

(12) International Application Status Report

Received at International Bureau: 30 September 2015 (30.09.2015)

Information valid as of: 12 December 2016 (12.12.2016)

Report generated on: 20 January 2020 (20.01.2020)

(10) Publication number:

WO2017/000384

(43) Publication date:

05 January 2017 (05.01.2017)

(26) Publication language:

Chinese (ZH)

(21) Application Number:

PCT/CN2015/089242

(22) Filing Date:

09 September 2015 (09.09.2015)

(25) Filing language:

Chinese (ZH)

(31) Priority number(s):

201510377421.0 (CN)

(31) Priority date(s):

01 July 2015 (01.07.2015)

(31) Priority status:

Priority document received (in compliance with PCT Rule 17.1)

(51) International Patent Classification:

H04N 21/472 (2011.01)

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(54) Title (EN): METHOD, TERMINAL AND SYSTEM FOR PUSHING INFORMATION IN ELECTRONIC PROGRAM MENU INTERFACE

(54) Title (FR): PROCÉDÉ, TERMINAL, ET SYSTÈME DE POUSSÉE D'INFORMATIONS DANS UNE INTERFACE DE MENU DE PROGRAMME ÉLECTRONIQUE

(54) Title (ZH): 电子节目菜单界面中的信息推送方法、终端及系统

(57) Abstract:

(EN): A method, terminal and system for pushing information in an electronic program menu interface. The method comprises: a terminal acquiring program information containing various programs in a program source and pre-set two-dimensional codes corresponding to the various programs, wherein the pre-set two-dimensional codes bear service information related to the various programs (S10); generating an electronic program menu interface according to the various programs in the program information and the corresponding pre-set two-dimensional codes (S20); and when an instruction to check an electronic program menu is received, the terminal displaying the pre-set two-dimensional codes corresponding to the various programs in the program information on the electronic program menu interface, so that a user scans the pre-set two-dimensional codes to acquire service information associated with the various programs in the program information (S30). By means of the method, a large quantity of abundant service information can be pushed to users on the electronic program menu interface via the two-dimensional codes, satisfying the users' demand to acquire more program-related services.

(FR): L'invention concerne un procédé, un terminal, et un système de poussée d'informations dans une interface de menu de programme électronique. Le procédé comprend les étapes suivantes : un terminal acquiert des informations de programme contenant divers programmes dans une source de programmes et prédéfinit deux codes bidimensionnels correspondant aux divers programmes, les deux codes bidimensionnels prédéfinis contenant des informations de service relatives aux divers programmes (S10) ; le terminal génère une interface de menu de programme électronique d'après les divers programmes dans les informations de programme et les deux codes bidimensionnels prédéfinis correspondants (S20) ; et lorsqu'une instruction ordonnant de vérifier un menu de programme électronique est reçue, le terminal affiche les deux codes bidimensionnels prédéfinis correspondants aux divers programmes dans les informations de programme sur l'interface de menu de programme électronique. En scannant les deux

codes bidimensionnels prédéfinis, un utilisateur peut ainsi acquérir les informations de service associées aux divers programmes dans les informations de programme (S30). Le procédé selon l'invention permet de pousser une grande quantité d'informations de service vers des utilisateurs sur l'interface de menu de programme électronique via les codes bidimensionnels. L'invention répond ainsi à la demande des utilisateurs d'acquérir un plus grand nombre de services en lien avec un programme.

(ZH): 一种电子节目菜单界面中的信息推送方法、终端及系统,该方法包括:终端获取节目源中包含各节目的节目信息及与各节目对应的预设二维码,所述预设二维码中承载了与各节目相关联的业务信息(S10);根据所述节目信息中各节目及对应的所述预设二维码生成电子节目菜单界面(S20);当接收到查看电子节目菜单指令时,所述终端在电子节目菜单界面显示所述节目信息中各节目对应的所述预设二维码,以供用户扫描所述预设二维码获取与所述节目信息中各节目相关联的业务信息(S30)。该方法能通过二维码在电子节目菜单界面中向用户推送大量丰富的业务信息,满足用户获取更多节目相关业务的需求。

International search report:

Received at International Bureau: 29 March 2016 (29.03.2016) [CN]

International Report on Patentability (IPRP) Chapter II of the PCT:

Not available

(81) Designated States:

AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IR, IS, JP, KE, KG, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW

European Patent Office (EPO) : AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR

African Intellectual Property Organization (OAPI) : BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG

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Eurasian Patent Organization (EAPO) : AM, AZ, BY, KG, KZ, RU, TJ, TM