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(54) **SYSTEM AND METHOD FOR COORDINATING COMMUNICATIONS NETWORK ADVERTISING MATERIAL**

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(57) **ABSTRACT**

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A system and method of coordinating a visual display with audio advertisements broadcast over a communications network such as the Internet is provided. A run-time procedure in which the visual display is retrieved and concurrently displayed at about the time the audio advertisement is broadcast is described. In addition, a set-up procedure, in which scheduled broadcast times for the audio advertisements are captured and provided for use in scheduling the broadcasts of the corresponding visual displays, is also described. The system and method can be beneficially employed in other environments, such as the case in which a first audio, visual, or audiovisual segment or stream is coordinated with a predetermined second audio, visual, or audiovisual segment or stream, and a selected one of the first and second segments or streams includes or comprises advertising material.

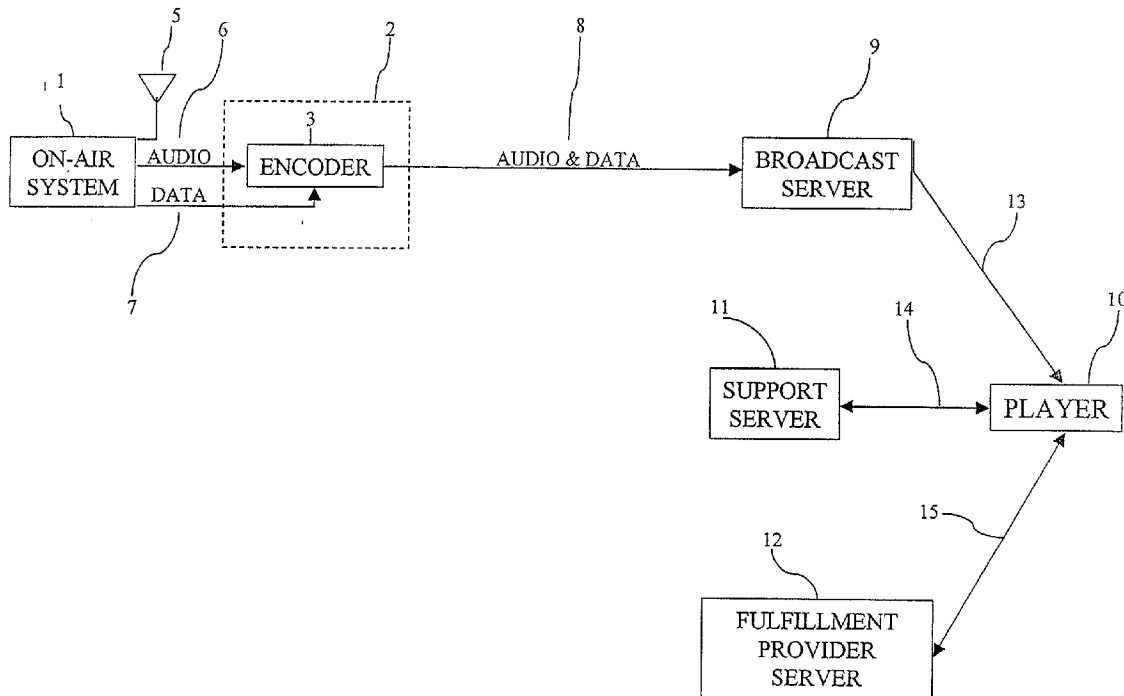
(73) Assignee: **Radiowave.Com Inc.**

(21) Appl. No.: **10/114,424**

(22) Filed: **Apr. 1, 2002**

**Related U.S. Application Data**

(63) Continuation of application No. 09/163,288, filed on Sep. 29, 1998, now abandoned.



