

The invention relates to methods of delivering multimedia content to users, by distributing the content received from various sources, and may be used to provide information segmented by users' interests, depending on the time of day, for example daynight.

The method for controlling Internet content output to the user terminal by providing from a web server various information depending on the time of day comprises the division of the information system duty cycle into time blocks and loading therein of the information by creating attributes that define the time intervals of visual display. At the same time, additional attributes of the information blocks are formed for the definition of the appropriate time block with the information associated with it. On the basis of data display algorithm of the information system is compared the activity status of associated information of the time blocks of the information system duty cycle. In accordance with the current time of day is selected and by means of data-transmission networks is transmitted to the user terminal the information having the highest status of use activity.

The additional attributes are introduced into the system through the web interface or by means of interaction with the software on the mobile device.

Claims: 6

Fig.: 2