

INTERACTIVE BROADCASTING SYSTEMABSTRACT

An interactive broadcast system is provided where customers can order goods or services from vendors. The system requires that each customer have a messaging device 11 which can automatically call via a telephone land line or
5 other communication system a call collection company (an indication transfer means) and wherein the call collection company can process data sent by the customer from the messaging device 11 to, in turn, provide information to
10 particular vendors so that the vendors can, in turn, supply goods or services back to the particular customer. The system also has application in cable TV environments where a person may wish to interrogate a broadcasting station to, in turn, select particular programs for viewing. A
15 messaging device 11 is provided which will call a call collection company (indication transfer means) at the television station, such as a cable TV provider. The messaging device 11 will permit signals to be transmitted to negotiate menu options provided selectively back to each
20 customer via the cable TV service. Once a menu option is chosen then the cable TV provider can provide the television program material to the customer.

FIGURE 1 IS SUGGESTED FOR PUBLICATION.

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