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(54) **METHOD AND SYSTEM OF PROVIDING A NON-SKIPPABLE SUB-ADVERTISEMENT STREAM**

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725/87, 104; 345/156

See application file for complete search history.

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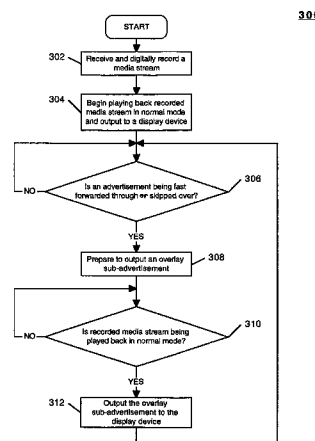
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(57) **ABSTRACT**

A method and system of providing a non-skippable sub-advertisement stream. The general idea of one embodiment in accordance with the present invention is that when a user of an electronic digital recording/play back device causes it to fast forward through or skip over a recorded television advertisement, an overlay screen corresponding to the skipped advertisement is displayed on a portion of a television screen once the user resumes watching the recorded television show in normal play back mode. As such, the user is exposed to content of the skipped advertisement while viewing the recorded television show. In this manner, the user of the electronic digital recording/play back device is unable to easily avoid viewing content corresponding to the skipped advertisement.

20 Claims, 7 Drawing Sheets



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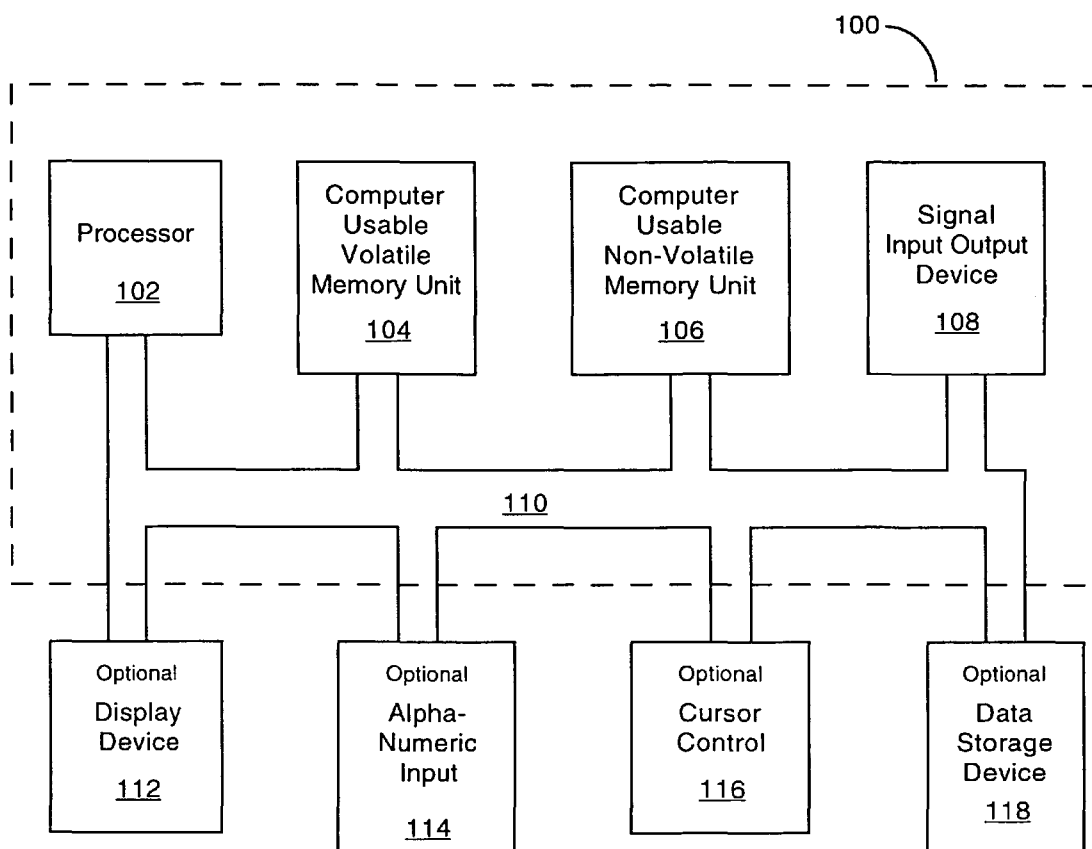
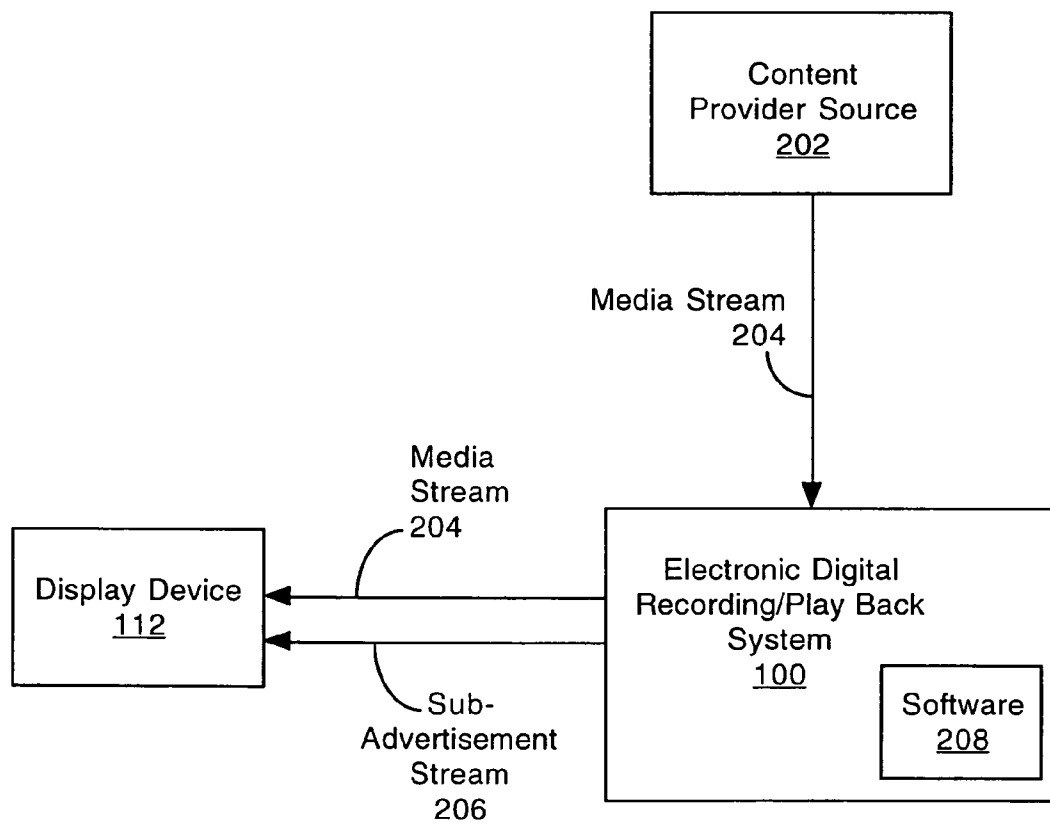
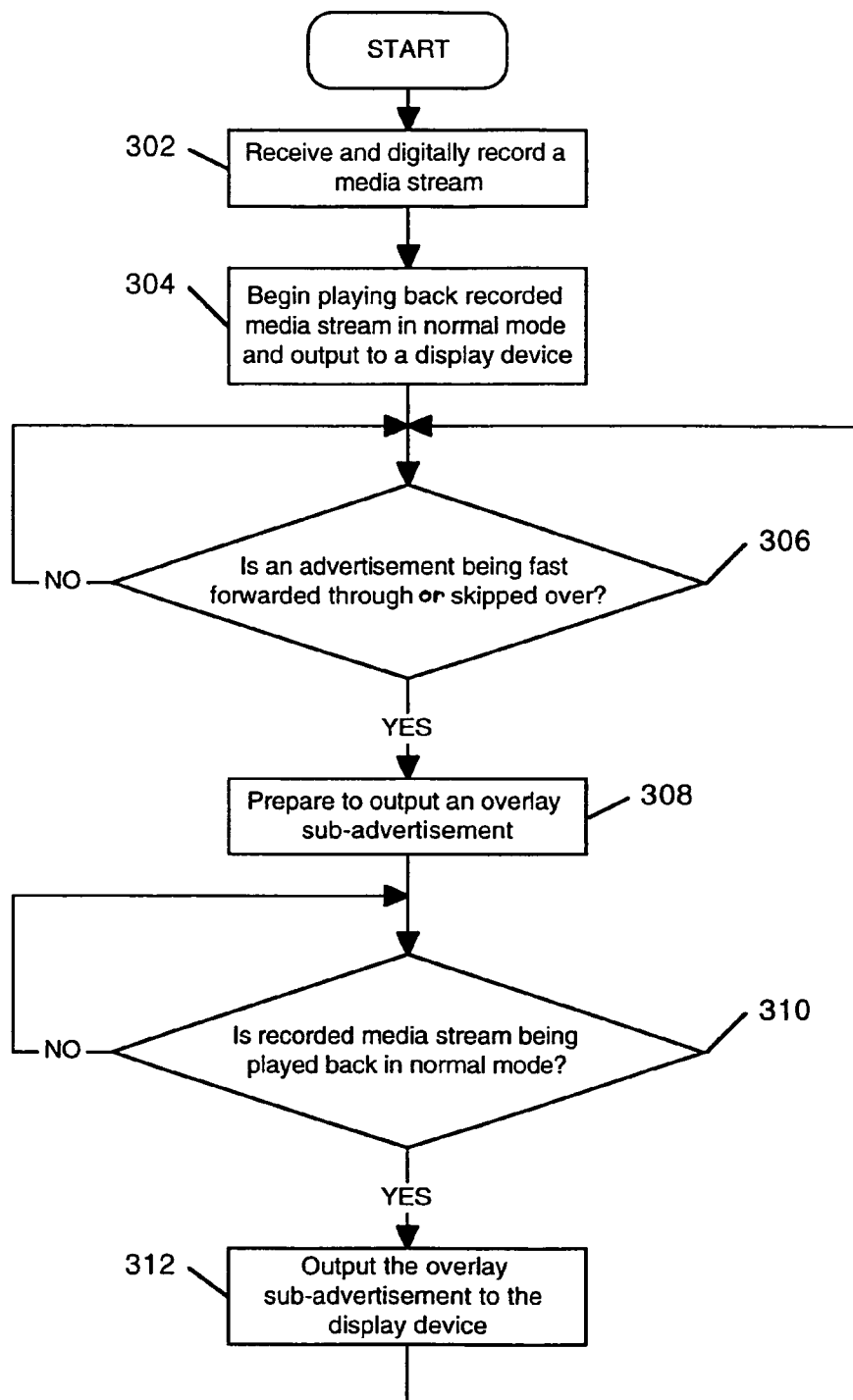


