the process module **122** of FIG. **1** includes communications module **134** that is configured to interact with, and communicate to/from, the system described with respect to FIG. **7**.

[0105] Although the above embodiments are described as being implemented on and with a mobile communication device, it will be understood that the disclosed embodiments can be practiced on any suitable device incorporating a processor, memory and supporting software or hardware. For example, the disclosed embodiments can be implemented on various types of music, gaming and multimedia devices. In one embodiment, the system **100** of FIG. **1** may be for example, a personal digital assistant (PDA) style device **600'** illustrated in FIG. **6**B. The personal digital assistant **600'** may have a keypad **610'**, a touch screen display **620'**, camera **621'** and a pointing device **650** for use on the touch screen display **620'**. In still other alternate embodiments, the device may be a personal computer, a tablet computer, touch pad device, Internet tablet, a laptop or desktop computer, a mobile terminal, a cellular/mobile phone, a multimedia device, a personal communicator, a television or television set top box, a digital video/versatile disk (DVD) or High Definition player or any other suitable device capable of containing for example a display **114** shown in FIG. **1**, and supported electronics such as the processor **618** and memory **602** of FIG. **6**A. In one embodiment, these devices will be Internet enabled and can include map and global positioning system ("GPS") capability.

[0106] The user interface **102** of FIG. **1** can also include menu systems **124** coupled to the processing module **122** for allowing user input and commands. The processing module **122** provides for the control of certain processes of the system **100** including, but not limited to, the controls for selecting files and objects, establishing and selecting search and relationship criteria, navigating among the search results, identifying interactive services in broadcast contents and programs and detecting control movement for interacting with the interactive services. The menu system **124** can provide for the selection of different tools and application options related to the applications or programs running on the system **100** in accordance with the disclosed embodiments. In the embodiments disclosed herein, the process module **122** receives certain inputs, such as for example, signals, transmissions, instructions or commands related to the functions of the system **100**, such as messages, notifications, start and stop points and state change requests. Depending on the inputs, the process module **122** interprets the commands and directs the applications process control **132** to execute the commands accordingly in conjunction with the other modules.

[0107] The disclosed embodiments may also include software and computer programs incorporating the process steps and instructions described above. In one embodiment, the programs incorporating the process steps described herein can be executed in one or more computers. FIG. **8** is a block diagram of one embodiment of a typical apparatus **800** incorporating features that may be used to practice aspects of the invention. The apparatus **800** can include computer readable program code means for carrying out and executing the process steps described herein. In one embodiment the computer readable program code is stored in a memory of the device. In alternate embodiments the computer readable program code can be stored in memory or memory medium that is external to, or remote from, the apparatus **800**. The memory can be direct coupled or wireless coupled to the apparatus **800**. As shown, a computer system **802** may be linked to another computer system **804**, such that the computers **802** and **804** are capable of sending information to each other and receiving information from each other. In one embodiment, computer system **802** could include a server computer adapted to communicate with a network **806**. Alternatively, where only one computer system is used, such as computer **804**, computer **804** will be configured to communicate with and interact with the network **806**. Computer systems **802** and **804** can be linked together in any conventional manner including, for example, a modem, wireless, hard wire connection, or fiber optic link. Generally, information can be made available to both computer systems **802** and **804** using a communication protocol typically sent over a communication channel or other suitable connection or line, communication channel or link. In one embodiment, the communication channel comprises a suitable broad-band communication channel. Computers **802** and **804** are generally adapted to utilize program storage devices embodying machine-readable program source code, which is adapted to cause the computers **802** and **804** to perform the method steps and processes disclosed herein. The program storage devices incorporating aspects of the disclosed embodiments may be devised, made and used as a component of a machine utilizing optics, magnetic properties and/or electronics to perform the procedures and methods disclosed herein. In alternate embodiments, the program storage devices may include magnetic media, such as a diskette, disk, memory stick or computer hard drive, which is readable and executable by a computer. In other alternate embodiments, the program storage devices could include optical disks, read-only-memory ("ROM") floppy disks and semiconductor materials and chips.

[0108] Computer systems **802** and **804** may also include a microprocessor for executing stored programs. Computer **802** may include a data storage device **808** on its program storage device for the storage of information and data. The computer program or software incorporating the processes and method steps incorporating aspects of the disclosed embodiments may be stored in one or more computers **802** and **804** on an otherwise conventional program storage device. In one embodiment, computers **802** and **804** may include a user interface **810**, and/or a display interface **812** from which aspects of the invention can be accessed. The user interface **810** and the display interface **812**, which in one embodiment can comprise a single interface, can be adapted to allow the input of queries and commands to the system, as well as present the results of the commands and queries, as described with reference to FIG. **1**, for example.

[0109] It is noted that the embodiments described herein can be used individually or in any combination thereof. It should be understood that the foregoing description is only illustrative of the embodiments. Various alternatives and modifications can be devised by those skilled in the art without departing from the embodiments. Accordingly, the present embodiments are intended to embrace all such alternatives, modifications and variances that fall within the scope of the appended claims.

What is claimed is:

1. A method comprising:

providing an electronic program guide that presents content programming information for one or more program channels on a broadcast TV device;

detecting a selection of a program block in the electronic program guide, the selected program block corresponding to a program scheduled on a program channel;