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Christensen et al.

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(54) **SYSTEM AND METHOD FOR
ADVERTISEMENT TRANSMISSION AND
DISPLAY**

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Primary Examiner — Belix M Ortiz

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(51) **Int. Cl.**
G06F 17/00 (2006.01)

(52) **U.S. Cl.** **707/812; 707/737; 455/3.06**

(58) **Field of Classification Search** None
See application file for complete search history.

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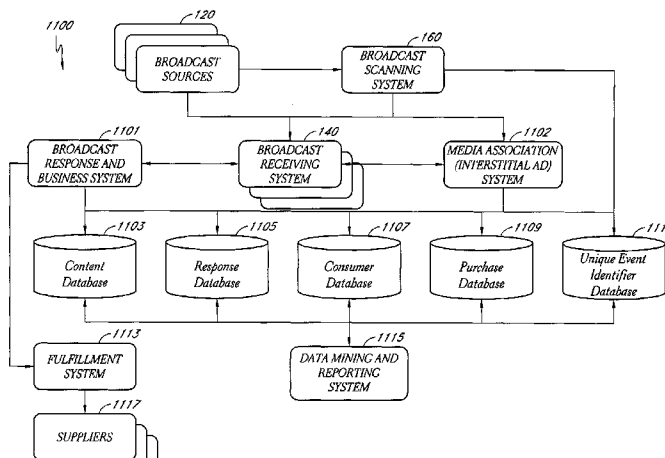
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(57) **ABSTRACT**

The disclosure herein provides systems and methods for a media enhancement system configured to associate a secondary media signal (for example, the secondary media signal can comprise an advertisement) to a primary media signal (for example, a radio broadcast). The disclosure herein additionally provides systems and methods for a media enhancement system that enables the generating, transmitting, displaying, and/or responding to a plurality of associated and/or unassociated secondary media signals, based on a primary media content from a primary media signal, user characteristics (for example, demographic and/or geographic information), and/or third-party preferences (for example, the goals of advertisers). The secondary media signals can be used to enhance the primary media content already being provided to the user on a user device. The secondary media signals can also be used to create psychological associations or relationships with the primary media content already being provided to the user.