Fig. 1

200**Fig. 2**

300**Fig. 3**

Time Table
400

Advertisement Time Intervals	
Ad 402	1200-1260 sec.
Ad 404	2340-2400 sec.
⋮	⋮

Fig. 4A

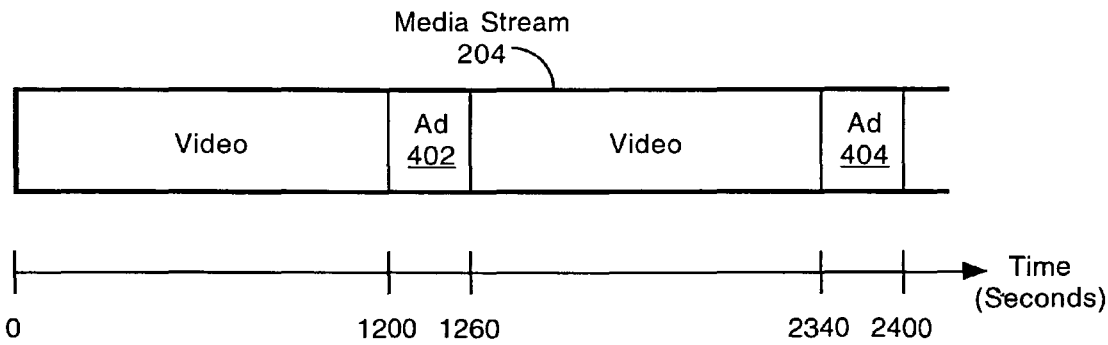


Fig. 4B

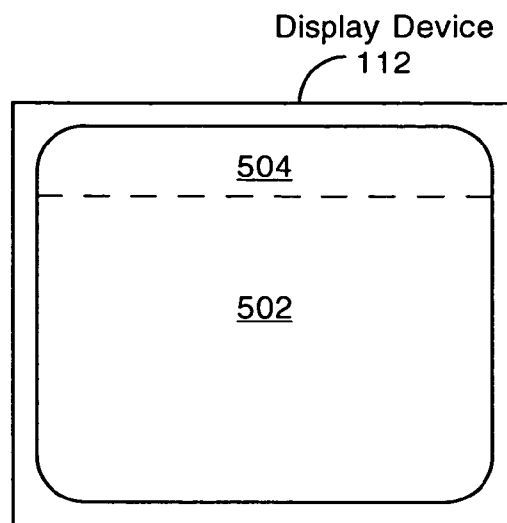


Fig. 5A

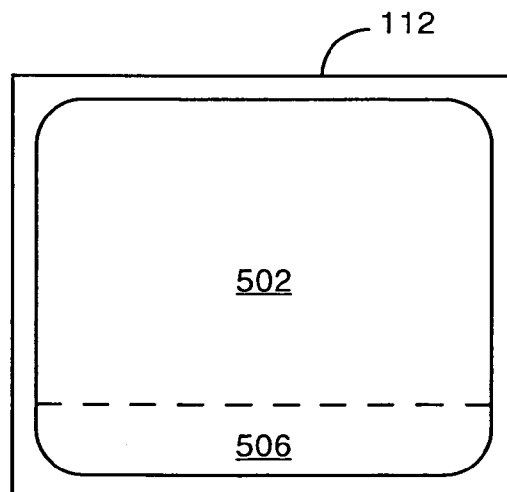


Fig. 5B

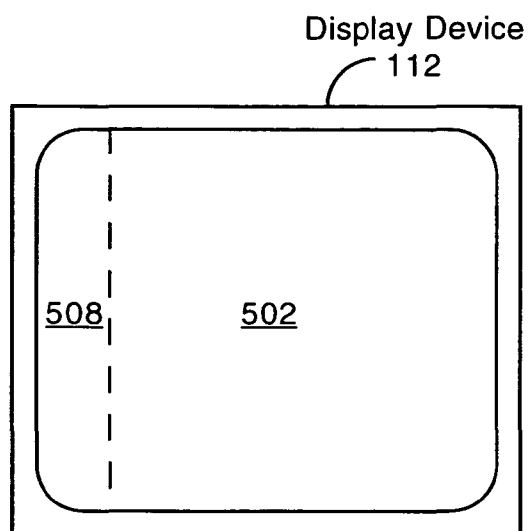


Fig. 5C

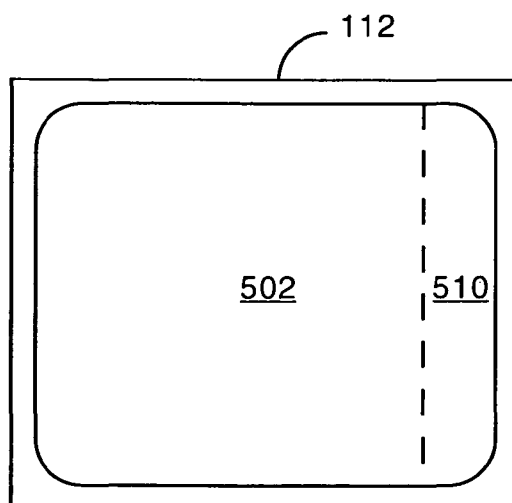


Fig. 5D

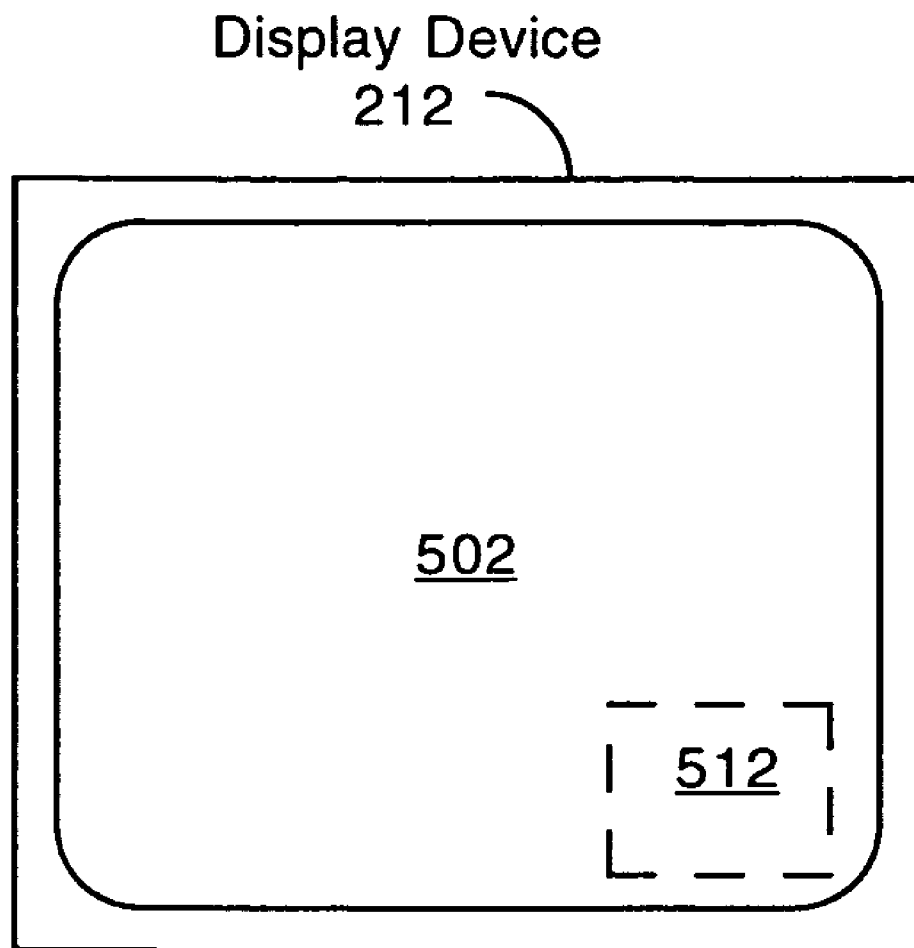


Fig. 5E

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METHOD AND SYSTEM OF PROVIDING A NON-SKIPPABLE SUB-ADVERTISEMENT STREAM

TECHNICAL FIELD

The present invention relates to the field of data streams. More specifically, the present invention relates to the field of digital media streams.

