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Stallings et al.

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(54) **PROGRAM GUIDE IMAGE OBJECTS FOR MEDIA CONTENT ACCESS SYSTEMS AND METHODS**

(2013.01); *H04N 21/4312* (2013.01); *H04N 21/4331* (2013.01); *H04N 21/482* (2013.01); *H04N 21/8153* (2013.01); *H04N 9/8227* (2013.01); *H04N 21/4858* (2013.01)

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(58) **Field of Classification Search**

CPC . *H04N 21/431*; *H04N 21/472*; *H04N 21/482*;
H04N 21/4821; *H04N 21/4312*

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USPC 725/39, 40, 47, 52; 715/716
See application file for complete search history.

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patent is extended or adjusted under 35
U.S.C. 154(b) by 326 days.

This patent is subject to a terminal dis-
claimer.

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EP 1126701 8/2001

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Primary Examiner — James R Sheleheda

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Related U.S. Application Data

(63) Continuation of application No. 11/960,008, filed on
Dec. 19, 2007, now Pat. No. 8,381,245.

(57) **ABSTRACT**

An exemplary system includes a media content processing subsystem configured to provide a program guide including a matrix of cells associated with a plurality of media content instances, and a selector object within the program guide. The selector object is configured to select one of the cells such that the cells in the matrix include a selected cell and at least one unselected cell. The subsystem is further configured to provide at least one image object within the at least one unselected cell. The image object represents the media content instance associated with the unselected cell. In certain embodiments, the image object includes a video content stream. The subsystem is further configured to provide a graphical user interface to a display for presentation to a user, the graphical user interface including at least a portion of the program guide and the image object.

(51) **Int. Cl.**

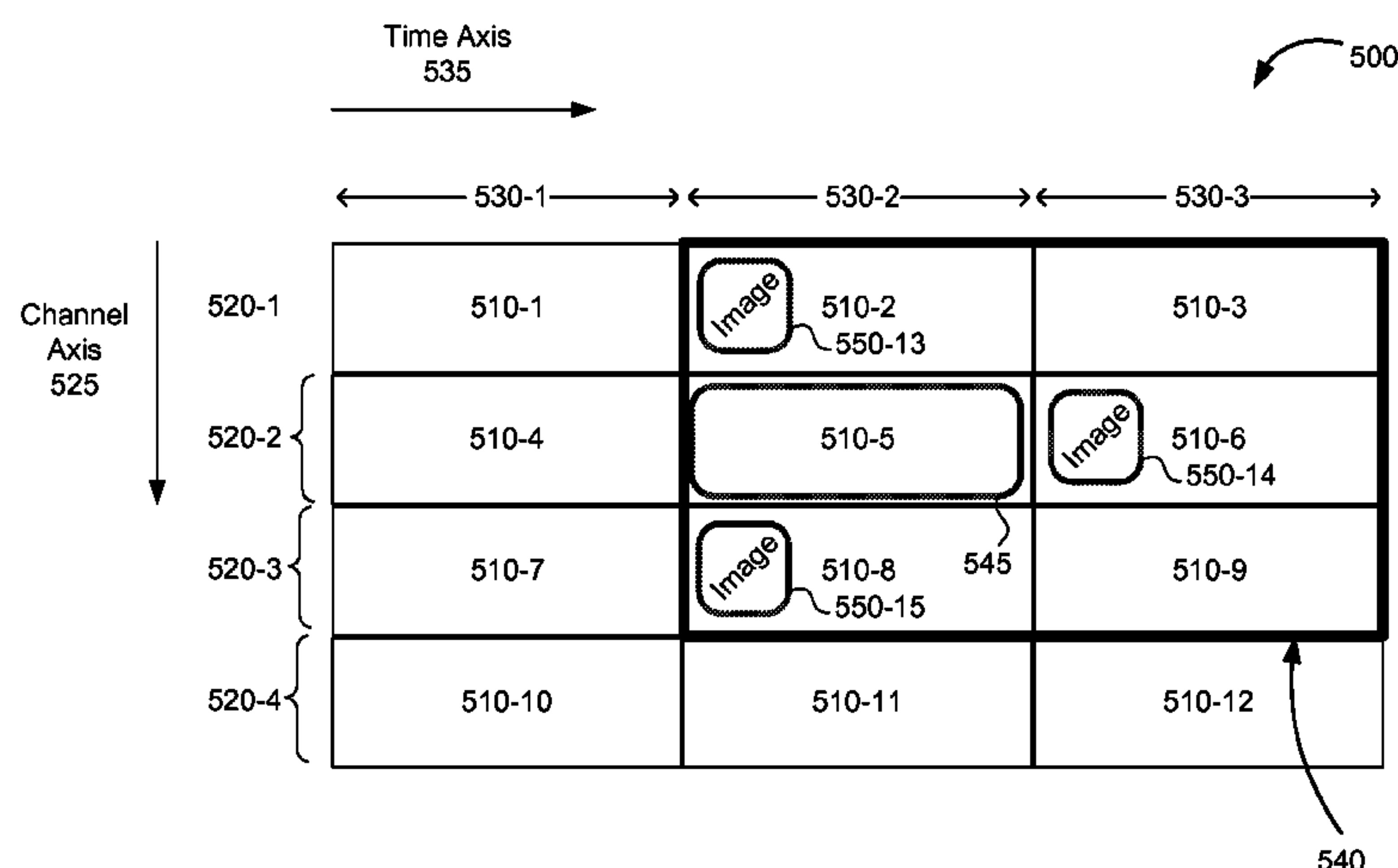
H04N 5/445 (2011.01)
G06F 3/00 (2006.01)
H04N 21/431 (2011.01)
H04N 5/44 (2011.01)
H04N 21/482 (2011.01)
H04N 21/433 (2011.01)
H04N 21/81 (2011.01)

(Continued)

(52) **U.S. Cl.**

CPC *H04N 21/4314* (2013.01); *H04N 5/4403*

24 Claims, 12 Drawing Sheets



Page 2

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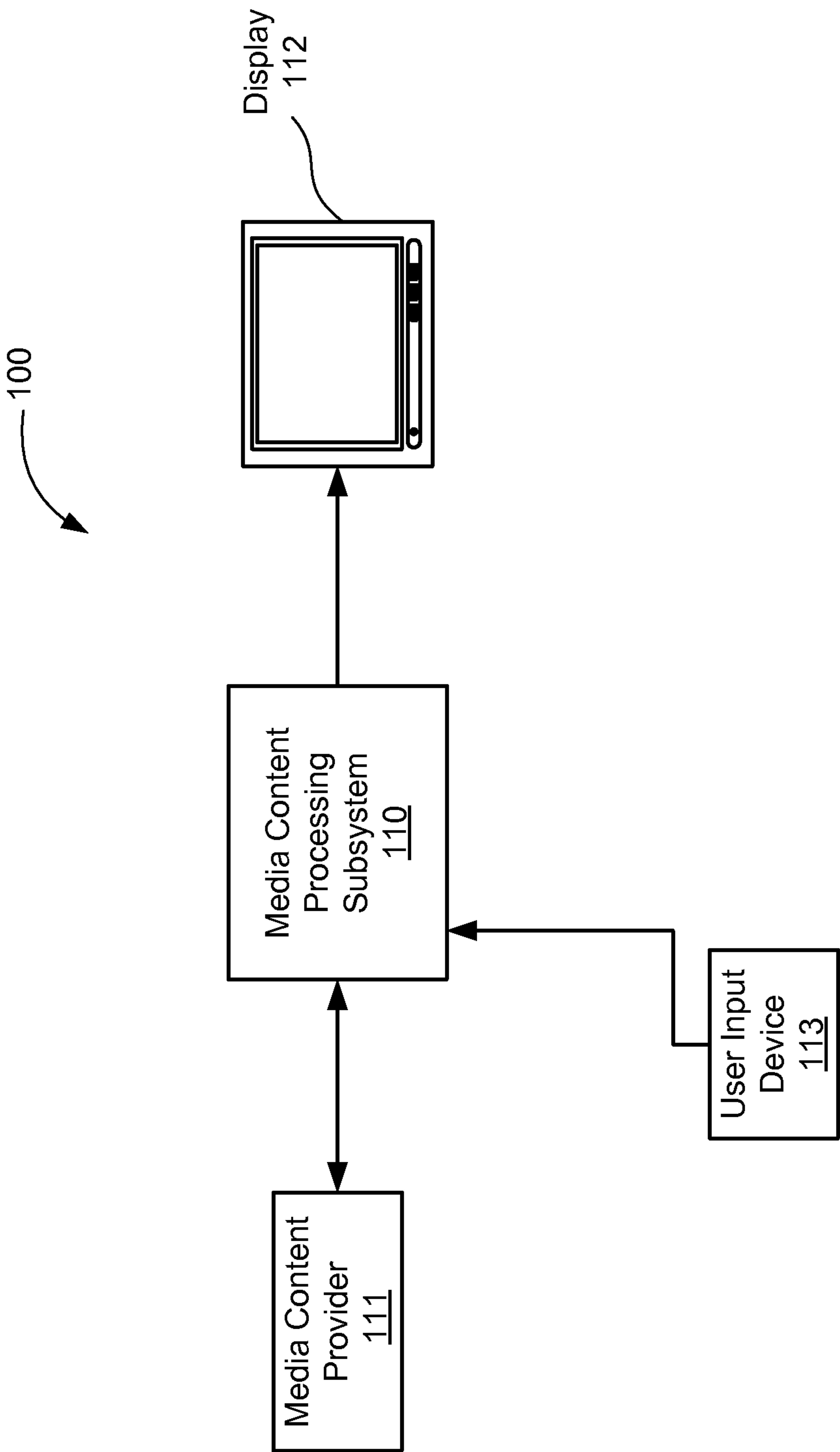


