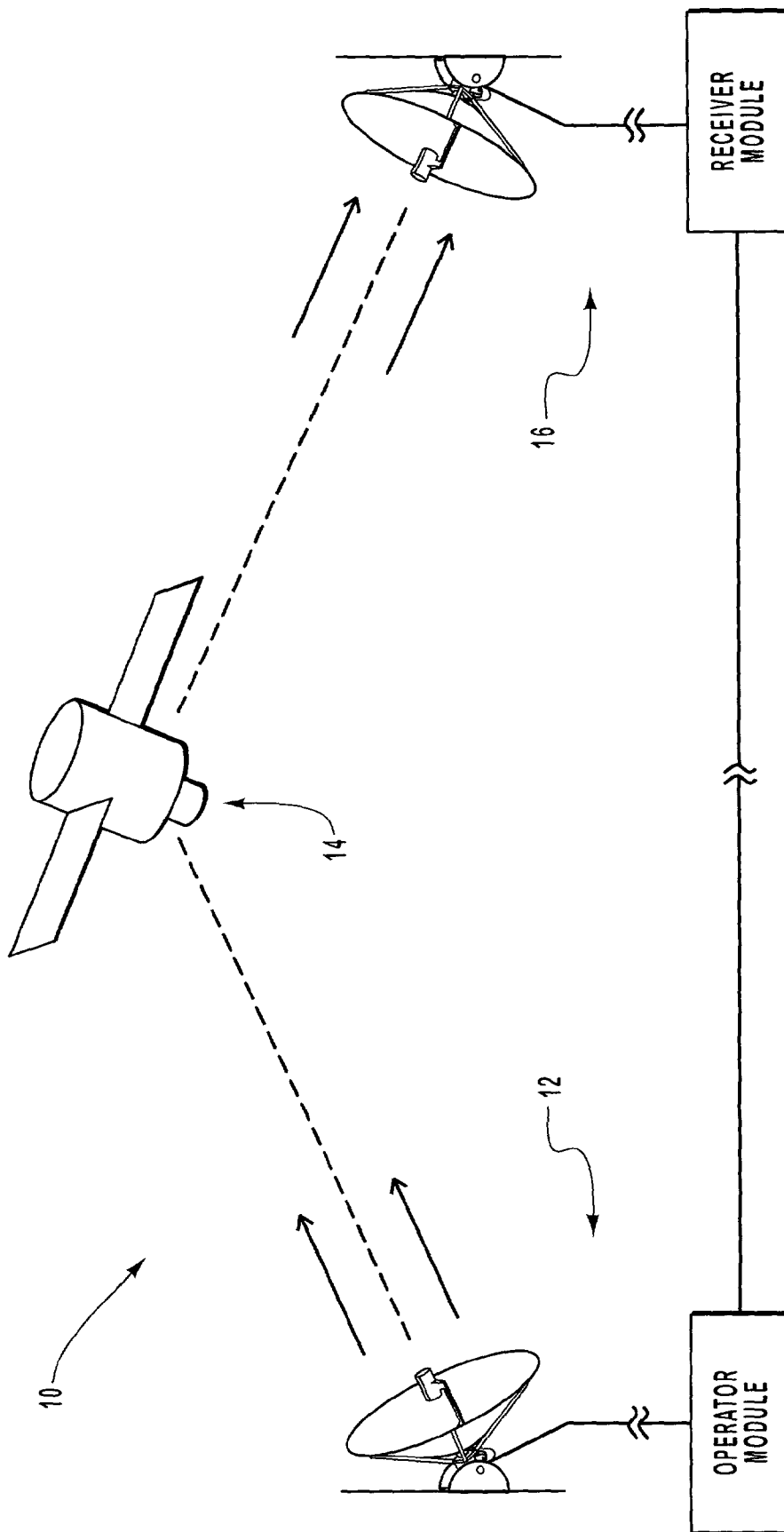
Operator module

