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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.

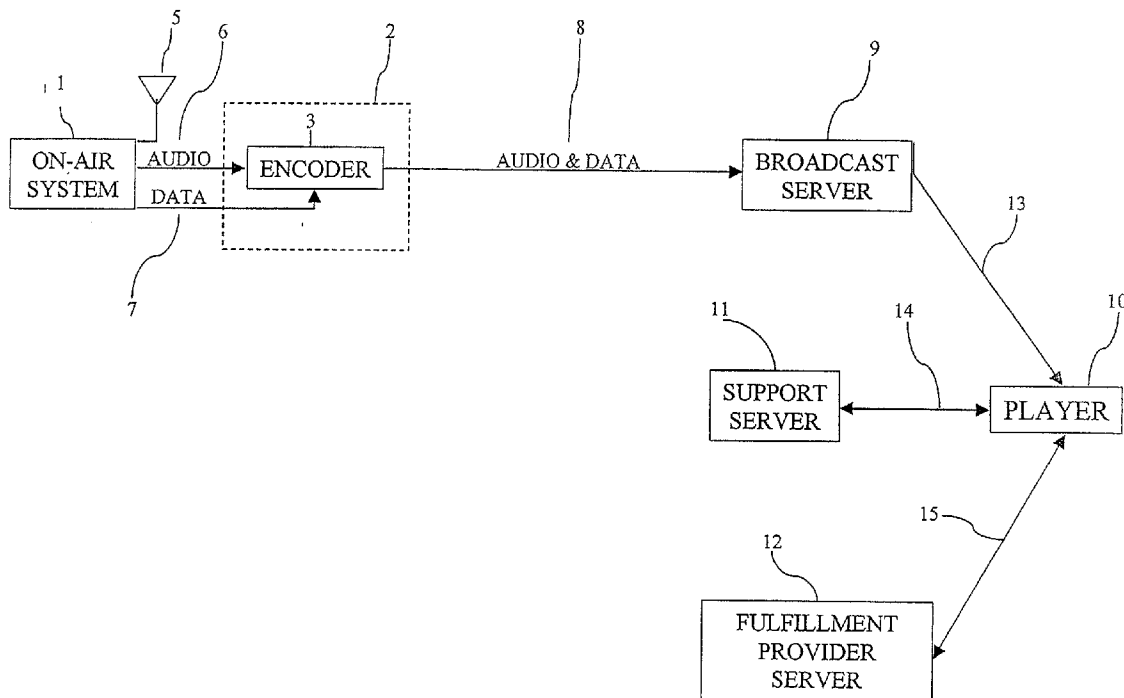
(73) Assignee: **Radiowave.Com Inc.**

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**Related U.S. Application Data**