Fig. 1

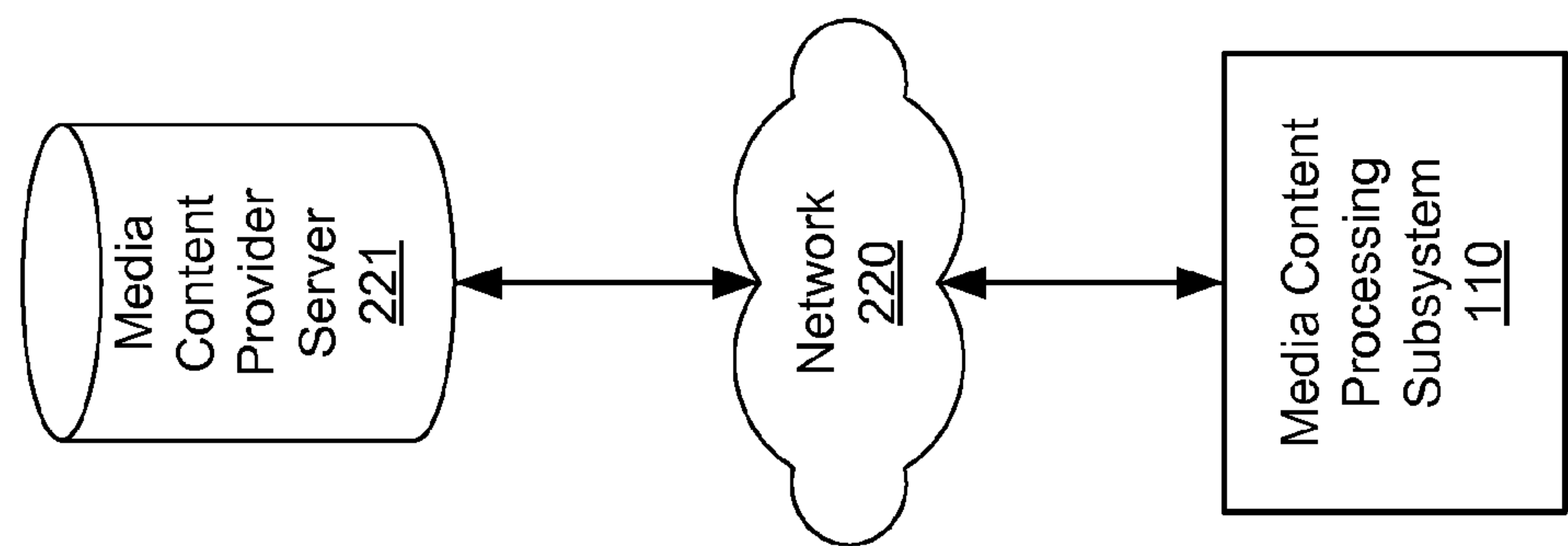


Fig. 2

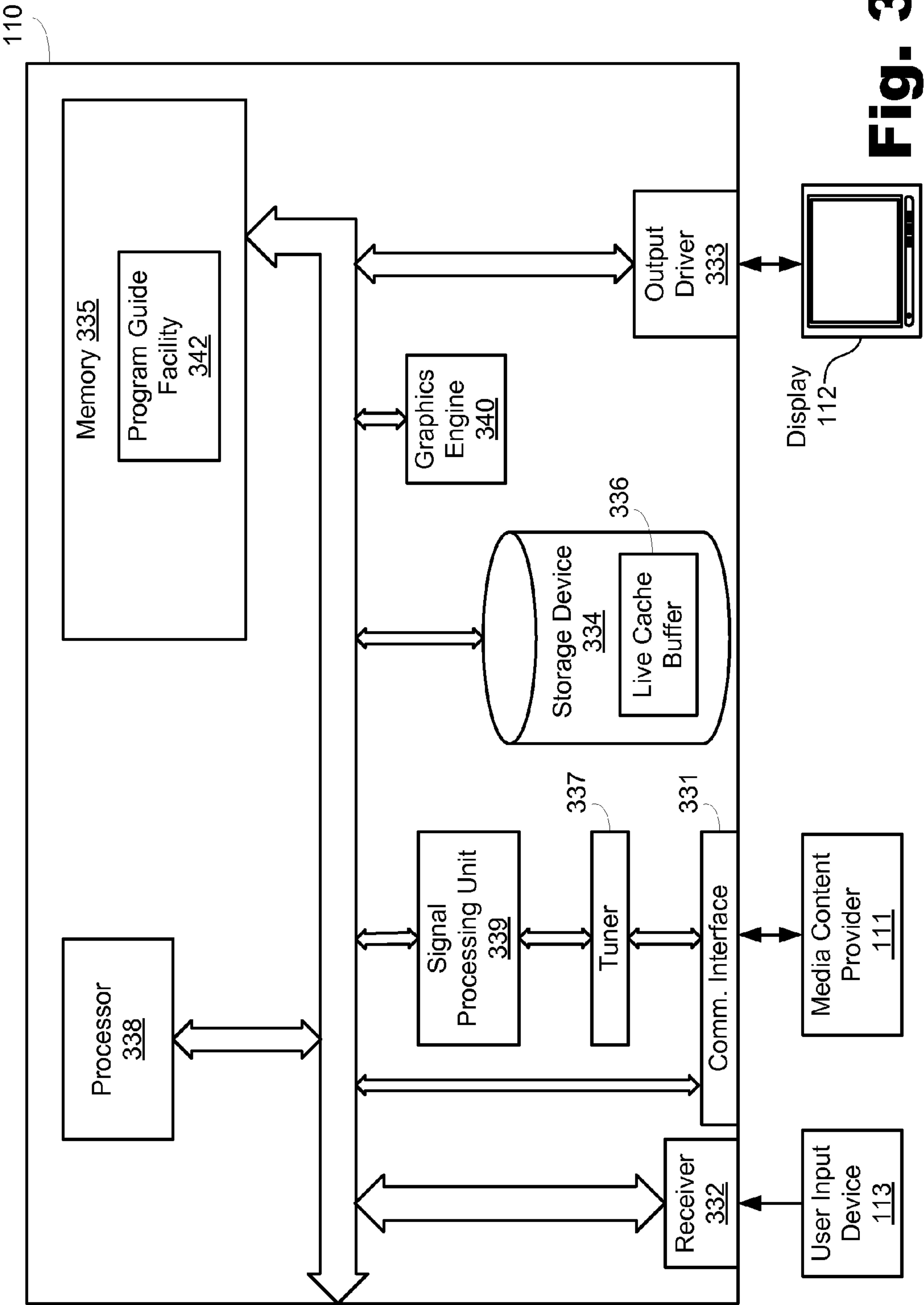


Fig. 3

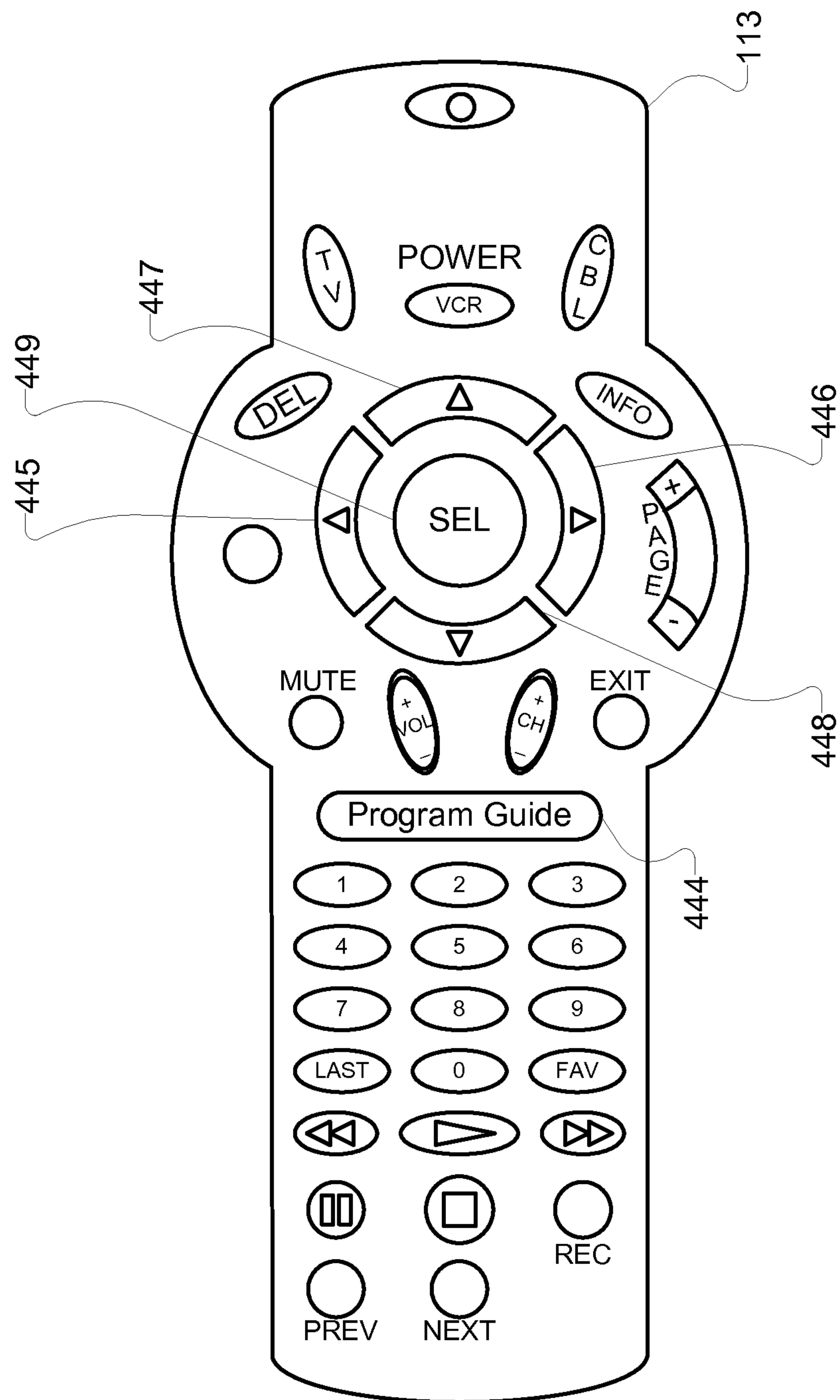


Fig. 4

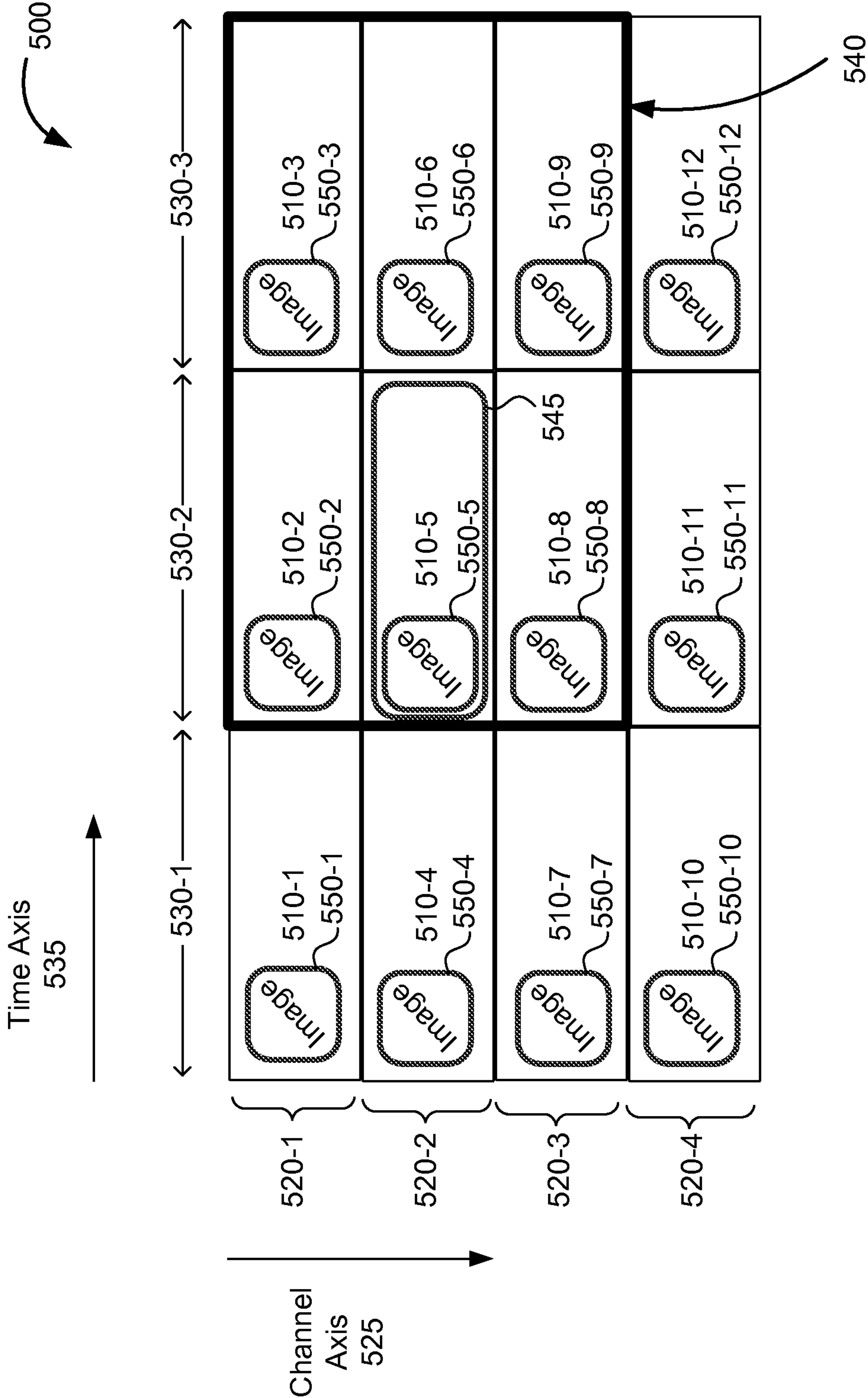


Fig. 5

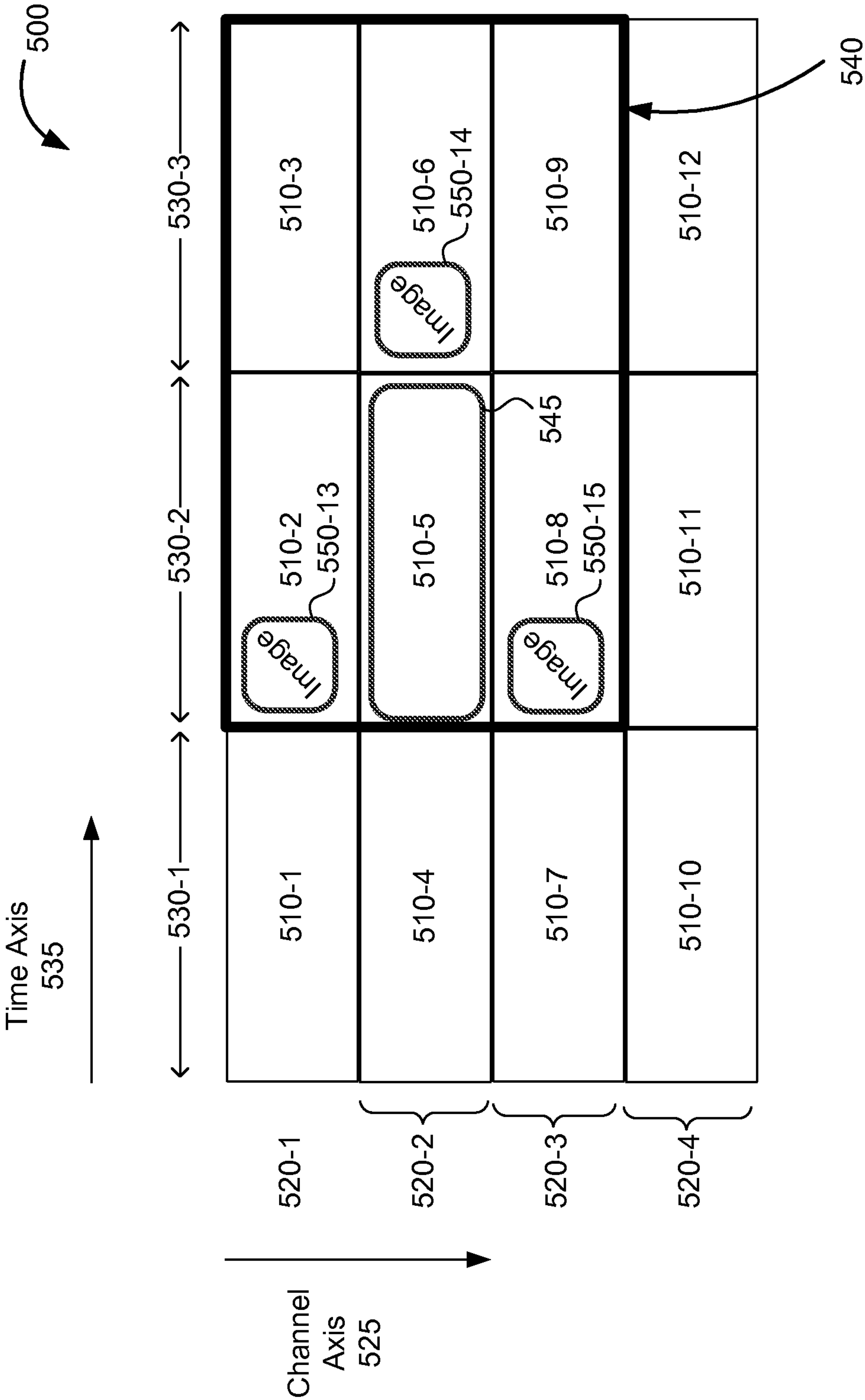


Fig. 6

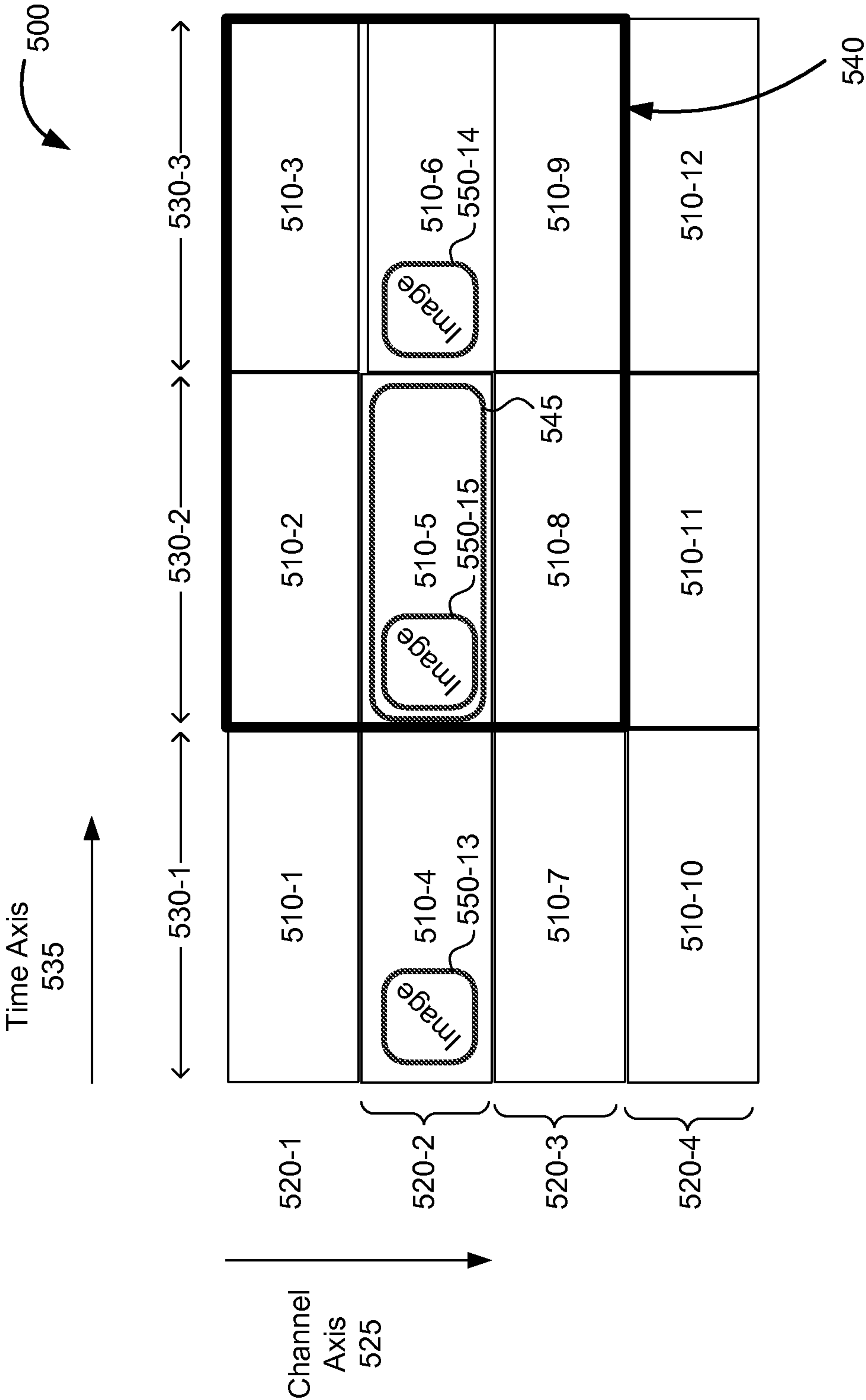


Fig. 7