24 Claims, 14 Drawing Sheets



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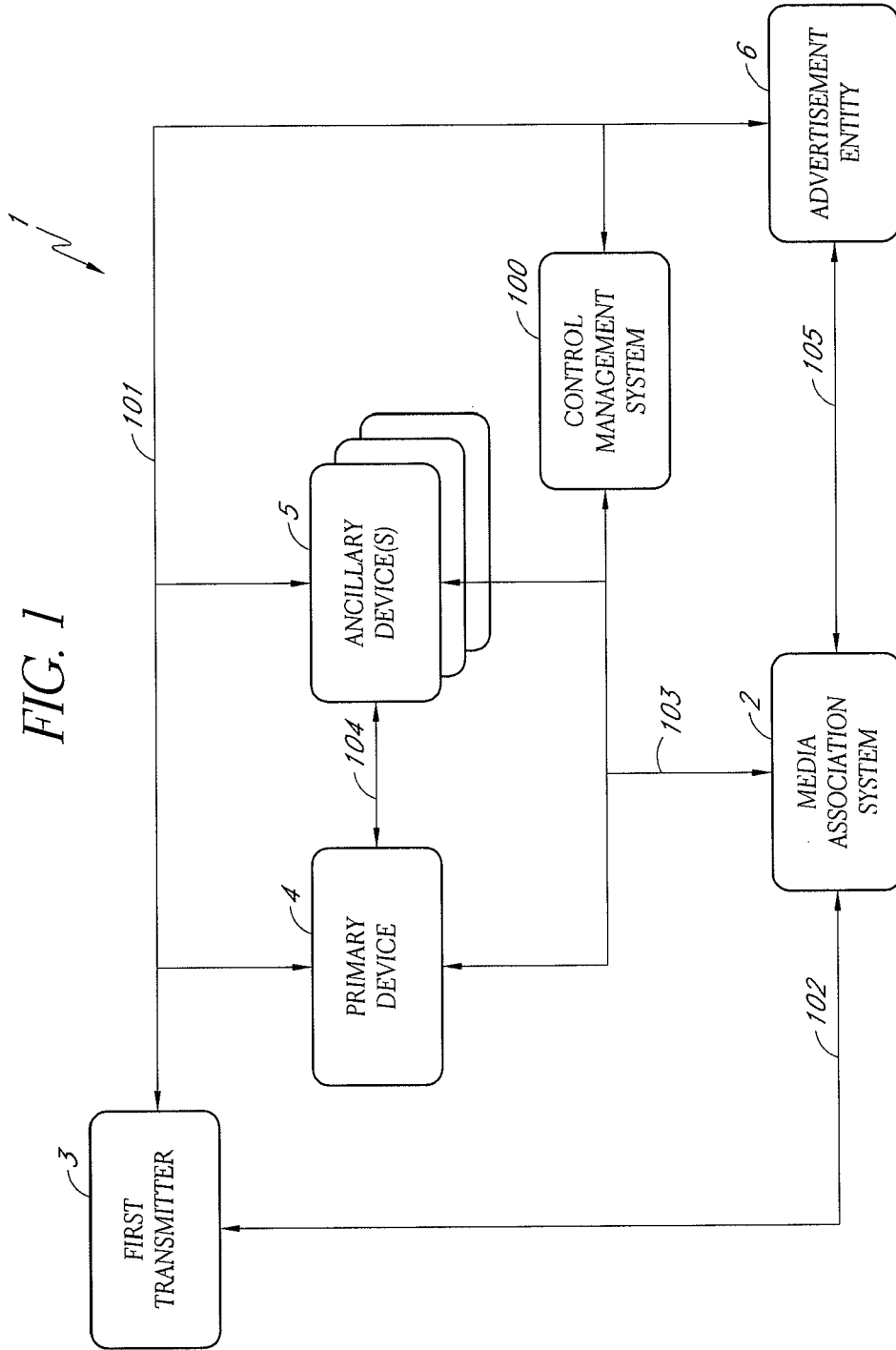
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