BACKGROUND ART

Modern research and technology have provided society with a wide variety of electronic devices. It is appreciated that some of these modern electronic devices are very powerful and useful to their users. For example, some of the electronic devices which fall into this category include: computers which occupy large office space down to computers which are held in one's hand, global positioning system (GPS) devices capable of determining the specific locations of their users on the earth, satellites which orbit around the earth relaying a multitude of communication signals, to name a few. Furthermore, it is also appreciated that some modern electronic devices also provide entertainment to their users. For instance, some of the electronic devices which fall into this category include: portable compact disc (CD) players which provide music to their users, video game consoles which challenge their users with different situations within different virtual realities, and televisions which provide a wide variety of visual and audio programming to their users.

Recently, an increasingly amount of television programming has become available to the general public. For example, 24 hours a day consumers of the general public are able to receive hundreds of channels of television programming within their households and businesses via personal satellite dishes (large or small), coaxial cables, and the like. Since there are so many choices of television programming available through these different technologies, consumers of the general public typically want to be empowered with more control over the varying television shows which they desire to watch.

One of the ways to provide consumers of the general public with more control over numerous television shows is through the use of an electronic digital recording/play back device. Currently, one of the well known brands of electronic digital recording/play back devices is commercially available under the name of TiVo®. Typically, the electronic digital recording/play back device has the ability to digitally record and subsequently play back specific television shows for its user. The electronic digital recording/play back device is commonly connected to output these recorded television shows to a television where they can be viewed by the user. Furthermore, the electronic digital recording/play back device usually enables its user to pause live television shows and subsequently continue to watch the paused television show at some later time. Additionally, during play back of a previously recorded television show, the electronic digital recording/play back device also enables its user to fast forward or skip through all or some of the recorded television show. As such, a user of the electronic digital recording/play back device typically fast forwards through or skips over advertisements previously recorded by their electronic digital recording/play back device.

However, it should be appreciated that there are disadvantages associated with users of electronic digital recording/play back devices fast forwarding through or skipping over advertisements. One of the main disadvantages is that televi-

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sion content providers will lose advertisement revenue. Specifically, as electronic digital recording/play back devices become increasingly popular with the general public, businesses which pay television content providers for advertisement time will become increasingly aware that their advertisements are not very effective. As such, these businesses are less likely to continue to pay television content providers for more advertisement time in the future if their advertisements are being fast forwarded through or skipped over by users of electronic digital recording/play back devices. Therefore, as it becomes increasingly more difficult for television content providers to solicit advertisement revenues from businesses, their available funding for television program development will be greatly reduced.

DISCLOSURE OF THE INVENTION

Accordingly, a need exists for a method and system which provides advertisement content and information to a user of an electronic digital recording/play back device which cannot be fast forwarded through or skipped over. Embodiments of the present invention provide a method and system which accomplishes the above described need.

The general idea of one embodiment in accordance with the present invention is that when a user of an electronic digital recording/play back device causes it to fast forward through or skip over a recorded television advertisement, an overlay screen corresponding to the skipped advertisement is displayed on a portion of a television screen once the user resumes watching the recorded television show in normal play back mode. As such, the user is exposed to content of the skipped advertisement while viewing the recorded television show. In this manner, the user of the electronic digital recording/play back device is unable to easily avoid viewing content corresponding to the skipped advertisement.

In another embodiment, the present invention includes a method for providing a non-skippable sub-advertisement to a display device. The method includes the step of determining if an advertisement of a recorded media stream was played back by an electronic digital recording/play back device for a specific amount of time. Furthermore, in response to the advertisement not being played back by an electronic digital recording/play back device for the specific amount of time, the method includes the step of outputting a sub-advertisement to a display device.

In still another embodiment, the present invention includes a system comprising a processor and an addressable data bus coupled to the processor. Furthermore, the system includes a computer readable memory coupled to communicate with the processor for performing a method for providing a non-skippable sub-advertisement to a display device. The method of this embodiment is similar to the method described above. For example, the method includes the step of determining if an advertisement of a recorded media stream was played back by the system for a specific amount of time. Additionally, in response to the advertisement not being played back by the system for the specific amount of time, the method includes the step of outputting a sub-advertisement to the display device.

In yet another embodiment, the present invention includes a computer readable medium having computer readable code embodied therein for causing a system to perform particular steps. The steps of this embodiment are similar to the steps of a method described above. The computer readable medium causes the system to perform the step of determining whether an advertisement of a recorded media stream was played back by the system for a specific amount of time. In response to the

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advertisement not being played back by the system for the specific amount of time, the computer readable medium causes the system to perform the step of outputting a sub-advertisement to a display device.

These and other advantages of the present invention will no doubt become obvious to those of ordinary skill in the art after having read the following detailed description of the preferred embodiments which are illustrated in the drawing figures.

BRIEF DESCRIPTION OF THE DRAWINGS

The accompanying drawings, which are incorporated in and form a part of this specification, illustrate embodiments of the invention and, together with the description, serve to explain the principles of the invention.

FIG. 1 is a block diagram of one embodiment of an exemplary electronic digital recording/play back system used in accordance with the present invention.

FIG. 2 is a block diagram illustrating one embodiment of a consumer electronic network system in accordance with the present invention.

FIG. 3 is a flowchart of steps performed in accordance with one embodiment of the present invention for providing a non-skippable sub-advertisement to a display device.