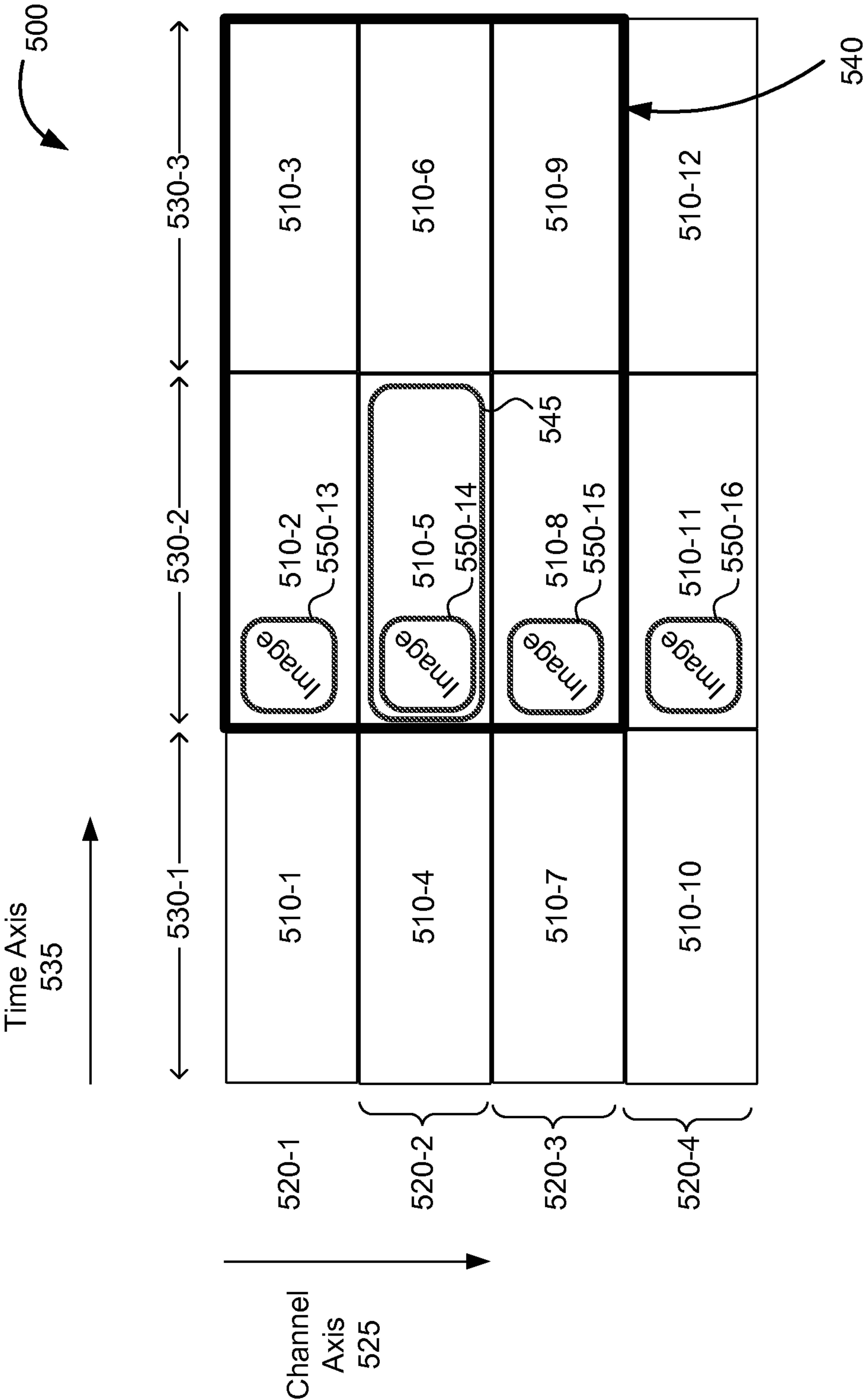


Fig. 8

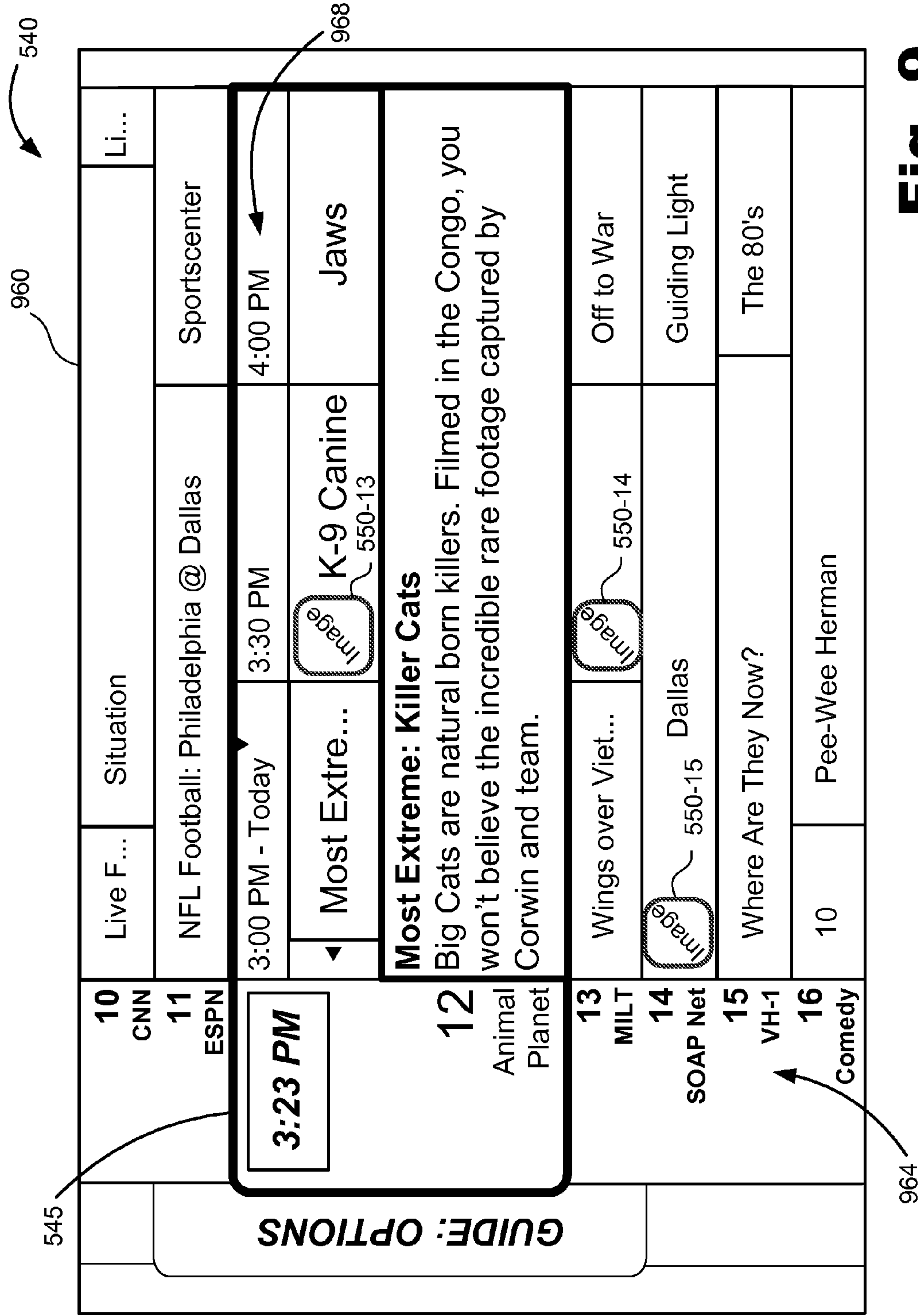


Fig. 9

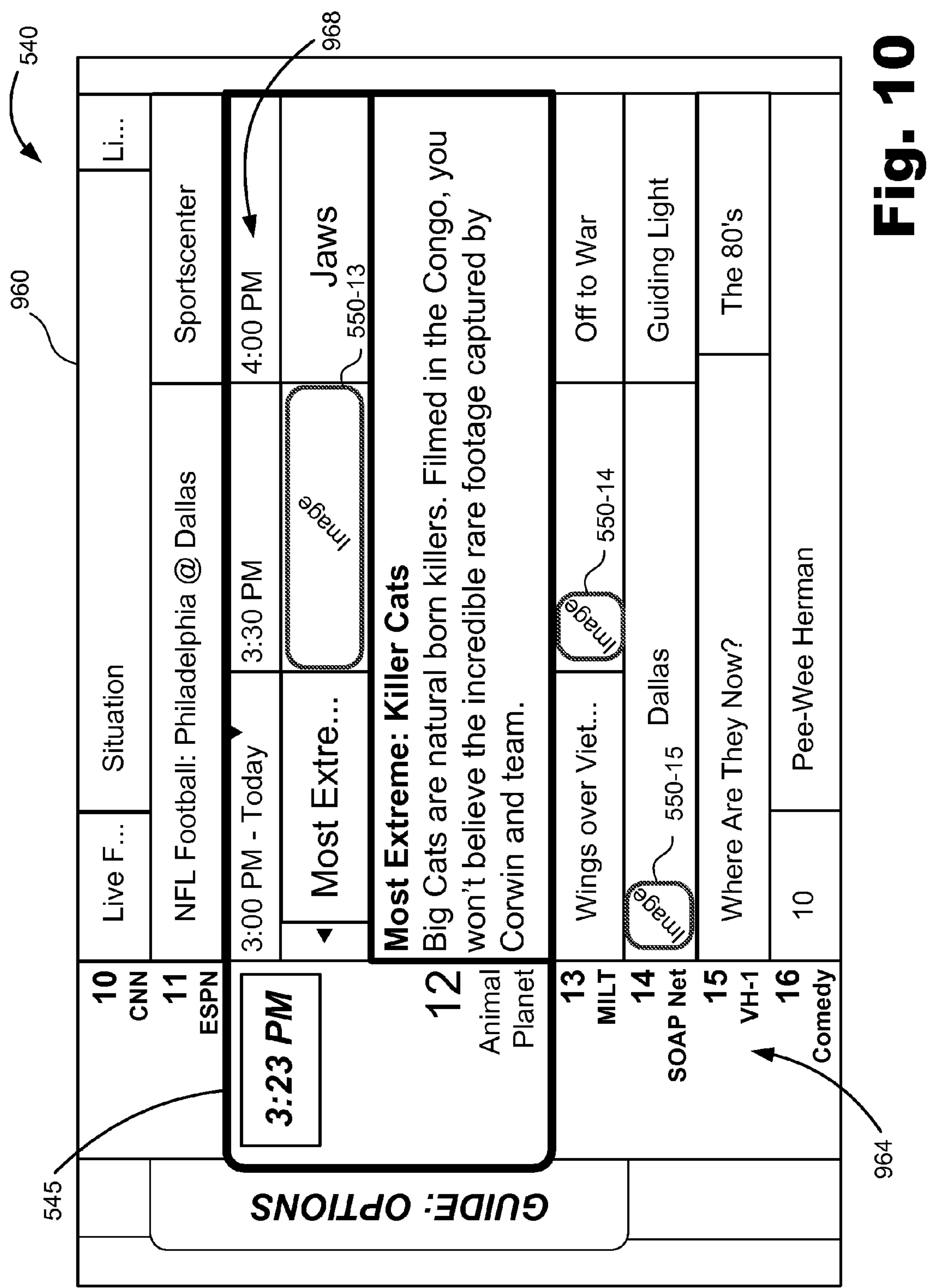


Fig. 10

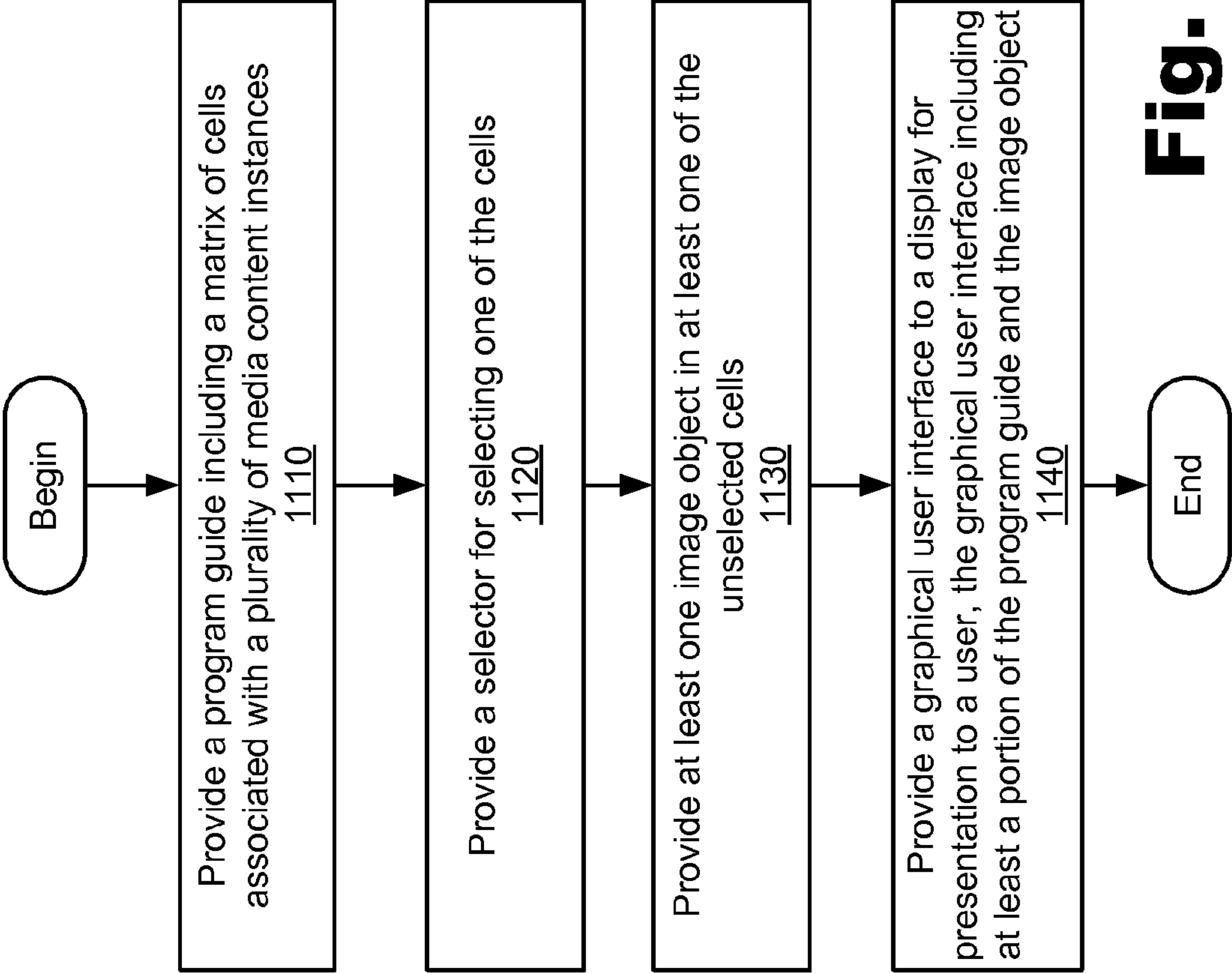


Fig. 11

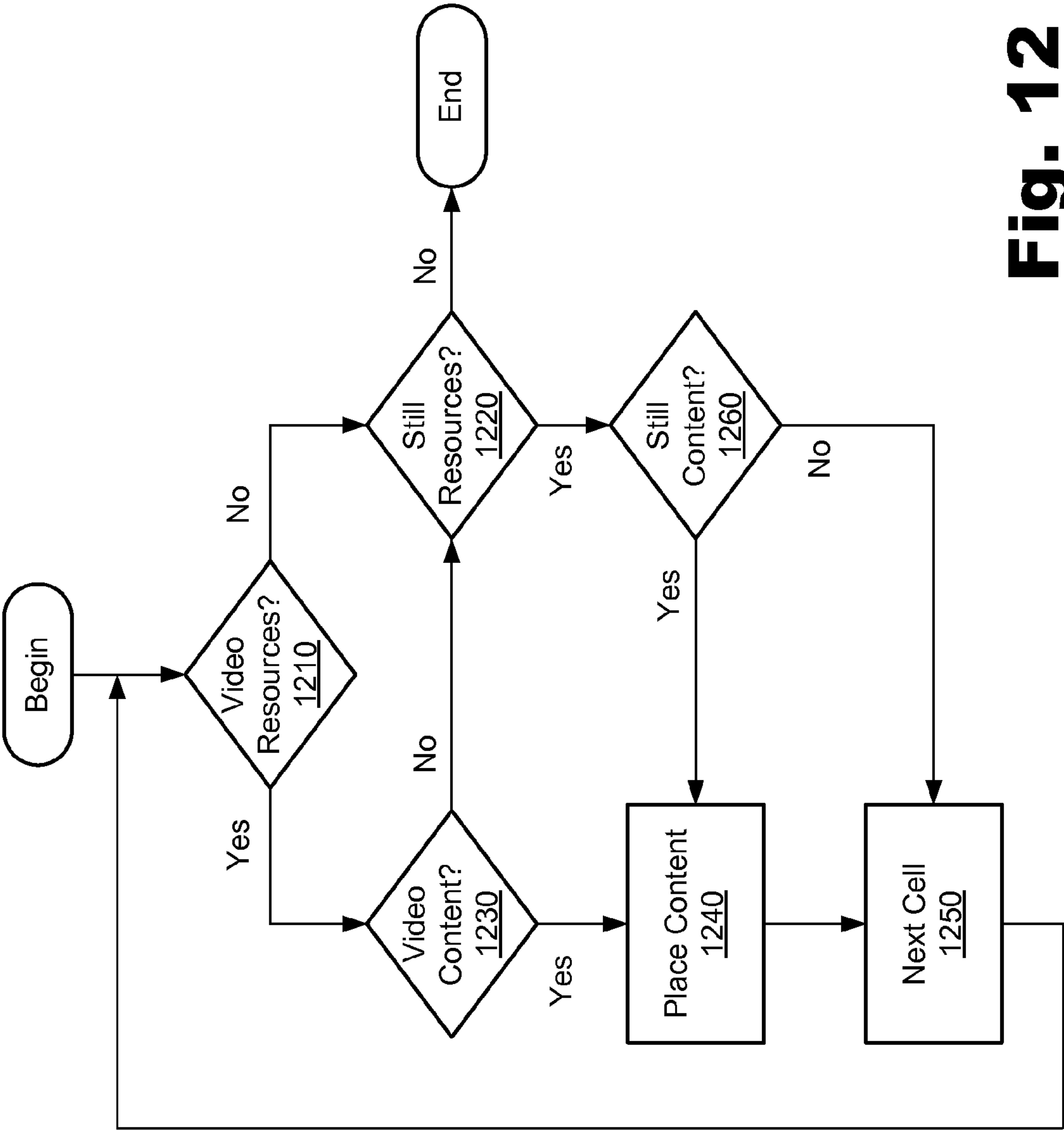


Fig. 12

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PROGRAM GUIDE IMAGE OBJECTS FOR MEDIA CONTENT ACCESS SYSTEMS AND METHODS

RELATED APPLICATIONS

This application is a continuation application of U.S. patent application Ser. No. 11/960,008, filed on Dec. 19, 2007, and entitled PROGRAM GUIDE IMAGE OBJECTS FOR MEDIA CONTENT ACCESS SYSTEMS AND METHODS, which is hereby incorporated by reference in its entirety.