20 Other Ad Content Source

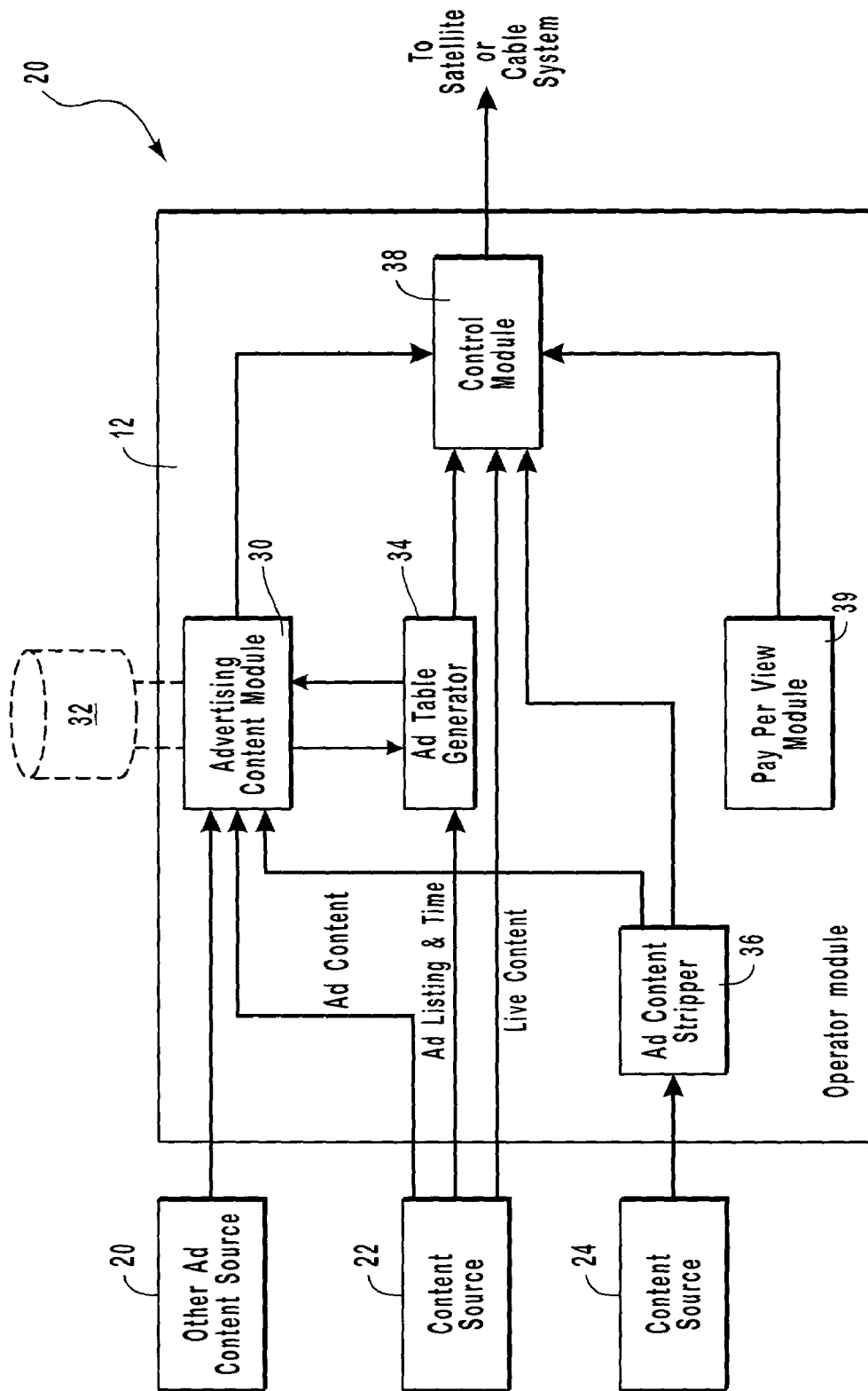