FIG. 4A illustrates one embodiment of a time table in accordance with the present invention for determining when an advertisement is being fast forwarded through or skipped over.

FIG. 4B is a block diagram illustrating a media stream in accordance with one embodiment of the present invention which corresponds to the time table of FIG. 4A.

FIG. 5A is a block diagram illustrating one embodiment of an overlay screen located on the top portion of a screen of a display device in accordance with the present invention.

FIG. 5B is a block diagram illustrating one embodiment of an overlay screen located on the bottom portion of a screen of a display device in accordance with the present invention.

FIG. 5C is a block diagram illustrating one embodiment of an overlay screen located on the left side portion of a screen of a display device in accordance with the present invention.

FIG. 5D is a block diagram illustrating one embodiment of an overlay screen located on the right side portion of a screen of a display device in accordance with the present invention.

FIG. 5E is a block diagram illustrating one embodiment of a picture-in-picture overlay screen located on the lower right portion of a screen of a display device in accordance with the present invention.

BEST MODE FOR CARRYING OUT THE INVENTION

Reference will now be made in detail to the preferred embodiments of the invention, examples of which are illustrated in the accompanying drawings. While the invention will be described in conjunction with the preferred embodiments, it will be understood that they are not intended to limit the invention to these embodiments. On the contrary, the invention is intended to cover alternatives, modifications and equivalents, which may be included within the spirit and scope of the invention as defined by the appended claims. Furthermore, in the following detailed description of the present invention, numerous specific details are set forth in order to provide a thorough understanding of the present invention. However, it will be obvious to one of ordinary skill in the art that the present invention may be practiced without these specific details. In other instances, well known meth-

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ods, procedures, components, and circuits have not been described in detail as not to unnecessarily obscure aspects of the present invention.

Some portions of the detailed descriptions which follow are presented in terms of procedures, logic blocks, processing, and other symbolic representations of operations on data bits within a computer or digital system memory. These descriptions and representations are the means used by those skilled in the data processing arts to most effectively convey the substance of their work to others skilled in the art. A procedure, logic block, process, etc., is herein, and generally, conceived to be a self-consistent sequence of steps or instructions leading to a desired result. The steps are those requiring physical manipulations of physical quantities. Usually, though not necessarily, these physical manipulations take the form of electrical or magnetic signals capable of being stored, transferred, combined, compared, and otherwise manipulated in a computer system. For reasons of convenience, and with reference to common usage, these signals are referred to as bits, values, elements, symbols, characters, terms, numbers, or the like with reference to the present invention.

It should be borne in mind, however, that all of these terms are to be interpreted as referencing physical manipulations and quantities and are merely convenient labels and are to be interpreted further in view of terms commonly used in the art. Unless specifically stated otherwise as apparent from the following discussions, it is understood that throughout discussions of the present invention, discussions utilizing terms such as "receiving" or "recognizing" or "utilizing" or "determining" or "playing" or "outputting" or "transmitting" or the like, refer to the action and processes of a computer system, or similar electronic computing device, that manipulates and transforms data. The data is represented as physical (electronic) quantities within the computer system's registers and memories and is transformed into other data similarly represented as physical quantities within the computer system memories or registers or other such information storage, transmission, or display devices.

FIG. 1 is a block diagram of one embodiment of an exemplary electronic digital recording/play back system 100 used in accordance with the present invention. It should be appreciated that other electronic digital systems (e.g., a computer) can also be electronic digital recording/play back systems in accordance with the present invention. Within the following discussions of the present invention, certain processes and steps are discussed that are realized, in one embodiment, as a series of instructions (e.g., software program) that reside within computer readable memory units of electronic digital recording/play back system 100 and executed by processors of system 100. When executed, the instructions cause electronic digital recording/play back device 100 to perform specific actions and exhibit specific behavior which is described in detail below.

In general, electronic digital recording/play back system 100 of FIG. 1 used by an embodiment of the present invention comprises an address/data bus 110 for communicating information, one or more central processors 102 coupled with bus 110 for processing information and instructions. Central processor unit 102 may be a microprocessor or any other type of processor. The electronic digital recording/play back system 100 also includes data storage features such as a computer usable volatile memory unit 104 (e.g., random access memory, static RAM, dynamic RAM, etc.) coupled with bus 110 for storing information and instructions for central processor(s) 102, a computer usable non-volatile memory unit 106 (e.g., read only memory, programmable ROM, flash memory, EPROM, EEPROM, etc.) coupled with bus 110 for

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storing static information and instructions for processor(s) **102**. Electronic digital recording/play back system **100** also includes a signal generating and receiving device **108** coupled with bus **110** for enabling system **100** to interface with other electronic devices.

Optionally, electronic digital recording/play back system **100** can include a display device **112** which is coupled to bus **110** for displaying video and/or graphics. It should be appreciated that optional display device **112** may be a cathode ray tube (CRT), flat panel liquid crystal display (LCD), field emission display (FED), or other display device suitable for displaying video and/or graphic images and alphanumeric characters recognizable to a user. Furthermore, the electronic digital recording/play back system **100** can include an optional alphanumeric input device **114** including alphanumeric and function keys coupled to the bus **110** for communicating information and command selections to the central processor(s) **102**.

Additionally, the electronic digital recording/play back device **100** of FIG. 1 can include an optional cursor control or cursor directing device **116** coupled to the bus **110** for communicating user input information and command selections to the central processor(s) **102**. The cursor directing device **116** can be implemented using a number of well known devices such as a mouse, a track ball, a track pad, an optical tracking device, a touch screen, etc. Alternatively, it is appreciated that a cursor can be directed and/or activated via input from alphanumeric input device **112** using special keys and key sequence commands. The present invention is also well suited to directing a cursor by other means such as, for example, voice commands. In addition, the cursor directing device **116** can also be a remote control device (e.g., a universal remote control device having a number of buttons, dials, etc.) with an infra-red signal communication capability. Electronic digital recording/play back system **100** can also include a computer usable mass data storage device **118** such as a magnetic or optical disk and disk drive (e.g., hard drive or floppy diskette) coupled with bus **110** for storing information and instructions.