BACKGROUND INFORMATION

The set-top box ("STB") has become an important computing device for accessing media content services and the media content within those services. An STB is usually configured to provide users with access to a large number and variety of media content choices offered by a provider. For example, a user may choose to experience a variety of broadcast television programs, pay-per-view services, video-on-demand programming, Internet services, and audio programming via an STB.

The large number of media content choices offered by providers can make it difficult for a user of an STB to find and select desired media content. On-screen program guides have alleviated this problem to some degree. As the services and media content choices provided to users (e.g., more media channels) have expanded, developers of program guides have attempted to keep pace by expanding the features and capabilities of the program guides.

BRIEF DESCRIPTION OF THE DRAWINGS

The accompanying drawings illustrate various embodiments and are a part of the specification. The illustrated embodiments are merely examples and do not limit the scope of the disclosure. Throughout the drawings, identical reference numbers designate identical or similar elements.

FIG. 1 illustrates an example of a media content access system.

FIG. 2 illustrates an exemplary media content provider network.

FIG. 3 illustrates an exemplary media content processing subsystem.

FIG. 4 illustrates an exemplary remote control user input device.

FIG. 5 illustrates an exemplary program guide having a matrix of cells and image objects included therein.

FIG. 6 illustrates another configuration of image objects within the program guide of FIG. 5.

FIG. 7 illustrates yet another configuration of image objects within the program guide of FIG. 5.

FIG. 8 illustrates yet another configuration of image objects within the program guide of FIG. 5.

FIG. 9 illustrates an exemplary program guide view presented in a graphical user interface displayed in a viewing area of a display.

FIG. 10 illustrates another program guide view in the graphical user interface of FIG. 9.

FIG. 11 illustrates an exemplary method of providing a program guide having image objects included therein.

FIG. 12 illustrates an exemplary method of selectively placing image content at a cell level.

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DETAILED DESCRIPTION OF PREFERRED EMBODIMENTS

Exemplary apparatuses, systems, and methods for providing one or more program guide image objects are disclosed herein. Image objects may include any visual images, graphics, and/or other image content (collectively referred to as "image content") representing media content instances associated with cells of a program guide. Examples of image objects will be described further below.

In certain embodiments, a media content processing subsystem (e.g., a set-top box) may be configured to provide a program guide including a matrix of cells associated with a plurality of media content instances. The media content processing subsystem may be further configured to provide a selector object within the program guide. The selector object may be used to select one of the cells in the matrix, thereby leaving at least one unselected cell within the matrix. The media content processing subsystem may be further configured to provide at least one image object within at least one of the unselected cells. Each image object may represent a media content instance associated with the object's corresponding unselected cell. In certain embodiments, the media content processing subsystem may be configured to provide a graphical user interface to a display for presentation to a user. The graphical user interface may include at least a portion of the program guide and the image object(s) placed within the program guide.

In certain embodiments, image objects may include video image content representing the media content instances associated therewith. The video image content may include one or more "live" or "nearly live" video image streams, which will be described in more detail further below. In certain embodiments, the image objects and content within the image objects may be selectively placed in the program guide based on a placement heuristic, examples of which will be described below.

The image objects may enable a user to view image content (including video image content) representative of one or more media content instances in a program guide view. The image content may be displayed not solely for an active cell in the program guide, i.e., a cell selected by the selector object, but for one or more inactive cells in the program guide, i.e., cells not selected by the selector object.

Components and functions of exemplary media content access apparatuses, systems, and methods will now be described in more detail.

FIG. 1 illustrates an exemplary media content access system **100** (or simply "system **100**"). As shown in FIG. 1, system **100** may include a media content processing subsystem **110**, which may be configured to communicate with and receive a signal or data stream containing data representative of media content and/or program guide data from a media content provider **111**. Media content processing subsystem **110** and media content provider **111** may communicate using any known communication technologies, devices, networks, media, and protocols supportive of remote data communications, including, but not limited to, cable networks, subscriber television networks, satellite networks, the Internet, intranets, local area networks, wireless networks (e.g., Wi-Fi and/or mobile telephone networks), optical fiber networks, data transmission media, communications devices, Transmission Control Protocol ("TCP"), Internet Protocol ("IP"), File Transfer Protocol ("FTP"), Telnet, Hypertext Transfer Protocol ("HTTP"), Real Time Protocol ("RTP"), User Datagram Protocol ("UDP"), Ethernet, and any other suitable communications networks and technologies.

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Media content processing subsystem **110** may be configured to process a media content stream provided by media content provider **111**, including causing a media content instance, or one or more components (e.g., video and/or audio components) of a media content instance, to be presented for experiencing (e.g., viewing) by a user. Presentation of the media content instance may include, but is not limited to, displaying, playing back, or otherwise processing the media content instance, or one or more components of the media content instance, such that the media content instance may be experienced by the user. For example, media content processing subsystem **110** may provide one or more signals to a display **112** (e.g., a television, computer monitor, etc.) so that the display **112** may present (e.g., display) media content for experiencing by the user.

Media content processing subsystem **110** may be configured to process program guide data provided by media content provider **111**, including generating and providing a program guide graphical user interface (“GUI”) for presentation to the user. For example, media content processing subsystem **110** may provide one or more signals to the display **112** so that the display **112** may present the program guide GUI to the user. The program guide GUI may include a matrix of cells associated with media content instances and one or more image objects associated with (e.g., located within) one or more of the cells, as described further below.

Media content processing subsystem **110** may be at least partially controlled by a user input device **113** (e.g., a remote control device). In certain examples, user input device **113** may include input mechanisms by which a user can utilize features and/or services provided by media content processing subsystem **110**. For example, a user may utilize user input device **113** to navigate a program guide (e.g., move a selector object within the program guide) and view and/or select image objects included in the program guide.

While an exemplary media content access system **100** is shown in FIG. 1, the exemplary components illustrated in FIG. 1 are not intended to be limiting. Additional or alternative components and/or implementations may be used. Components of system **100** will now be described in additional detail.

Media content provider **111** may be configured to provide various types of media content and/or program guide data to media content processing subsystem **110** using any suitable communication technologies, including any of those disclosed herein. The media content may include one or more media content instances, or one or more segments of the media content instance(s). The term “media content instance” as used herein refers generally to any television program, on demand program, pay-per-view program, broadcast media program, IPTV content, commercial, advertisement, video, movie, song, video game, image, photograph, sound, or any segment, component, or combination of these or other forms of media content that may be viewed or otherwise experienced by a user.

The program guide data may include any information descriptive of content channels, programming time slots, media content instances, metadata for the media content instances, and relationships between the content channels, time slots, and media content instances. The term “content channel” will be used herein to refer generally to any carrier of media content, including, but not limited to, media (e.g., television) channels, streams, addresses, frequencies or other carriers of media content. The term “programming time slot” will be used herein to refer generally to any period of time associated with a scheduled transmission (e.g., broadcast) of media content. Typically, the program guide data is descrip-

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tive of a programming schedule, including media content instances and the time slots and content channels associated with scheduled transmission of the media content instances. Examples of program guides and program guide views presenting program guide data and image objects will be described in more detail below.

An exemplary media content provider **111** may include a media content provider server **221**, as shown in FIG. 2. Media content provider server **221** may be configured to communicate with media content processing subsystem **110** via one or more types of networks **220** (and communications links thereto). Network **220** shown in FIG. 2 may include, but is not limited to, the Internet, an intranet or other private packet-switched network, a wireless network (e.g., a wireless phone network or a Wi-Fi network), a cable television network (e.g., a hybrid fiber-coax network), a wireless broadcast network (e.g., a satellite media broadcasting network or terrestrial broadcasting network), a subscriber television network, a telephone network, a provider-specific network (e.g., a Verizon® FIOS® network and/or a TiVo network), an optical fiber network, any other suitable network, and any combination of these networks. In some alternative examples, media content processing subsystem **110** may be connected directly to media content provider server **221**.

FIG. 3 illustrates exemplary components of media content processing subsystem **110** (or simply “processing subsystem **110**”). Processing subsystem **110** may include any hardware, software, and firmware, or combination or sub-combination thereof, configured to process media content and/or program guide data for presentation to a user. The media content and/or program guide data may be received from media content provider **111** and provided to display **112** for presentation to the user. As used herein and in the appended claims, unless otherwise specifically denoted, the terms “media content processing subsystem” and “processing subsystem” refer expansively to all possible receivers configured to receive and process digital and/or analog media content, as well as program guide data. Processing subsystem **110** may include, but is not limited to, a set-top box (“STB”), home communication terminal (“HCT”), digital home communication terminal (“DHCT”), stand-alone personal video recorder (“PVR”), DVD player, handheld entertainment device, gaming device, video-enabled phone (e.g., a mobile phone), and personal computer.

In certain embodiments, processing subsystem **110** may include any computer hardware and/or instructions (e.g., software), or combinations of software and hardware, configured to perform the processes described herein. In particular, it should be understood that processing subsystem **110** may be implemented on one physical computing device or may be implemented on more than one physical computing device. Accordingly, processing subsystem **110** may include any one of a number of computing devices, and may employ any of a number of computer operating systems, including, but by no means limited to, known versions and/or varieties of Microsoft Windows, UNIX, Macintosh, and Linux operating systems.

Accordingly, the processes described herein may be implemented at least in part as instructions executable by one or more computing devices. In general, a processor (e.g., a microprocessor) receives instructions, e.g., from a memory, a computer-readable medium, etc., and executes those instructions, thereby performing one or more processes, including one or more of the processes described herein. Such instructions may be stored and transmitted using any of a variety of known computer-readable media.

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A computer-readable medium (also referred to as a processor-readable medium) includes any medium that participates in providing data (e.g., instructions) that may be read by a computer (e.g., by a processor of a computer). Such a medium may take many forms, including, but not limited to, non-volatile media, volatile media, and transmission media. Non-volatile media may include, for example, optical or magnetic disks and other persistent memory. Volatile media may include, for example, dynamic random access memory (“DRAM”), which typically constitutes a main memory. Transmission media may include, for example, coaxial cables, copper wire and fiber optics, including the wires that comprise a system bus coupled to a processor of a computer. Transmission media may include or convey acoustic waves, light waves, and electromagnetic emissions, such as those generated during radio frequency (“RF”) and infrared (“IR”) data communications. Common forms of computer-readable media include, for example, a floppy disk, flexible disk, hard disk, magnetic tape, any other magnetic medium, a CD-ROM, DVD, any other optical medium, punch cards, paper tape, any other physical medium with patterns of holes, a RAM, a PROM, an EPROM, a FLASH-EEPROM, any other memory chip or cartridge, or any other medium from which a computer can read.

While an exemplary processing subsystem **110** is shown in FIG. 3, the exemplary components illustrated in FIG. 3 are not intended to be limiting. Additional or alternative components and/or implementations may be used in other embodiments. Components of the processing subsystem **110** will now be described in additional detail.

As shown in FIG. 3, processing subsystem **110** may include a communication interface **331** configured to receive content (e.g., media content) and/or data (e.g., program guide data) in any acceptable format (e.g., streamed data) from media content provider **111** or from any other suitable content source. Communication interface **331** may include any device, logic, and/or other technologies suitable for receiving signals and/or data representative of media content and/or other types of content or data. Communication interface **331** may be configured to interface with any suitable communication media, protocols, and formats, including any of those mentioned above.

Processing subsystem **110** may also include a receiver **332** configured to receive user input signals (e.g., program guide navigation commands) from user input device **113**. User input device **113** may include, for example, a remote control device or any other suitable input device and may be configured to communicate with receiver **332** via a wireless link (e.g., an infrared (“IR”) or radio frequency (“RF”) link), electrical connection, or any other suitable communication link.