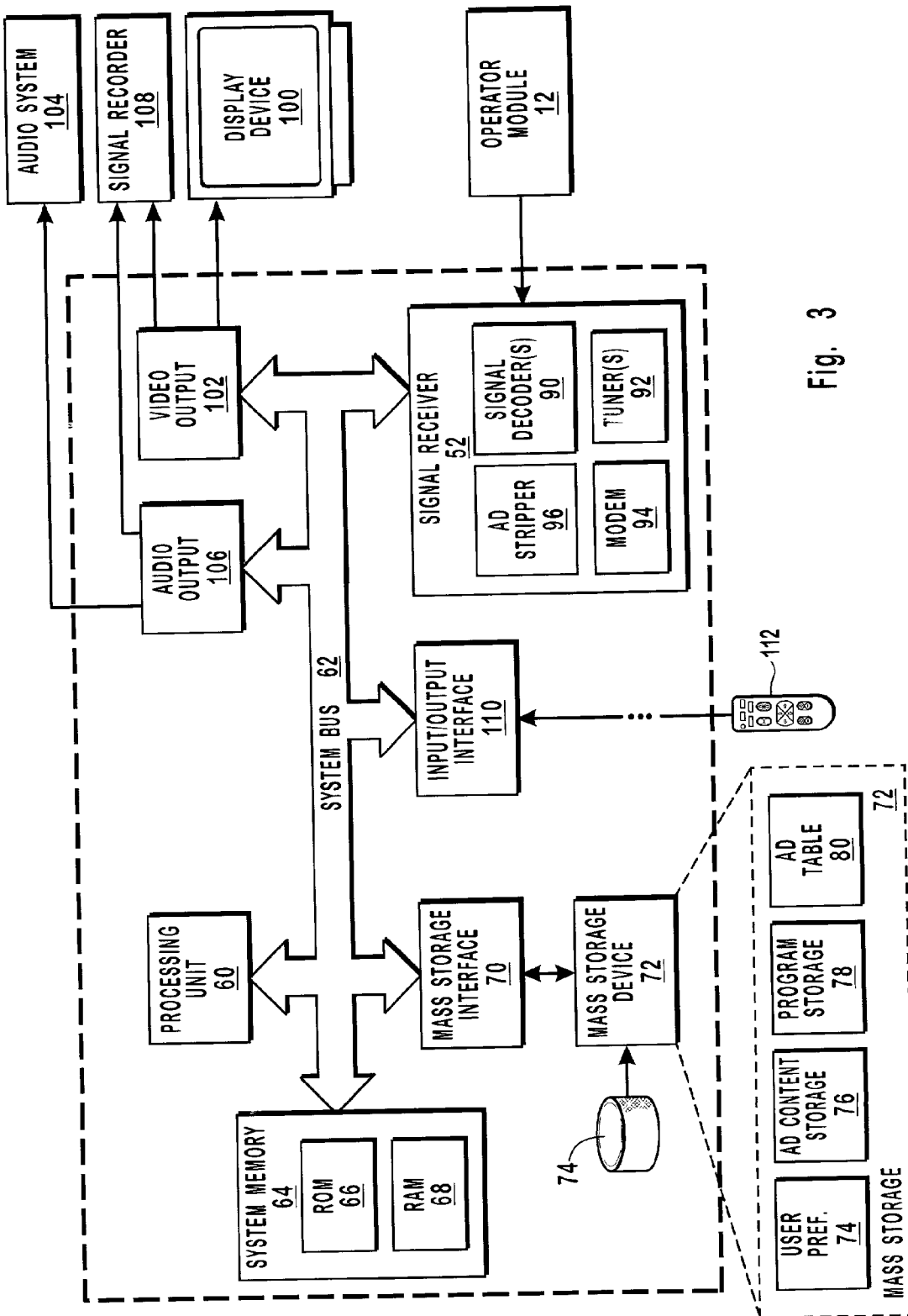22 Content Source