With reference now to FIG. 2, which is a block diagram illustrating one embodiment of a consumer electronic network system **200** in accordance with the present invention. The general idea of the present embodiment is that when a user of electronic digital recording/play back system **100** causes it to fast forward through or skip over a recorded television advertisement of media stream **204**, an overlay sub-advertisement stream **206** corresponding to the skipped advertisement is displayed on a portion of the screen of display device **112** once the user resumes watching the recorded television show in normal play back mode. Therefore, the user is exposed to content of the skipped advertisement while viewing the recorded television show of media stream **204**. As such, the user of electronic digital recording/play back device **100** is unable to easily avoid viewing content corresponding to the skipped advertisement of media stream **204**.

Network **200** includes a content provider source **202** (e.g., television broadcast company, the Internet, television cable company, and the like) coupled to electronic digital recording/play back system **100**, which is coupled to display device **112**. As such, the electronic digital recording/play back device **100** is coupled to receive a media stream **204** which is output by content provider source **202**. Furthermore, the display device **112** is coupled to receive media stream **204** which is output by electronic digital recording/play back system **100**. It is appreciated that content provider source **202** and electronic digital recording/play back device **100** of the present embodiment are well suited to be coupled in a wide

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variety of implementations. For example, content provider source **202** and electronic digital recording/play back system **100** may be coupled via coaxial cable, copper wire, the Internet, fiber optics, wireless communication, and the like. Moreover, the electronic digital recording/play back device **100** and display device **112** of the present embodiment are also well suited to be coupled in a wide variety of implementations. For instance, electronic digital recording/play back system **100** and display device **112** may be coupled via fiber optics, wireless communication, coaxial cable, the Internet, copper wire, and the like.

With reference to FIG. 3, which is a flowchart **300** of steps performed in accordance with one embodiment of the present invention for providing non-skippable advertisements to a display device. Flowchart **300** includes processes of the present invention which, in one embodiment, are carried out by a processor and electrical components under the control of computer readable and computer executable instructions. The computer readable and computer executable instructions reside, for example, in data storage features such as computer usable volatile memory **104** and/or computer usable non-volatile memory **106** of FIG. 1. However, the computer readable and computer executable instructions may reside in any type of computer readable medium. Although specific steps are disclosed in flowchart **300**, such steps are exemplary. That is, the present invention is well suited to performing various other steps or variations of the steps recited in FIG. 3. Within the present embodiment, it should be appreciated that the steps of flowchart **300** can be performed by software or hardware or any combination of software and hardware.

In step **302**, in the present embodiment, the electronic digital recording/play back system **100** (FIG. 2) receives media stream **204** output by content provider source **202** and digitally records it. The electronic digital recording/play back system **100** may be previously programmed in order to digitally record media stream **204**. Furthermore, it is appreciated that as media stream **204** is digitally recorded at step **302**, an incrementing time reference may also be recorded in conjunction with media stream **204**. The purpose for the present embodiment recording in this manner is described below with reference to step **306**. The media stream **204** of the present embodiment includes television programming together with several different advertisements. However, it is understood that media stream **204** of the present embodiment is well suited to include a wide variety of different data and information in a wide variety of different formats (e.g., digital, analog, MPEG, etc.). For example, media stream **204** of the present embodiment may be embedded with flags, each one identifying an advertisement.

At step **304** of FIG. 3, within the present embodiment, at some later time the electronic digital recording/play back system **100** is caused (e.g., by a user) to begin playing back in normal mode the digitally recorded media stream **204**. As such, electronic digital recording/play back device **100** begins outputting media stream **204** to display device **112** at step **304**. In this manner, the user is able to view on display device **112** the digitally recorded television programming and advertisements of media stream **204**.

In step **306**, the present embodiment determines whether an advertisement of recorded media stream **204** is being fast forwarded through or skipped over during normal play back mode. In other words, the present embodiment determines whether an advertisement of recorded media stream **204** was played back in normal mode by electronic digital recording/play back device **100** for a specific amount of time. If an advertisement of recorded media stream **204** is not being fast forwarded through or skipped over during normal play back

mode, the present embodiment proceeds to the beginning of step 306. However, if an advertisement of recorded media stream 204 is being fast forwarded through or skipped over during normal play back mode, the present embodiment proceeds to step 308.

With reference to step 306 of FIG. 3, it is appreciated that while viewing recorded media stream 204 in normal play back mode, the user may cause electronic digital recording/play back system 100 to fast forward through or skip over advertisements. As such, it is understood that step 306 of the present embodiment is well suited to utilize a wide variety of implementations to determine or detect when an advertisement of recorded media stream 204 is being fast forwarded through or skipped over during normal play back mode. For example, software 208 (in accordance with the present embodiment) operating on electronic digital recording/play back system 100 would be able to determine whether or not an advertisement is being fast forwarded through or skipped over during normal play back mode. Additionally, there are many different ways in accordance with the present embodiment that software 208 can perform the functionality of step 306.

For instance, FIG. 4A illustrates one embodiment of a time table 400 in accordance with the present invention which may be created and utilized by software 208 to determine at step 306 whether an advertisement of recorded media stream 204 is being fast forwarded through or skipped over during normal play back mode. Specifically, time table 400 of FIG. 4A corresponds to FIG. 4B, which illustrates an incrementing time reference digitally recorded in conjunction with media stream 204 (which is one embodiment of step 302 in accordance with the present invention). As such, the specific time intervals of the advertisements (e.g., 402 and 404) are stored within time table 400 thereby enabling software 208 to detect when an advertisement of recorded media stream 204 is being fast forwarded through or skipped over during normal play back mode.

Moreover, if electronic digital recording/play back system 100 receives and records a media stream 204 that is embedded with flags identifying each advertisement, software 208 may utilize those flags to determine when an advertisement of recorded media stream 204 is being fast forwarded through or skipped over during normal play back mode.