An exemplary remote control user input device **113** is illustrated in FIG. 4. In some examples, input device **113** may be configured to enable a user to control viewing options for experiencing media content and/or considering program guide data provided by processing subsystem **110**. A program guide button **444** may be configured to evoke a presentation of a program guide GUI on display **112**. A left button **445**, right button **446**, up button **447**, down button **448**, and select button **449** may be included and configured to enable the user to evoke and/or navigate through various views, options, and graphical user interfaces displayed by display **112**. For example, buttons **445-448** may be configured to enable a user to navigate a selector object to different locations in a program guide. Input device **113** shown in FIG. 4 is merely

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illustrative of one of the many different types of user input devices that may be used to in connection with processing subsystem.

Returning to FIG. 3, processing subsystem **110** may include an output driver **333** configured to interface with or drive display **112**. As instructed by one or more processors of the processing subsystem **110**, output driver **333** may provide output signals to display **112**, the output signals including content (e.g., media content and/or program guide content) to be presented by display **112** for experiencing by a user. For example, output driver **333** may provide a program guide GUI including a program guide view to display **112** for presentation to the user. Output driver **333** may include any combination of hardware, software, and/or firmware as may serve a particular application.

Storage device **334** may include one or more data storage media, devices, or configurations and may employ any type, form, and combination of storage media. For example, storage device **334** may include, but is not limited to, a hard drive, network drive, flash drive, magnetic disc, optical disc, or other non-volatile storage unit. Media content, program guide data, images representative of media content instances, and other data may be temporarily and/or permanently stored in storage device **334**.

Storage device **334** is shown to be a part of the processing subsystem **110** in FIG. 3 for illustrative purposes only. It will be understood that storage device **334** may additionally or alternatively be located external to processing subsystem **110**.

Processing subsystem **110** may include memory **335**. Memory **335** may include, but is not limited to, FLASH memory, random access memory (“RAM”), dynamic RAM (“DRAM”), other suitable computer-readable media, or any combination or sub-combination thereof. In some examples, various facilities (e.g., a program guide facility **342**) used by the processing subsystem **110** may reside in memory **335**.

Storage device **334** may include one or more live cache buffers **336**. Live cache buffer **336** may additionally or alternatively reside in memory **335** or in a storage device external to processing subsystem **110**. In some examples, media content and/or program guide data may be temporarily stored in live cache buffer **336** (i.e., buffered) to facilitate buffered viewing of the media content and/or program guide data.

Tuner **337** may be configured to selectively receive content (e.g., media content) carried on a particular content channel. For example, tuner **337** may be tuned to a particular content channel such that the content carried on the content channel is received and may be processed by processing subsystem **110**.

In some examples, processing subsystem **110** may include multiple tuners **337** such that content carried on different content channels may be concurrently received by the processing subsystem **110**. For example, processing subsystem **110** may include a first tuner configured to receive content carried on an analog video signal and a second tuner configured to simultaneously receive content carried on a digital compressed signal.

In some examples, media content received at the tuner **337** is temporarily buffered, or stored, in the live cache buffer **336**. If there are multiple tuners **337**, there may be a live cache buffer **336** corresponding to each of the tuners **337**.

While tuner **337** may be used to receive various types of content-carrying signals transmitted by media content provider **111**, processing subsystem **110** may be configured to receive other types of content signals (including media content signals and/or program guide data signals) from media content provider **111** and/or other sources without using a tuner. For example, media content provider **111** may broad-

cast digital streams of data packets (e.g., Internet Protocol (“IP”) based data packets) that can be received without using a tuner. For such types of content signals, communication interface **331** may receive and forward the signals directly to other components of processing subsystem **110** (e.g., processor **338** or signal processing unit **339**) without the signals going through tuner **337**. For an IP-based signal, for example, signal processing unit **339** may function as an IP receiver.

Streams of content received by communication interface **331** may be used to populate image objects in a program guide. Accordingly, and as will be described in more detail further below, image objects may include “live” or “nearly live” content, including video content that is being transmitted by media content provider **111** and received by communication interface **331**.

Processing subsystem **110** may include at least one processor, such as processor **338**, configured to control operations of processing subsystem **110**. Processing subsystem **110** may also include a signal processing unit **339** configured to process incoming media content. Signal processing unit **339** may be configured, for example, to demodulate and parse encoded digital media content. In some examples, processing subsystem **110** may include one or more signal processing units **339** corresponding to each of the tuners **337**. Content and/or data received from the media content provider **111** may be processed by signal processing unit **339**, processor **338**, and/or any other suitable component(s) of processing subsystem **110**.

Processing subsystem **110** may include a graphics engine **340** configured to generate graphics that can be displayed by the display **112**. The graphics may include graphical user interfaces such as, but not limited to, one or more program guide GUIs including various views of program guide data (i.e., program guide views), program guide navigation tools (e.g., a selector object), image objects representing media content instances, and other graphics.

One or more facilities (e.g., software applications) residing within processing subsystem **110** may be executed upon initiation by a user of the processing subsystem **110**, or upon the occurrence of another predetermined event. The facilities may reside in memory **335** or in any other area of the processing subsystem **110** and may be executed by processor **338**.

As shown in FIG. 3, processing subsystem **110** may include a program guide facility **342**, which may reside in memory **335** or any other suitable location within processing subsystem **110**. Program guide facility **342** may be configured to instruct one or more components of processing subsystem **110** (e.g., processor **338** and/or graphics engine **340**) to generate and provide data representative of a program guide, at least one program guide image object, a selector object, and/or a program guide GUI including a view of at least a portion of the program guide and the image object. Processing subsystem **110** may provide the program guide GUI to display **112** for presentation to a user. The program guide GUI may include a view of at least a portion of a program guide, and thus may be used to present program guide views for experiencing by a user. Program guides, program guide GUIs, and/or program guide views may be generated from program guide data stored in processing subsystem **110** (e.g., in storage device **334**) and/or program guide data received from an external source such as media content provider **111**.

Program guide facility **342** may be launched or executed by receipt of a predetermined user input signal. For example, when a user selects program guide button **444** of user input device **113** shown in FIG. 4, program guide facility **342** may

launch and instruct processor **338** and/or graphics engine **340** to generate a program guide GUI including data representative of a view of at least a portion of a program guide. The program guide GUI may be provided to output driver **333**, which can provide a signal including data representative of the program guide GUI to display **112** for presentation to the user.

To facilitate an understanding of program guide facility **342**, exemplary program guides, program guide GUIs, and program guide views, FIGS. 5-10 illustrate various respective examples of program guides, program guide GUIs, and program guide views that processing subsystem **110** may be configured to provide to display **112** for presentation to a user.

FIG. 5 illustrates an exemplary program guide **500** that may be generated and provided by processing subsystem **110**. As shown in FIG. 5, program guide **500** may include a matrix of cells **510-1** through **510-12** (collectively “cells **510**”). It will be recognized that while twelve cells **510** are shown in FIG. 5, program guide **500** may include any number of cells as may serve a particular application. The cells **510** may be associated with respective media content instances and related metadata and programming information. In certain embodiments, for example, any particular cell **510** may be associated with a media content instance. For instance, cell **510-1** may be associated with a television program titled “DALLAS.”

The cells **510** may be arranged in a program guide matrix based on attributes of the cells and/or the associated media content instances. For example, the cells **510** may be arranged in a matrix based on content channels carrying the corresponding media content instances and time slots representing time periods during which the media content instances are scheduled for transmission (e.g., broadcast). As shown in FIG. 5, content channels **520-1** through **520-4** (collectively “content channels **520**”) may be arranged along a channel axis **525**, and time slots **530-1** through **530-3** (collectively “time slots **530**”) may be arranged along a time axis **535** to form a matrix grid of cells **510**. In the example shown in FIG. 5, the channel axis **525** is disposed vertically and the time axis **535** is disposed horizontally. This is illustrative only. Other dispositions of axes may be used in other embodiments.

In program guide **500**, any particular cell **510** may be associated with a content channel and one or more time slots respectively indicative of the content channel carrying the corresponding media content instance and the time period during which the media content instance is scheduled for broadcast. As an example, the position of cell **510-1** in the program guide matrix represents that the corresponding media content instance (e.g., a television program titled “DALLAS”) is scheduled for broadcast on content channel **520-1** during time slot **530-1**. Accordingly, the cells **510** may be arranged in the matrix grid based on content channels **520** and time slots **530**, and each matrix grid space may be spatially positioned as an intersection area for a particular content channel **520** and time slot **530**.

Program guide **500** is illustrative only. Typically, a program guide may include numerous cells **510** associated with numerous media content instances, content channels **520**, and time slots **530**. To illustrate, a program guide may include program guide data representing scheduled programming for hundreds of content channels and for any suitable period of time, including one day, two weeks, or a month of programming, for example.

Accordingly, a user may view different portions of a program guide, and only a portion of a program guide is typically included in any one view presented to a user. FIG. 5 illustrates a viewing area **540** representing a particular view of program

guide **500** (i.e., a “program guide view”) that may be presented to a user. As shown, cells **510-2**, **510-3**, **510-5**, **510-6**, **510-8**, and **510-9** are included in viewing area **540**, and cells **510-1**, **510-4**, **510-7**, **510-10**, **510-11**, and **510-12** are outside of the viewing area **540**. The particular cells **510** included in the viewing area **540** in FIG. **5** are respectively associated with content channels **520-1**, **520-2**, and **520-3**, and with time slots **530-2** and **530-3**.

The portion of program guide **500** that is included in viewing area **540** may be determined based on a position of a program guide selector object **545** (or simply “selector **545**”). FIG. **5** shows selector **545** positioned at cell **510-5**. Media content processing subsystem **110** may be configured to move selector **545** to different cells **510** in the program guide **500** based on user input and to modify the program guide view presented in the viewing area **540** in response to the selector **545** changing positions in the program guide **500**.

A cell, such as cell **510-5**, selected by selector **545** may be referred to as an “active cell” or a “selected cell,” and the other cells (e.g., cells **510-1**, **510-2**, **510-3**, **510-4**, **510-6**, **510-7**, **510-8**, **510-9**, **510-10**, **510-11**, and **510-12**) not selected by selector **545** may be referred to as “inactive cells” or “unselected cells.” Accordingly, the matrix of cells **510** in program guide **500** may include a selected cell and one or more unselected cells, with the selected cell being determined by the position of selector **545**. The selected cell is typically within the viewing area **540**. Accordingly, the cells **510-2**, **510-3**, **510-5**, **510-6**, **510-8**, and **510-9** within the viewing area **540** may include a selected cell **510-5** and one or more unselected cells **510-2**, **510-3**, **510-6**, **510-8**, and **510-9**.

As shown in FIG. **5**, program guide **500** may include one or more image objects **550-1** through **550-12** (collectively “image objects **550**”) associated with one or more of the cells **510** in the program guide **500**. In the example shown in FIG. **5**, cells **510-1** through **510-12** include image objects **550-1** through **550-12**, respectively.

As illustrated in FIG. **5**, image objects **550** are not restricted only to a “selected cell”; one or more “unselected cells” may include image objects **550**. In the example shown, each of the unselected cells **510-1**, **510-2**, **510-3**, **510-4**, **510-6**, **510-7**, **510-8**, **510-9**, **510-10**, **510-11**, and **510-12** includes a respective image object **550**, and selected cell **510-5** also includes an image object **550-5**.

Image objects **550** may include any visual images, graphics, and/or other image content (collectively referred to as “image content”) representing media content instances associated with the cells **510**. For example, image objects **550** may include still image content representing media content instances, including images of scenes, frames, posters, or promotions of the media content instances. As another example, image objects **550** may include video image content representing media content images, including a video component of at least a portion of a media content instance. For instance, a particular image object **550** may include presentation of all or part of a video component of an associated media content instance, or presentation of a trailer or other video promotion for the media content instance. Image objects **550** including image content may be referred to as “image thumbnails,” and image objects **550** including video image content may be referred to as “video thumbnails.”

Image content may be obtained from any suitable local or external source for inclusion in image objects **550**. For example, image content may be locally stored in and retrieved from storage device **334** and/or live cache buffer **336**. As another example, image content may be received from media content provider **111** or any other suitable external source.

For instance, image content may be included in media content data streams and/or program guide data received from media content provider **111**.

As mentioned, image content may include still image content and/or video image content. Video image content may include previously recorded and locally stored video streams and/or “live” or “nearly live” video streams being received from media content provider **111**. Accordingly, an image object **550** may include a “live” or “nearly live” presentation of a video component of a media content instance being transmitted by media content provider **111**. Hence, a user viewing a program guide view may be presented with video playback of “live,” “nearly live,” and/or prerecorded video components of one or more of the media content instances associated with one or more cells **510** included in a program guide view. The term “live,” as used hereinafter and in the appended claims may refer to “live” and/or “nearly live” content.