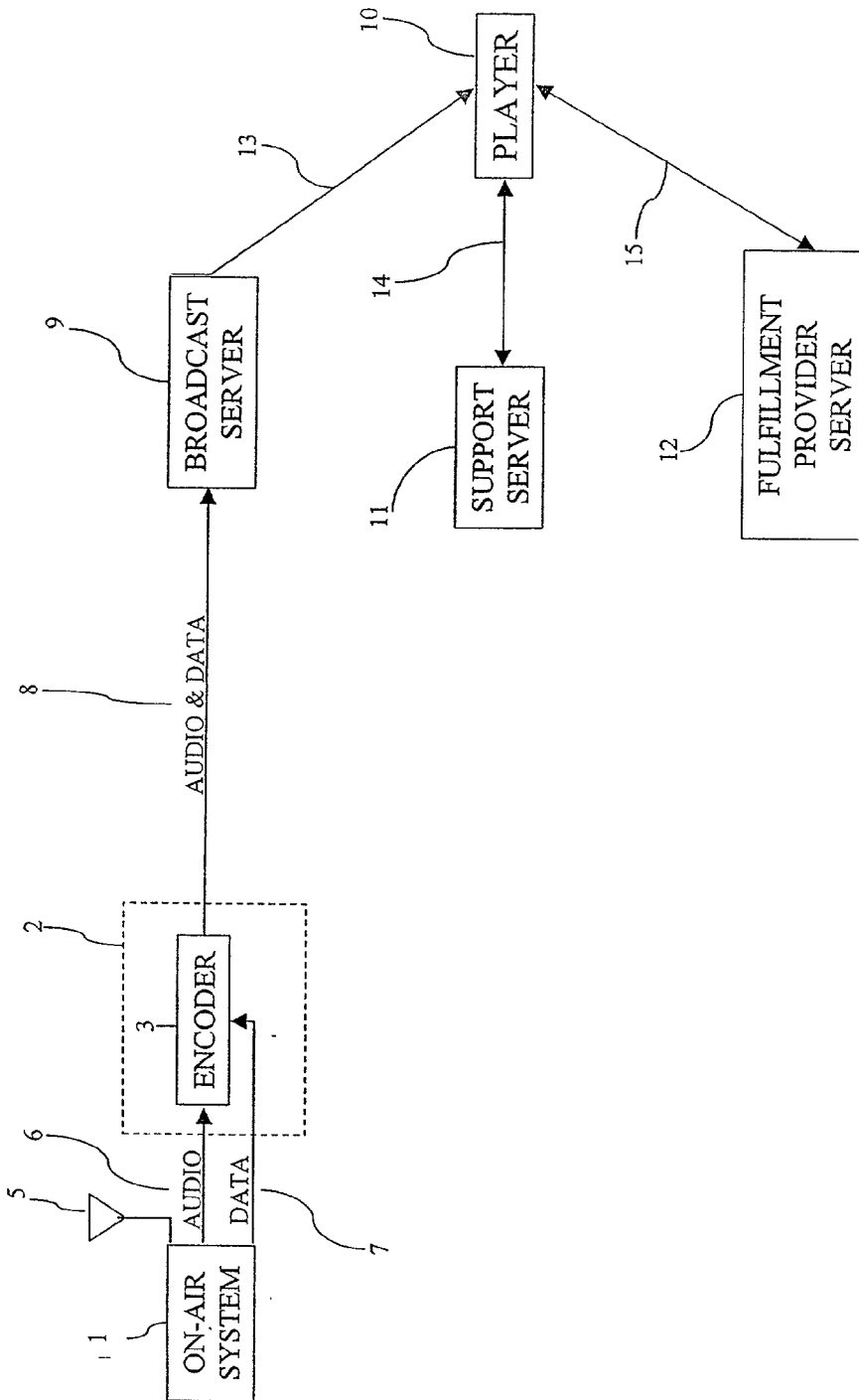


FIGURE 1

16 → SONG TABLE

| STATION ID | CUT CODE | ALBUM ID | ARTIST NAME | ALBUM NAME      | SONG NAME |
|------------|----------|----------|-------------|-----------------|-----------|
| ZONE       | Q1234    | 0001     | FASTBALL    | ALL THE PAIN... | THE WAY   |

17 → PROVIDER TABLE

| ALBUM ID | IMAGE NAME | PROVIDER LINK | ARTIST NAME | ALBUM NAME      | SONG NAME |
|----------|------------|---------------|-------------|-----------------|-----------|
| 0001     | #9*1!      | &%#123        | FASTBALL    | ALL THE PAIN... | THE WAY   |