At step 308 of FIG. 3, the present embodiment prepares to output an overlay sub-advertisement stream 206. It should be appreciated that sub-advertisement 206 of the present embodiment is well suited not to be an overlay screen. Within the present embodiment, the content of sub-advertisement 206 may or may not correspond to the skipped advertisement of recorded media stream 204. Furthermore, sub-advertisement stream 206 may be provided as part of recorded media stream 204 or it may be provided by another source (e.g., a memory device of electronic digital recording/play back system 100) as a different stream. Additionally, sub-advertisement stream 206 of the present embodiment is well suited to be any type of data format. For example, sub-advertisement stream 206 may be a MPEG (Moving Pictures Experts Group) program stream or clip. Furthermore, sub-advertisement 206 may be an animation stream (e.g., avi, realvideo, flash, etc.). The sub-advertisement stream 206 may be a simpler format stream such as flash or overlay graphics sub-stream.

Moreover, sub-advertisement 206 of the present embodiment may also be a size compressed version of the skipped advertisement of recorded media stream 204. It is understood that sub-advertisement 206 may be stored by a memory device of electronic digital recording/play back system 100

(e.g., computer usable volatile memory unit 104, computer useable non-volatile memory unit 106, mass data storage device 118) or by some other remote memory device (e.g., a memory device of a server computer). Additionally, sub-advertisement 206 stored by a memory device of electronic digital recording/play back system 100 may be updated from time to time by a remote source (e.g., a computer via the Internet). At step 308, it is further appreciated that the present embodiment may use a wide variety of parameters (e.g., priority of advertisement, time of advertisement, source of advertisement, etc.) to determine which sub-advertisement 206 to prepare for output.

In step 310, the present embodiment determines whether the recorded media stream 204 is being played back in the normal mode. If the recorded media stream 204 is not being played back in the normal mode, the present embodiment proceeds to the beginning of step 310. Conversely, if the recorded media stream 204 is being played back in the normal mode, the present embodiment proceeds to step 312.

In step 312 of FIG. 3, the present embodiment outputs sub-advertisement advertisement stream 206 together with the recorded media stream 204 are received and displayed simultaneously by display device 112. Specifically, display device 112 displays the recorded television show (for example) of media stream 204 while also stream 206 as an overlay screen to display device 112. As such, the sub-displaying sub-advertisement 206 as an overlay screen. Therefore, during normal play back mode, the user is able to view sub-advertisement stream 206 (e.g., corresponding to the skipped advertisement) while viewing the recorded television show of media stream 204. In this manner, the user of electronic digital recording/play back device 100 is unable to easily avoid viewing content (sub-advertisement 206) corresponding to the skipped advertisement of recorded media stream 204.

Referring to step 312, it should be appreciated that sub-advertisement 206 of the present embodiment does not have to be shown simultaneously with the recorded media stream 204. For example, the output of the recorded media stream 204 to display device 112 may be stopped or paused while the present embodiment outputs sub-advertisement stream 206 as a full screen display to display device 112. Once the output of sub-advertisement stream 206 to display device 112 is completed, the output of the recorded media stream 204 to display device 112 would continue.

With reference still to step 312, it is understood that sub-advertisement 206 of the present embodiment cannot be turned off, fast forwarded through, or skipped over by the user of electronic digital recording/play back device 100. Furthermore, the length of time the present embodiment outputs sub-advertisement 206 to display device 112 may be based on many different factors (e.g., length of skipped advertisement). Additionally, the present embodiment may output sub-advertisement 206 as an overlay full screen display to display device 112. Moreover, the present embodiment may locate sub-advertisement 206 (of any format, size, and style) anywhere on the screen of display device 112.

For example, FIGS. 5A-5E are block diagrams illustrating several embodiments in accordance with the present invention for displaying sub-advertisement stream 206 during step 312. Specifically, FIG. 5A is a block diagram illustrating an overlay screen 504 located by the present embodiment on the top portion of screen 502 of display device 112. In this manner, sub-advertisement stream 206 is displayed within overlay screen 504 while the recorded television show (for example) of media stream 204 is displayed within the remaining portion of screen 502. FIG. 5B is a block diagram illus-

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trating an overlay screen **506** located by the present embodiment on the bottom portion of screen **502** of display device **112**. It is appreciated that sub-advertisement stream **206** is displayed within overlay screen **506** while the recorded media stream **204** is displayed within the remaining portion of screen **502**.

Furthermore, FIG. **5C** is a block diagram illustrating an overlay screen **508** located by the present embodiment on the left side portion of screen **502** of display device **112**. As such, sub-advertisement stream **206** is displayed within overlay screen **508** while the recorded media stream **204** is displayed within the remaining portion of screen **502**. FIG. **5D** is a block diagram illustrating an overlay screen **510** located by the present embodiment on the right side portion of screen **502** of display device **112**. Accordingly, sub-advertisement stream **206** is displayed within overlay screen **510** while the recorded media stream **204** is displayed within the remaining portion of screen **502**.

FIG. **5E** is a block diagram illustrating a picture-in-picture (PIP) overlay screen **512** located by the present embodiment on the lower right portion of screen **502** of display device **112**. It is understood that sub-advertisement stream **206** is displayed within picture-in-picture overlay screen **512** while the recorded media stream **204** is displayed within the remaining portion of screen **502**. Furthermore, it is appreciated that picture-in-picture overlay screen **512** of the present embodiment is well suited to be located anywhere on screen **502** of display device **112**.

With reference still to FIG. **3**, it is appreciated that once step **312** is completed, the present embodiment proceeds to the beginning of step **306**. It is appreciated that flowchart **300** of the present embodiment is well suited to performing various other steps or variations of the steps recited in FIG. **3**. For example, flowchart **300** may be altered such that if recorded media stream **204** is not played back by electronic digital recording/play back system **100** for a predefined amount of time (e.g., 10 minutes), a sub-advertisement stream **206** is not output to display device **112**. In this manner, if a viewer only watches five minutes of a first recorded show and then decides to watch a second recorded show, the viewer is not subjected to watch a sub-advertisement associated with the first recorded show.

Accordingly, embodiments of the present invention provide a method and system which provides advertisement content and information to a user of an electronic digital recording/play back device which cannot be fast forwarded through or skipped over.

The foregoing descriptions of specific embodiments of the present invention have been presented for purposes of illustration and description. They are not intended to be exhaustive or to limit the invention to the precise forms disclosed, and obviously many modifications and variations are possible in light of the above teaching. The embodiments were chosen and described in order to best explain the principles of the invention and its practical application, to thereby enable others skilled in the art to best utilize the invention and various embodiments with various modifications as are suited to the particular use contemplated. It is intended that the scope of the invention be defined by the Claims appended hereto and their equivalents.