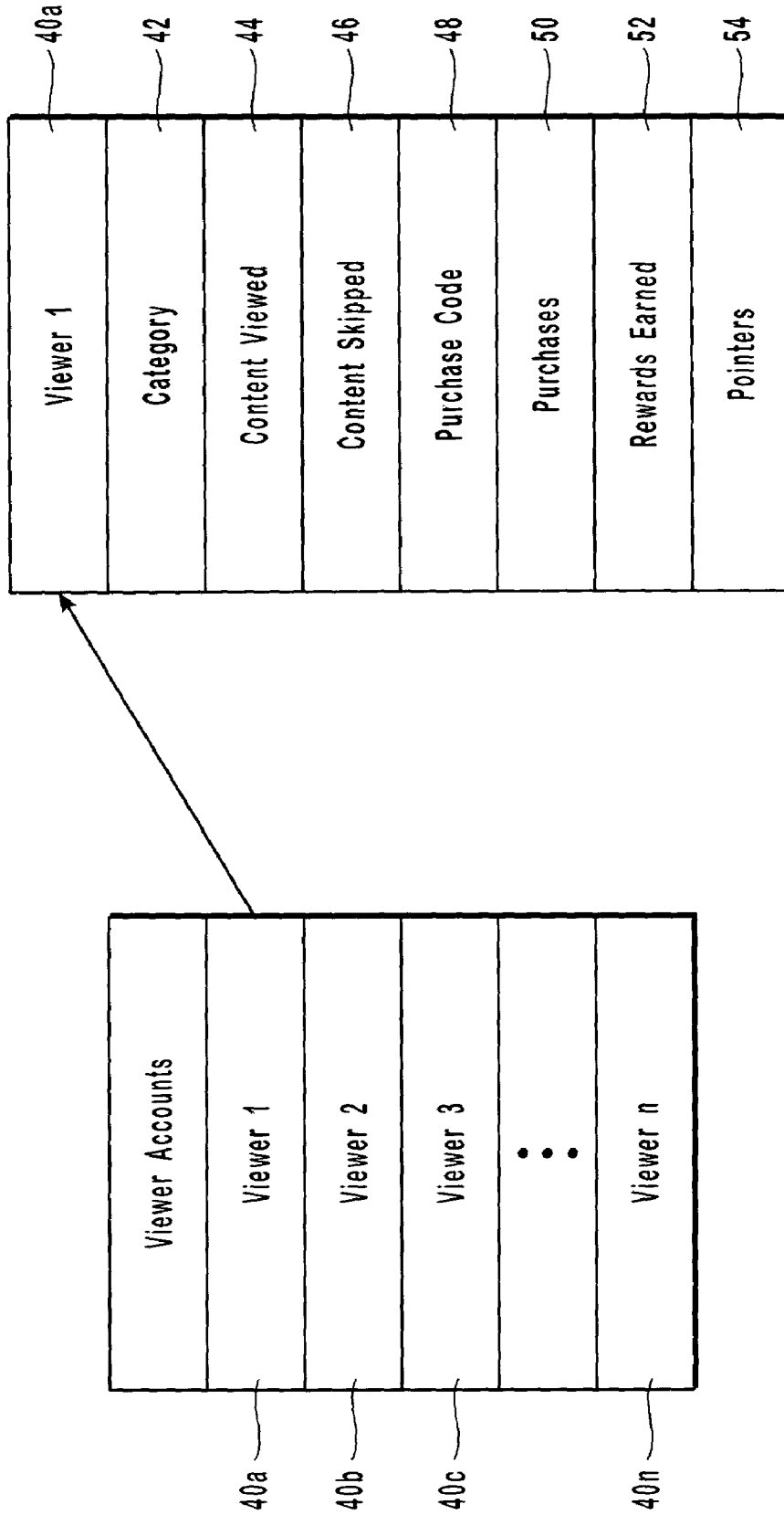24 Content Source

Fig. 2

Fig. 3

Fig. 4

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