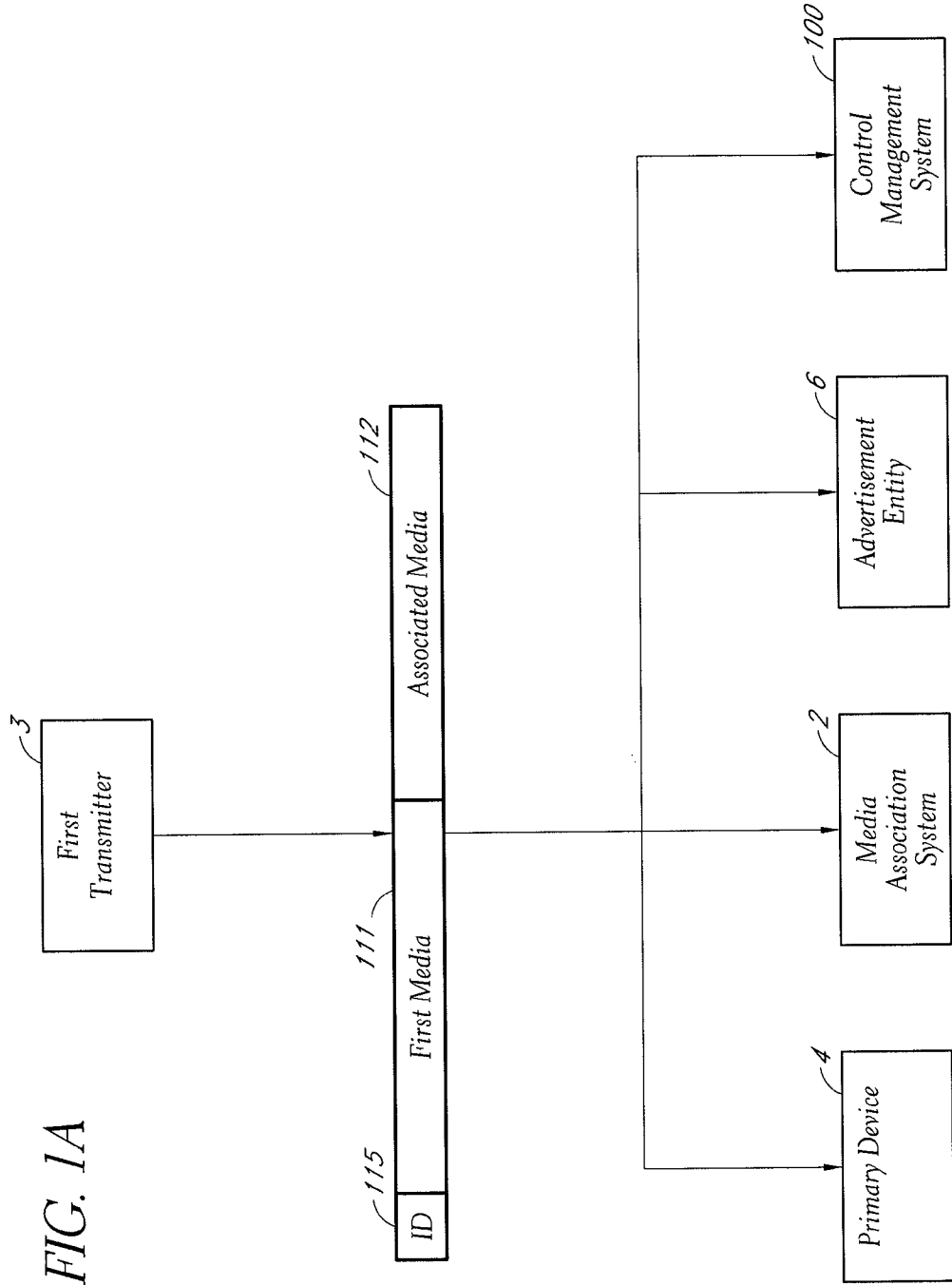
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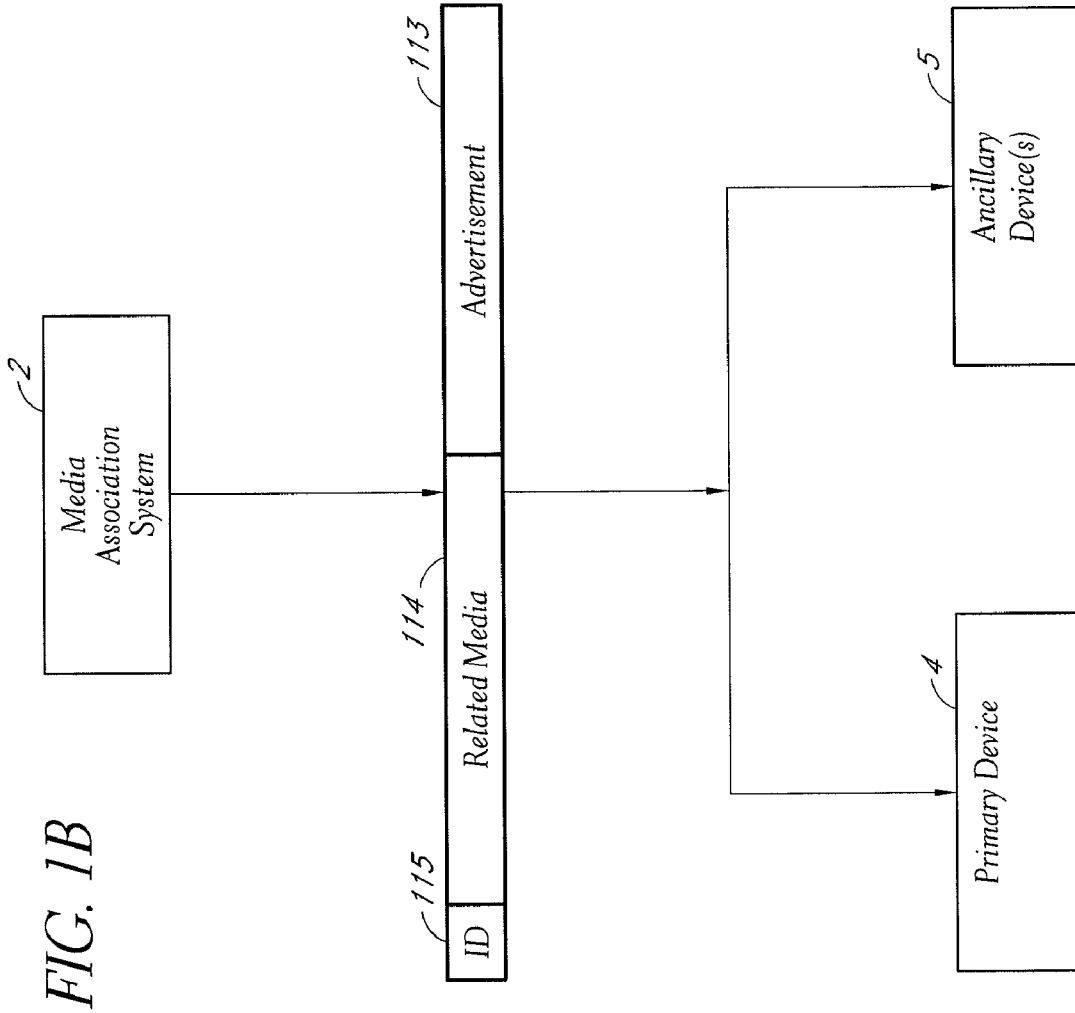
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