What is claimed is:

1. A method comprising:

receiving a media stream with an electronic digital recording/play back device, said media stream comprising television programming and an advertisement;
digitally recording said media stream with said electronic digital recording/play back device resulting in a digitally

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recorded media stream, wherein said digitally recording said media stream further comprises recording an incrementing time reference in conjunction with said media stream;

after said digitally recording said media stream, beginning play back mode of said digitally recorded media stream with said electronic digital recording/play back device;
during said play back mode, outputting said digitally recorded media stream to a display device with said electronic digital recording/play back device;

during said play back mode of said digitally recorded media stream, detecting when said advertisement of said digitally recorded media stream is fast forwarded through by said electronic digital recording/play back device, wherein said detecting further comprises utilizing a time table;

after said detecting, determining if said play back mode of said digitally recorded media stream was for a predefined amount of time;

after said detecting, determining whether said digitally recorded media stream resumes said play back mode; and

provided said play back mode of said digitally recorded media stream was for a predefined amount of time and provided said digitally recorded media stream resumes said play back mode, outputting a sub-advertisement stream as an overlay screen on said display device with said electronic digital recording/play back device so that said sub-advertisement stream and said digitally recorded media stream are displayed simultaneously on said display device, said sub-advertisement stream is independent from said digitally recorded media stream, said sub-advertisement stream cannot be turned off.

2. The method as described in claim 1 wherein said outputting said sub-advertisement stream has a duration based on the length of said advertisement that was fast forwarded through.

3. The method as described in claim 1 wherein said sub-advertisement stream is a size compressed version of said advertisement that was fast forwarded through.

4. The method as described in claim 1 wherein said time table comprises a time interval of said advertisement.

5. The method as described in claim 4 wherein said sub-advertisement stream is displayed in a side portion, a bottom portion, or a top portion of a screen of said display device.

6. The method as described in claim 4 wherein said sub-advertisement stream is displayed within a picture-in-picture overlay screen.

7. The method as described in claim 2 wherein said sub-advertisement stream corresponds to said advertisement.

8. A system comprising:

a processor;

an addressable data bus coupled to said processor;

a computer readable memory coupled to communicate with said processor for performing a method comprising:

receiving a media stream with said system, said media stream comprising television programming and an advertisement;

digitally recording said media stream with said system resulting in a digitally recorded media stream, wherein said digitally recording said media stream further comprises recording an incrementing time reference in conjunction with said media stream;

after said digitally recording said media stream, beginning play back mode of said digitally recorded media stream with said system;

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during said play back mode, outputting said digitally recorded media stream to a display device with said system;

during said play back mode of said digitally recorded media stream, detecting when said advertisement of said digitally recorded media stream is fast forwarded through by said system, wherein said detecting further comprises utilizing a time table;

after said detecting, determining if said play back mode of said digitally recorded media stream was for a predefined amount of time;

after said detecting, determining whether said digitally recorded media stream resumes said play back mode; and

provided said play back mode of said digitally recorded media stream was for a predefined amount of time and provided said digitally recorded media stream resumes said play back mode, stopping said play back mode of said digitally recorded media stream and outputting a full screen sub-advertisement stream to said display device with said system, said full screen sub-advertisement stream is separate from said digitally recorded media stream, said full screen sub-advertisement stream cannot be turned off.

9. The system of claim 8 wherein said method further comprising:

after said outputting of said full screen sub-advertisement stream is complete, continuing said play back mode of said digitally recorded media stream by said system.

10. The system of claim 9 wherein said full screen sub-advertisement stream is stored by said system.

11. The system of claim 10 wherein said full screen sub-advertisement stream is updated by a remote source.

12. The system of claim 10 wherein said outputting said full screen sub-advertisement stream has a duration based on the length of said advertisement that was fast forwarded through.

13. A computer readable memory unit having computer readable code embodied therein for causing an electronic digital recording/play back device to perform a method comprising:

receiving a media stream with said electronic digital recording/play back device, said media stream comprising television programming and an advertisement;

digitally recording said media stream with said electronic digital recording/play back device resulting in a digitally recorded media stream, wherein said digitally recording said media stream further comprises recording an incrementing time reference in conjunction with said media stream;

after said digitally recording said media stream, beginning play back mode of said digitally recorded media stream with said electronic digital recording/play back device;

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during said play back mode, outputting said digitally recorded media stream to a display device with said electronic digital recording/play back device;

during said play back mode of said digitally recorded media stream, detecting when said advertisement of said digitally recorded media stream is fast-forwarded through by said electronic digital recording/play back device, wherein said detecting further comprises utilizing a time table;

after said detecting, determining if said play back mode of said digitally recorded media stream was for a predefined amount of time;

after said detecting, determining if said digitally recorded media stream resumes said play back mode; and

provided said play back mode of said digitally recorded media stream was for a predefined amount of time and provided said digitally recorded media stream resumes said play back mode, outputting an overlay sub-advertisement stream to said display device with said electronic digital recording/play back device so that said overlay sub-advertisement stream and said digitally recorded media stream are displayed simultaneously on said display device, said overlay sub-advertisement stream is separate from said digitally recorded media stream, said overlay sub-advertisement stream cannot be turned off.

14. The computer readable memory unit of claim 13 wherein said outputting said overlay sub-advertisement stream has a duration based on the length of said advertisement that was fast forwarded through.

15. The computer readable memory unit of claim 14 wherein said overlay sub-advertisement stream is updated by a remote source.

16. The computer readable memory unit of claim 14 wherein said overlay sub-advertisement stream is displayed within a picture-in-picture overlay screen.

17. The computer readable memory unit of claim 14 wherein said overlay sub-advertisement stream does not correspond to said advertisement.

18. The computer readable memory unit of claim 15 wherein said overlay sub-advertisement stream comprises a size compressed version of said advertisement that was fast forwarded through.

19. The computer readable memory unit of claim 15 wherein said overlay sub-advertisement stream corresponds to said advertisement.

20. The computer readable memory unit of claim 15 wherein said overlay sub-advertisement stream comprises a full screen display.

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