ABSTRACT

The present invention provided a contents delivery system (11) that can deliver contents by way of the Internet. In the system, a browser (23) requests a contents server (75) to delivery a startup file. The contents server (75) transmits the startup file to the browser (23). The startup file describes that the contents are to be delivered by streaming or that they are to be delivered by downloaded files. A contents reproducing section (24) determines if the contents are those to be delivered by streaming or those to be delivered by downloaded files according to the description of the startup file it receives from the browser (23). A television receiving set (3) may be used as contents processing apparatus for receiving the delivery of the contents from a contents delivery apparatus of such a system.