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



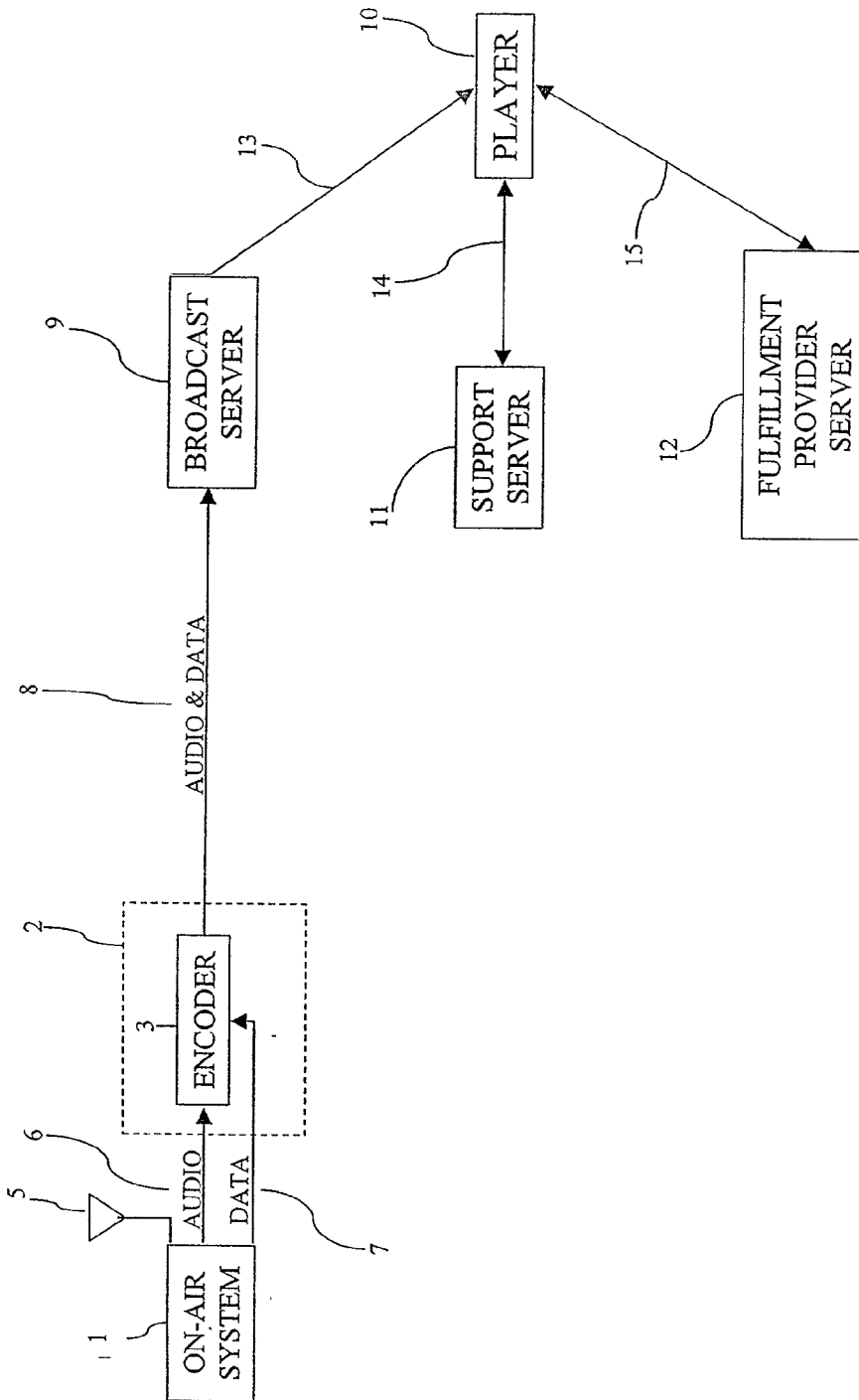


FIGURE 1

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

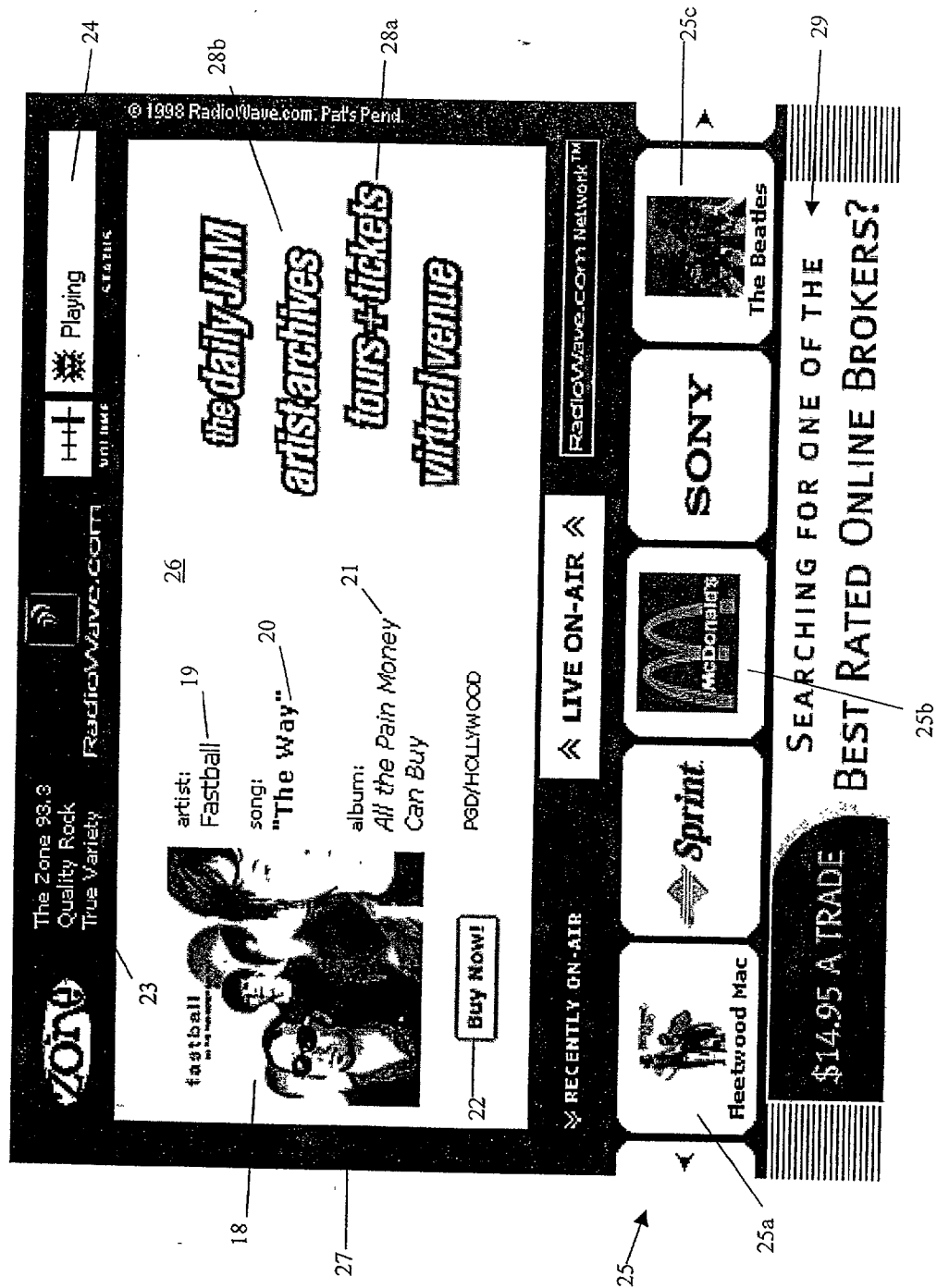


FIGURE 3

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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