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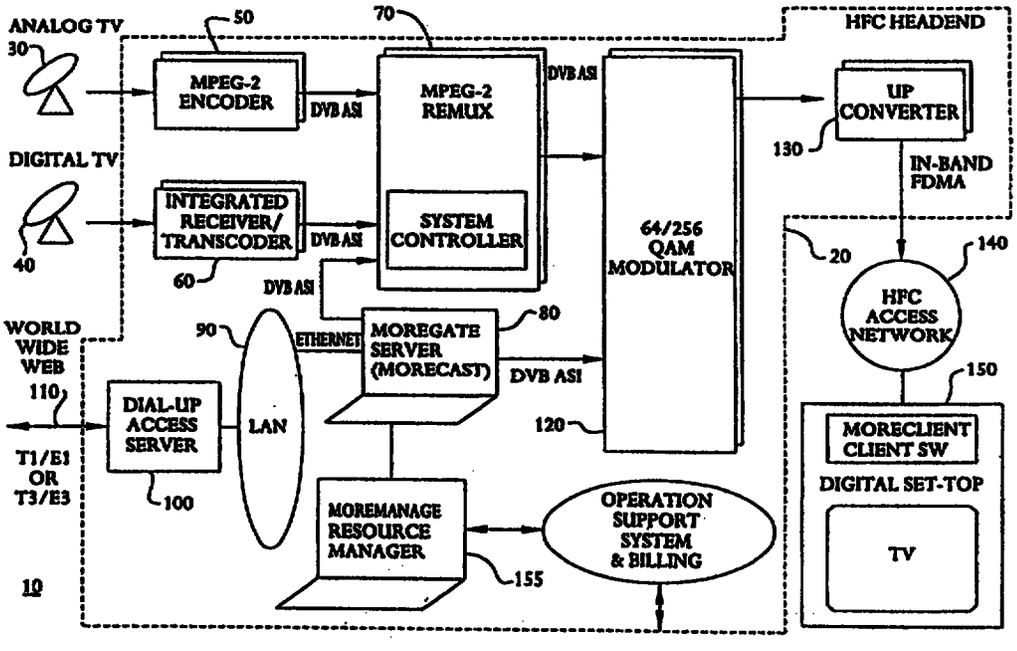
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(54) Title: APPARATUS AND METHOD FOR WEB–CASTING OVER DIGITAL BROADCAST TV NETWORK



(57) Abstract

One–way broadcasting systems. The system comprises a headend system architecture (20) adapted to receive data from the Internet and transmit the data through digital TV networks to receivers, a mapping function for mapping Internet data to MPEG streams, a combining function for combining Internet data streams with digital video streams, a broadcast function for broadcasting Web content to users throughout the one–way network; a linking function for linking the Internet data with digital video channels; and a navigation function for navigating broadcast data in the one–way network.