A media content stream being received from the media content provider **111** may be buffered. The buffered stream may be stored in live cache buffer **336** as described above. When a media content stream is buffered, processing subsystem **110** may selectively include either buffered or live playback of a video component of the media content stream in an image object **550**. The media content processing subsystem **110** may be configured to make this selection, or to allow a user to make the selection.

This may potentially provide a user with options for viewing the media content instance associated with the media stream. For example, when a user makes a selection in the program guide **500**, such as selecting to watch a media content instance associated with a buffered media content stream in a full-screen view, the processing subsystem **110** may be configured to respond by providing a full-screen view of the media content. The full-screen view may include live playback of the media content stream, or the buffered media content stream may be used to initiate buffered playback of the media content at an earlier point in the media content stream, such as at approximately the beginning of the stream. As an example, a user may select a particular image object **550**, and the buffered media content stream associated with the image object **550** may be used to present the media content to the user starting at the beginning of the media content stream.

In certain embodiments, when the user selects to launch a full-screen view of a media content instance that is being buffered (such as by selecting an image object **550** associated with the media content instance), processing subsystem **110** may provide selectable options enabling the user to select between viewing the live media content stream and using the buffered media content stream to initiate buffered playback at an earlier point in the media content stream, such as at the beginning. The selectable options may be presented in a pop-up graphical user interface or in any other suitable manner.

Image objects **550** may be used to order media content that is available for on-demand ordering. Image objects **550** associated with such media content instances may be selected to initiate a process for ordering on-demand media content, including media content that has been previously broadcast.

The configuration shown in FIG. **5** is illustrative only. Other embodiments may include other configurations of image objects **550** and/or cells **510**. In certain embodiments, for example, only a subset of cells **510** includes image objects **550**. This may be due at least in part to unavailability of image content for certain media content instances and/or to a lack or a conservation of resources. To illustrate, certain implementations of processing subsystem **110** may limit or regulate the

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number of media content streams that may be concurrently processed. For example, processing subsystem 110 may be configured to concurrently receive only a certain number of media content streams from media content provider 111. This may in turn limit the number media content instances that can be concurrently played back live within image objects 550. As an example, the number of live media content instances being concurrently presented in image objects 550 may be limited by the number of media content receivers (e.g., tuners 337 or IP receivers) in processing subsystem 110 and/or by the number of content channels (e.g., frequencies or IP channels) concurrently supported by the processing subsystem 110. Accordingly, in certain embodiments, only a certain number of image objects 550 may concurrently include live video image content.

FIG. 6 illustrates another exemplary configuration of image objects 550-13 through 550-15 in program guide 500. As shown in FIG. 6, in some embodiments, only a subset of cells 510 in program guide 550 or viewing area 540 includes image objects 550-13, 550-14, and 550-15. This may be for any of the reasons described above, including, but not limited to, unavailability of image content for certain media content instances and/or a lack or a conservation of resources.

Accordingly, one or more image objects 550 may be selectively placed in program guide 500 in accordance with a predefined placement heuristic. Program guide facility 342 may be configured to utilize the placement heuristic to selectively integrate image objects 550 into program guide 500, such as by stitching or otherwise associating image objects 550 with cells 510 in the program guide 500.

The placement heuristic may be defined to direct any suitable placement of image objects 550 as may serve a particular implementation. In certain embodiments, placement of image objects 550 may be based on one or more attributes of cells 510, selector 545, image content, media content instances, user profiles, and/or viewing area 540. Examples of such attributes may include, but are not limited to, cell 510 positions, selector 545 position, inclusion of cells 510 in or exclusion of cells 510 from viewing area 540, media content broadcast statuses (e.g., previously broadcast, currently being broadcast, and scheduled for future broadcast), image content types (e.g., still image, video image content, pre-recorded video content, or live video content), media content types (e.g., scheduled broadcast and available on-demand media content), user-defined preferences, and cell 510 positions relative to other cells 510, selector 545, content channels 520, time slots 530, and/or viewing area 540.

In certain embodiments, the placement heuristic may prioritize image content by type, such as by prioritizing video image content over still image content when resources are available for inclusion of video image content in image objects 550. As an example, for a particular image object 550-15 or cell 510-8, program guide facility 342 may determine whether video image content representative of the associated media content instance is available. If the video image content and appropriate resources are available, the program guide facility 342 may integrate the image object 550-15 including the video image content into the program guide 500 (e.g., within cell 510-8). If video image content for the media content instance or a resource is unavailable, program guide facility 342 may then determine whether still image content representative of the media content instance is available. If the still image content is available, the program guide facility 342 may integrate the image object 550-15 including the still image content into the program guide 500 (e.g., within cell 510-8). If no image content is available, the program guide facility 342 may omit the image object 550-15 from the

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program guide 500. Alternative or in addition to image object 550-15, cell 510-8 may include textual program guide information such as a title and/or a description of the media content instance.

In certain embodiments, the placement heuristic may prioritize placement of image content based on the viewing area 540. For example, image objects 550 may be included in cells within the viewing area 540 and omitted from other cells outside of the viewing area 540. This may help conserve resources by including image objects 550 only when the image objects 550 would be within the program guide area that is viewable by a user. As the program guide view is updated (e.g., due to movement of selector 545), the image objects 550 may also be updated. As another example, cells within the viewing area 540 may be considered before cells outside of the viewing area 540 for placement of image objects 550. The configuration shown in FIG. 6 may represent an exemplary placement of image objects 550-13, 550-14, and 550-15 based on the viewing area 540 and in which image objects 550-13, 550-14, and 550-15 are respectively associated with cells 510-2, 510-6, and 510-8 included within the viewing area 540, and no image objects 550 are included within other cells 510-1, 510-, 510-3, 510-4, 510-5, 510-7, 510-9, 510-10, 510-11, and 510-12 located outside of the viewing area 540.

In certain embodiments, the placement heuristic may prioritize placement of image content based on proximity to the selector 545. In program guide 500, for example, cells more proximate to the selector 545 may be prioritized over other cells for inclusion of image objects 550, or for inclusion of image objects 550 including video image content. Accordingly, cells more proximate than other cells to selector 545 may be given prioritized consideration for placement of image objects 550 and/or video image content. Such a placement heuristic may help place image objects 550 near an area of user focus, which is typically at or near to the selector 545.

As an example, in FIG. 6, cell 510-8 may be prioritized over cell 510-11, based on proximity to selector 545 in program guide 500, for placement of an image object 550 and/or for inclusion of video image content. The configuration shown in FIG. 6 may represent an exemplary placement of image objects 550-13, 550-14, and 550-15 based on proximity of the cells 510 to the selector 545.

In certain embodiments, the placement heuristic may prioritize placement of image content based on a content channel 520. In program guide 500, for example, cells 510-4, 510-5, and 510-6 associated with a particular content channel 520-2 in which selector 545 is positioned may be prioritized over other cells 510-1, 510-2, 510-3, 510-7, 510-8, 510-9, 510-10, 510-11, and 510-12 that are associated with other content channels 520-1, 520-3, or 520-4. FIG. 7 illustrates another exemplary configuration of image objects 550-13, 550-14, and 550-15 within program guide 500. As shown in FIG. 7, image objects 550-13, 550-14, and 550-15 may be positioned in a row of cells 510-4, 510-5, and 510-6 associated content channel 520-2. The configuration shown in FIG. 7 may be generated based on a placement heuristic that is configured to prioritize placement of image content based on a content channel 520.

In certain embodiments, the placement heuristic may prioritize placement of image content based on a time slot 530. In program guide 500, for example, cells 510-2, 510-5, 510-8, and 510-11 associated with a particular time slot 530-2 in which selector 545 is positioned may be prioritized over other cells 510-1, 510-3, 510-4, 510-6, 510-7, 510-9, 510-10, and 510-12 that are associated with other time slots 530-1 and 530-3. FIG. 8 illustrates another exemplary configuration of

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image objects **550-13**, **550-14**, **550-15**, and **550-16** within program guide **500**. As shown in FIG. **8**, image objects **550-13**, **550-14**, **550-15**, and **550-16** may be positioned in a column of cells **510-2**, **510-5**, **510-8**, and **510-11** associated time slot **530-2**. The configuration shown in FIG. **8** may be generated based on a placement heuristic that is configured to prioritize placement of image content based on a time slot **530**.

In certain embodiments, the placement heuristic may place image content based on attributes of media content instances, including broadcast statuses of media content instances, for example. Broadcast statuses may include, but are not limited to, “previously broadcast” for media content instances that have already been broadcast, “currently broadcast” for media content instances that are currently being broadcast, and “scheduled future broadcast” for media content instances that are scheduled for broadcast in the future. The term “broadcast” is used broadly and may refer to various types of transmissions of media content.

In certain embodiments, the placement heuristic may direct that image objects **550** associated with “currently broadcast” media content instances may include video image content (e.g., live video image content) when such content and appropriate resources are available, and that other image objects **550** associated with “previously broadcast” and “scheduled future broadcast” media content instances include still image content when available.

As an example, in program guide **500**, cells **510-2**, **510-5**, **510-8**, and **510-11** within time slot **530-2** may be associated with media content instances that are being broadcast, cells **510-1**, **510-4**, **510-7**, and **510-10** within time slot **530-1** may be associated with previously broadcast media content instances, and cells **510-3**, **510-6**, **510-9**, and **510-12** within time slot **530-3** may be associated with media content instances scheduled for future broadcast. Accordingly, with reference to the configuration of image objects **550** shown in FIG. **5**, image objects **550-2**, **550-5**, **550-8**, and **550-11** respectively associated with cells **510-2**, **510-5**, **510-8**, and **510-11** may include video image content, and image objects **550-1**, **550-3**, **550-4**, **550-6**, **550-7**, **550-9**, **550-10**, and **550-12** respectively associated with cells **510-1**, **510-3**, **510-4**, **510-6**, **510-7**, **510-9**, **510-10**, and **510-12** may include still image content, insofar as resources allow.

In certain embodiments, the placement heuristic may be configured to prioritize placement of image content based on one or more user preferences, which may be defined by a user of processing subsystem **110**. Processing subsystem **110** may provide one or more tools enabling the user to define preferences for the placement of image content. As an example, a user may specify one or more particular media content instances to be given priority for placement of image content (e.g., video image content). Accordingly, the placement heuristic may be configured to prioritize one or more cells **510** associated with the media content instance(s) for placement of image content. This may allow a user to control allocation of resources such that image objects **550** and/or video image content are prioritized for preferred media content (e.g., a favorite television program).

The above example is illustrative only. A user may be allowed to provide other definitions for placement of image content. As another example, a user may specify a particular content channel **520** to be given priority for placement of image content. Accordingly, the placement heuristic may be configured to prioritize one or more cells **510** associated with the content channel **520** for placement of image content. This may allow a user to control allocation of resources such that image objects **550** and/or video image content are prioritized

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for a favorite content channel (e.g., ESPN). Other embodiments may include other user-defined placement priorities.

One or more of the above-described priorities for placing image content may be combined. Accordingly, the placement heuristic may include any combination or sub-combination of the above-described placement parameters. For example, a user-defined placement preference and a placement priority based on viewing area **540** may be combined such that both are considered and used to determine placement of image content in program guide **500**.

Priority placement of image content may effectively allocate resources for image objects **550**, and may be especially useful when resources are limited or regulated. For example, a particular implementation of processing subsystem **110** may support concurrent reception of a certain number media content streams from media content provider **111**. Accordingly, only this number of image objects **550** may include live video image content from the media content streams. The placement heuristic may direct priority placement of the live video image objects **550**. Other image objects **550** including other image content (e.g., prerecorded video and/or still image content) may next be placed in program guide **500** as resources allow.

FIG. **9** illustrates an exemplary program guide graphical user interface (“GUI”) **960**, which may include a view of at least a portion of a program guide **500** and image objects **550-13**, **550-14**, and **550-15** included therein, as may be presented in a viewing area **540**. Processing subsystem **110** may provide a signal carrying data representative of program guide GUI **960** to display **112** and for use by display **112** in presenting program guide GUI **960** for consideration by a user.

As shown in FIG. **9**, program guide GUI **960** may include a list **964** of content channels **520**, a list **968** of programming time slots **530**, and a matrix of cells associated with media content instances and positioned relative to the content channels **520** and time slots **530**.

Program guide GUI **960** may also include selector **545** configured to graphically depict which cell of the program guide matrix is currently highlighted. In FIG. **9**, a cell associated with a media content instance titled “Most Extreme: Killer Cats” is highlighted by selector **545**. When a cell is highlighted by selector **545**, additional information associated with the cell may be displayed. For example, a synopsis of the “Most Extreme: Killer Cats” media content instance is displayed. The additional information may be obtained from metadata associated with the media content instance.