FIGURE 2

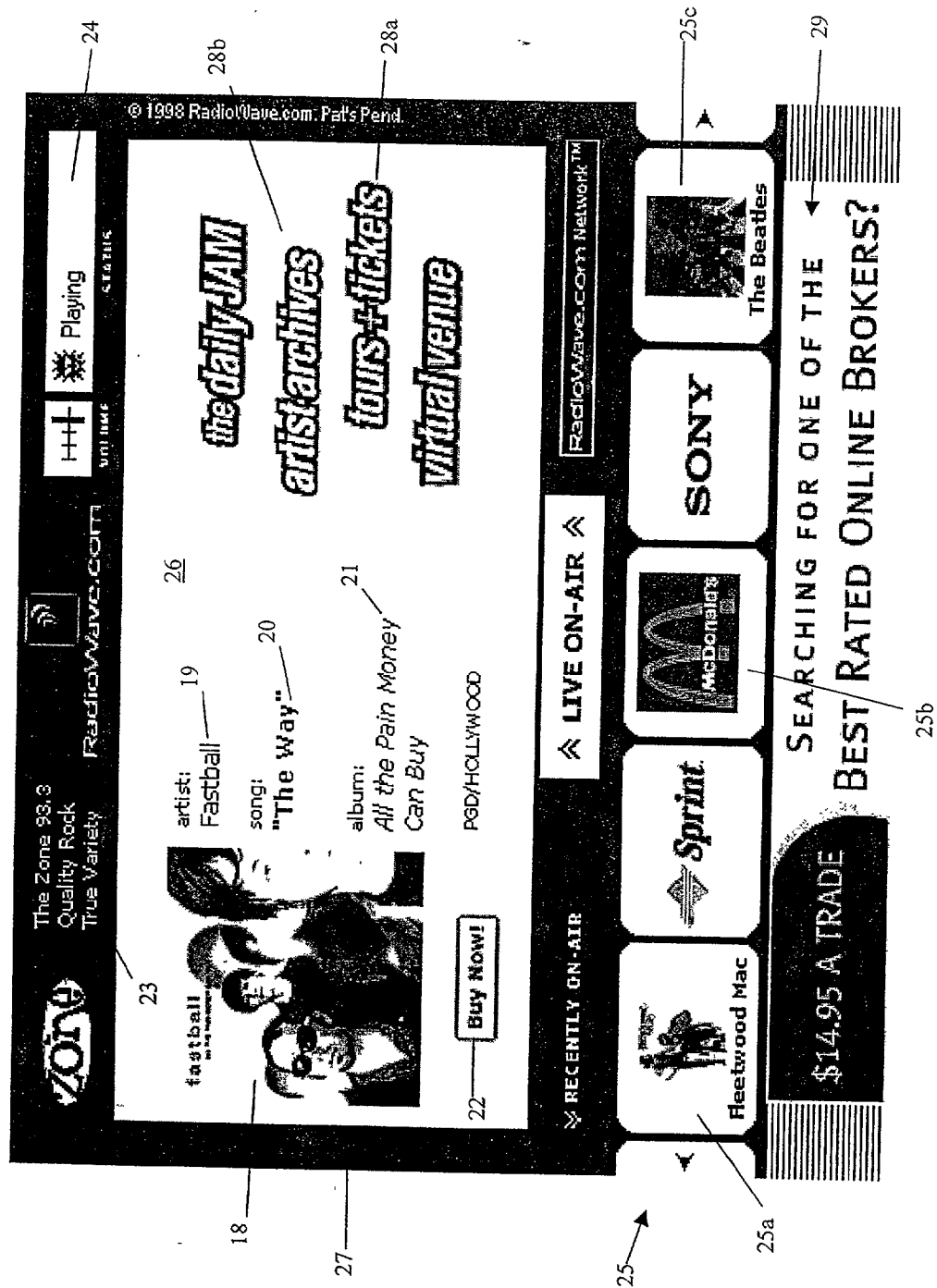


FIGURE 3

ADVERTISEMENT TABLES

|            |              |         |            |                    |                    |            |
|------------|--------------|---------|------------|--------------------|--------------------|------------|
| STATION ID | FLIGHT DATES |         | CONTRACT # | ADVERTISER         | PRODUCT OR SERVICE | COORD. BIT |
|            | START        | END     |            |                    |                    |            |
| ZONE       | 6-6-96       | 6-10-96 | 0001       | GLOBAL ADVERTISING | BEER               |            |

37a →

|       |            |               |
|-------|------------|---------------|
| CUT # | IMAGE NAME | REDIRECT LINK |
| A1234 | *?/#       | MILLER.COM    |

37b →

FIGURE 4

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