Selector **545** may be moved from cell to cell in accordance with user input commands. For example, the user may utilize buttons **445-449** of the user input device **113** shown in FIG. **4** to move the selector **545** up, down, left, or right, or to select a highlighted cell. When a highlighted cell is selected, the media content instance corresponding with the cell may be presented to the user in full-screen or other appropriate view. The view shown in program guide GUI **960** may be updated accordingly as selector **545** is moved about.

As shown in FIG. **9**, program guide GUI **960** may include image objects **550-13**, **550-14**, and **550-15**, which are respectively positioned in three “unselected cells” in the program guide GUI **960**. The configuration of image objects **550-13**, **550-14**, and **550-15** shown in FIG. **9** is illustrative only and may be determined and generated in accordance with a placement heuristic, as described above.

Program guide GUI **960** may be part of a graphical layer that can be moved about in relation to viewing area **540** such that various portions of the layer are displayed within the viewing area **540**. For example, the graphical layer may be

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moved toward the viewing area **540** to create a “zoom in” effect or away from the viewing area **540** to create a “zoom out” effect. This may be performed in any of the ways described in U.S. patent application Ser. No. 11/764,998, filed Jun. 19, 2007, and titled “Program Guide 3D Zoom,” the disclosure of which is hereby incorporated by reference in its entirety.

Accordingly, the program guide GUI **960** **110** may be moved such that the image content in any particular image object **555** is zoomed into and presented in a full-screen view. For example, a user may utilize user input device **113** to select image object **550-13**, or the cell associated with image object **550-13**. The processing subsystem **110** may, in response to the user input, move the graphical zoom layer with respect to the viewing area **540** such that the image content in image object **550-2** is zoomed into and presented in a full-screen view.

In certain embodiments, an image object **550** may fill substantially all of the area of a cell and/or be the sole content of the cell. FIG. **10** illustrates another example of program guide GUI **960** in which image object **550-13** substantially fills the cell in which it is positioned. In the illustrated example, the size of the image object **550** has been adjusted (as compared to FIG. **9**) to substantially fill the cell. In other embodiments, the size of the cell may be adjusted such that image object **550-13** substantially fills the cell. A reduction in cell size may allow cells to be repositioned and an increased number of cells to be concurrently displayed in view area **540**.

FIG. **11** illustrates an exemplary method of providing a program guide having image objects included therein. While FIG. **11** illustrates exemplary steps according to one embodiment, other embodiments may omit, add to, reorder, and/or modify any of the steps shown in FIG. **11**.

In step **1110**, a program guide is provided. The program guide includes a matrix of cells associated with a plurality of media content instances. Step **1110** may be performed in any of the ways described above, including media content processing subsystem **110** generating and providing the program guide based on program guide data.

In step **1120**, a selector (e.g., selector object **545**) for selecting one of the cells in the program guide is provided. Step **1120** may be performed in any of the ways described above, including media content processing subsystem **110** providing selector **545** in program guide GUI **960**.

In step **1130**, at least one image object is provided in at least one of the unselected cells in program guide (i.e., one or more cells not selected by selector **545**). Step **1130** may be performed in any of the ways described above, including selectively placing image objects and/or image content in one or more of the unselected cells in accordance with a predefined placement heuristic.

In step **1140**, a graphical user interface is provided to a display for presentation to a user. The graphical user interface includes at least a portion of the program guide and at least one of the image objects provided in step **1130**. Step **1140** may be performed in any of the ways described above, including media content processing subsystem **110** providing data representative of the graphical user interface to display **112**.

As mentioned, step **1130** may include selectively placing image content in accordance with a placement heuristic. Cells in a program guide may be considered in a particular order for placement of image content based on the placement heuristic. As an example, cells within a viewing area **540** may be considered before cells outside of the viewing area **540**. In certain embodiments, cells may be considered one at a time in an order determined by the placement heuristic.

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FIG. **12** illustrates an exemplary method of selectively placing image content at a cell level. While FIG. **12** illustrates exemplary steps according to one embodiment, other embodiments may omit, add to, reorder, and/or modify any of the steps shown in FIG. **12**.

The illustrated method begins by considering a particular program guide cell for placement of image content. In step **1210**, it is determined whether video image resources are available. Video image resources may include any hardware, software, and/or memory resources configured to enable placement of video image content in the cell. Step **1210** may include checking availability of video resources for live video and/or for prerecorded video.

If appropriate video image resources are not available, processing moves to step **1220**. In step **1220**, it is determined whether still image resources are available. Still image resources may include any hardware, software, and/or memory resources configured to enable placement of still image content in the cell. If appropriate still image resources are not available, the method ends.

Returning to step **1210**, if it is determined that video image resources are available, processing moves to step **1230**. In step **1230**, it is determined whether there is video image content available for the cell. This may include determining whether video image content representing the media content instance corresponding to the cell is available.

If video image content is available for the cell, the video image content is placed in step **1240**. This may include placing the video image content in an image object **550** and inserting the image object **550** in the cell of the program guide.

In step **1250**, processing may move to another cell. The method of FIG. **12** may then be repeated for the next cell.

Returning to step **1230**, if it is determined that video image content is not available for the cell, processing moves to step **1220**. If it is determined in step **1220** that still image resources are available, processing moves to step **1260**.

In step **1260**, it is determined whether there is still image content available for the cell. This may include determining whether still image content representing the media content instance corresponding to the cell is available.

If still image content is available for the cell, the still image content is placed in step **1240**. This may include placing the still image content in an image object **550** and inserting the image object **550** in the cell of the program guide.

Processing may then move to another cell in step **1250**, and the method of FIG. **12** may be repeated for the next cell.

The preceding description has been presented only to illustrate and describe exemplary embodiments with reference to the accompanying drawings. It will, however, be evident that various modifications and changes may be made thereto, and additional embodiments may be implemented, without departing from the scope of the invention as set forth in the claims that follow. The above description and accompanying drawings are accordingly to be regarded in an illustrative rather than a restrictive sense.

What is claimed is:

1. A method comprising:

providing, by a media content processing subsystem, a program guide graphical user interface to a display for presentation to a user, the program guide graphical user interface including
a matrix of cells associated with a plurality of media content instances, the matrix of cells being arranged along a time axis and a channel axis, and

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a selector object indicating a selection of one of the cells such that the cells in the matrix include a selected cell and at least a first unselected cell and a second unselected cell;

selecting, by the media content processing subsystem 5 based on a video content placement preference predefined by the user, the first unselected cell over the second unselected cell for placement of video content;

providing, by the media content processing subsystem to the display, video content for playback within the first 10 unselected cell, the video content representing a first media content instance included in the plurality of media content instances and associated with a first time slot and a channel corresponding to a first location of the first unselected cell along the time axis and the channel axis; 15 and

providing, by the media content processing subsystem to the display, non-video content for display within the second unselected cell, the non-video content representing a second media content instance included in the 20 plurality of media content instances and associated with a second time slot and a channel corresponding to a second location of the second unselected cell along the time axis and the channel axis.

2. The method of claim 1, wherein the video content comprises a video component of the first media content instance. 25

3. The method of claim 1, wherein the video content comprises an advertisement for the first media content instance.

4. The method of claim 1, wherein the first unselected cell that includes the playback of the video content represents a 30 scheduled future broadcast of the first media content instance.

5. The method of claim 1, further comprising:

receiving, by the media content processing subsystem from a media content provider communicatively coupled to the media content processing subsystem, a media content 35 stream carrying the video content;

wherein the providing of the video content to the display for playback within the first unselected cell comprises using the media content stream to provide the video content to the display. 40

6. The method of claim 1, wherein the video content placement preference predefined by the user specifies a particular media content instance to be given priority over other media content instances for placement of video content.

7. The method of claim 1, wherein the video content placement 45 preference predefined by the user specifies a particular channel to be given priority over other channels for placement of video content.

8. The method of claim 1, wherein the video content placement preference predefined by the user specifies a particular 50 television program to be given priority over other media programs for placement of video content.

9. A method comprising:

providing, by a media content processing subsystem, a program guide graphical user interface for display, the 55 program guide graphical user interface including a matrix of cells associated with a plurality of media content instances, the matrix of cells arranged along a time axis and a channel axis,

a selector object indicating a selection of one of the cells 60 such that the cells in the matrix include a selected cell and a plurality of unselected cells,

a first image within a first unselected cell included in the plurality of unselected cells, the first image representing a first media content instance included in the plurality of media content instances and associated with 65 a first time period and a channel corresponding to a

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first location of the first unselected cell along the time axis and the channel axis, and

a second image within a second unselected cell included in the plurality of unselected cells, the second image representing a second media content instance included in the plurality of media content instances and associated with a second time period and a channel corresponding to a second location of the second unselected cell along the time axis and the channel axis, the second time period not overlapping the first time period; and

providing, by the media content processing subsystem, first video image content for display as the first image within the first unselected cell and second video image content for display as the second image within the second unselected cell in the program guide graphical user interface.

10. The method of claim 9, wherein:

the first video image content comprises a playback of a video component of the first media content instance; and

the second video image content comprises a playback of a video component of the second media content instance.

11. The method of claim 9, wherein:

the first video image content comprises a playback of a first video stream; and

the second video image content comprises a playback of a second video stream.

12. The method of claim 11, further comprising receiving, by the media content processing subsystem, the first video stream and the second video stream from a media content provider communicatively coupled to the media content processing subsystem.

13. The method of claim 9, wherein the second unselected cell at the second location represents a scheduled future broadcast of the second media content instance.

14. The method of claim 13, wherein the second video image content comprises an advertisement for the second media content instance.

15. A system comprising:

a media content processing subsystem that comprises a processor and that provides:

a program guide including a matrix of cells associated with a plurality of media content instances, the matrix of cells being arranged along a time axis and a channel axis;

a selector object within the program guide, the selector object configured to indicate a selection of one of the cells such that the cells in the matrix include a selected cell and a plurality of unselected cells;

a first image selectively placed within a first unselected cell included in the plurality of unselected cells, the first image representing a first media content instance included in the plurality of media content instances and associated with a first time period and a channel corresponding to a first location of the first unselected cell along the time axis and the channel axis;

a second image selectively placed within a second unselected cell included in the plurality of unselected cells, the second image representing a second media content instance included in the plurality of media content instances and associated with a second time period and a channel corresponding to a second location of the second unselected cell along the time axis and the channel axis, the second time period not overlapping the first time period; and

a graphical user interface to a display for presentation to a user, the graphical user interface including

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at least a portion of the program guide that includes the first unselected cell and the second unselected cell,
 first video image content displaying as the first image within the first unselected cell, and
 second video image content displaying as the second image within the second unselected cell.

16. The system of claim **15**, wherein:

the first video image content comprises a playback of a video component of the first media content instance; and
 the second video image content comprises a playback of a video component of the second media content instance.

17. The system of claim **15**, wherein:

the first video image content comprises a playback of a first video stream; and
 the second video image content comprises a playback of a second video stream.

18. The system of claim **17**, wherein the media content processing subsystem is further configured to receive the first video stream and the second video stream from a media content provider communicatively coupled to the media content processing subsystem.

19. The system of claim **15**, wherein the second unselected cell at the second location represents a scheduled future broadcast of the second media content instance.

20. The system of claim **19**, wherein the second video image content comprises an advertisement for the second media content instance.

21. A system comprising:

a media content processing subsystem that comprises a processor and that:
 provides a program guide graphical user interface to a display for presentation to a user, the program guide graphical user interface including
 a matrix of cells associated with a plurality of media content instances, the matrix of cells being arranged along a time axis and a channel axis, and

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a selector object indicating a selection of one of the cells such that the cells in the matrix include a selected cell and at least a first unselected cell and a second unselected cell;

selects, based on a video content placement preference predefined by the user, the first unselected cell over the second unselected cell for placement of video content;

provides video content to the display for playback within the first unselected cell, the video content representing a first media content instance included in the plurality of media content instances and associated with a first time slot and a channel corresponding to a first location of the first unselected cell along the time axis and the channel axis; and

provides non-video content to the display for display within the second unselected cell, the non-video content representing a second media content instance included in the plurality of media content instances and associated with a second time slot and a channel corresponding to a second location of the second unselected cell along the time axis and the channel axis.

22. The system of claim **21**, wherein the video content placement preference predefined by the user specifies a particular media content instance to be given priority over other media content instances for placement of video content.

23. The system of claim **21**, wherein the video content placement preference predefined by the user specifies a particular channel to be given priority over other channels for placement of video content.

24. The system of claim **21**, wherein the video content placement preference predefined by the user specifies a particular television program to be given priority over other media programs for placement of video content.

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