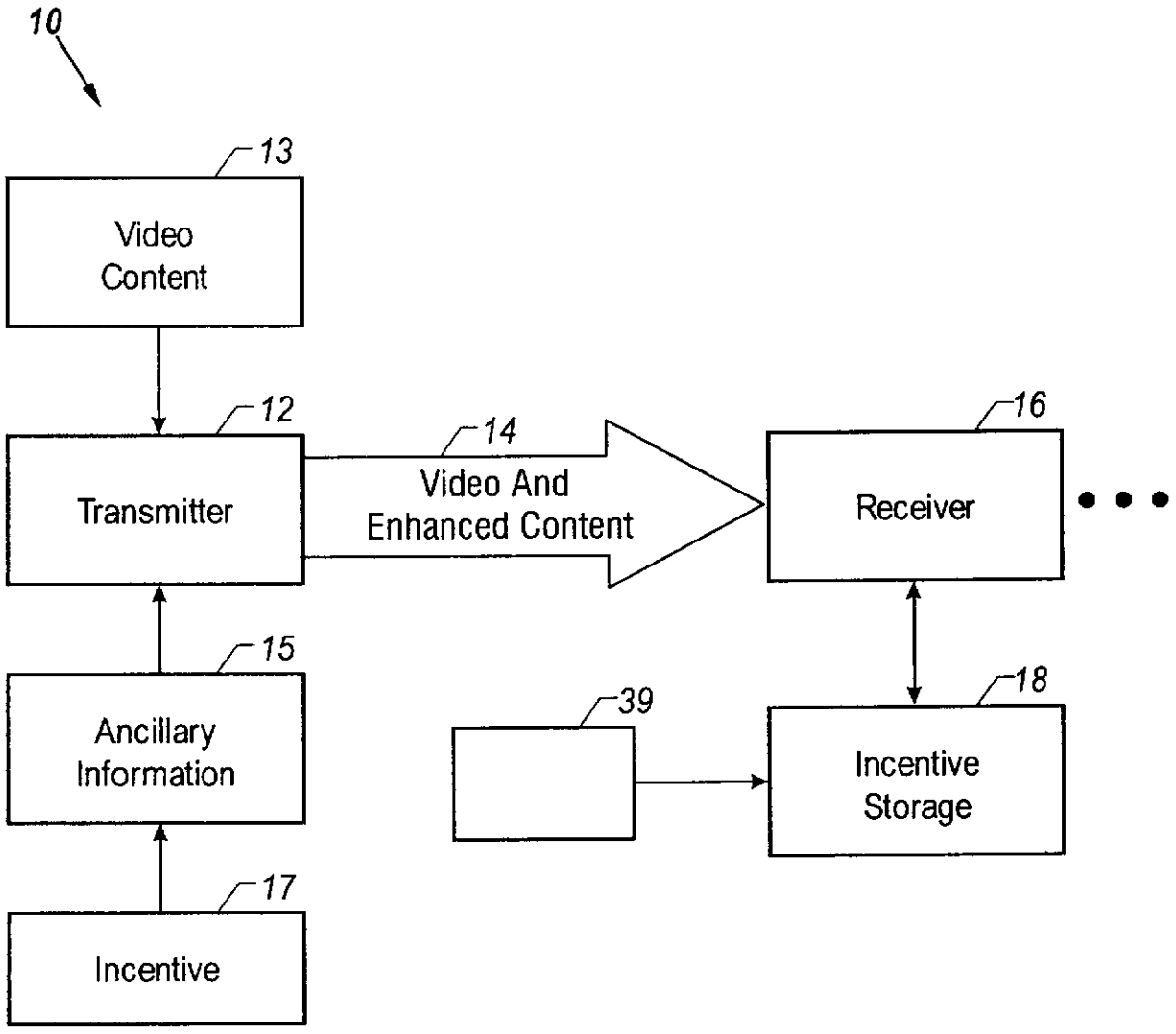

10
13
Video Content
12
Transmitter
14
Video And Enhanced Content
16
Receiver
15
Ancillary Information
39
18
Incentive Storage
17
Incentive

FIG. 1

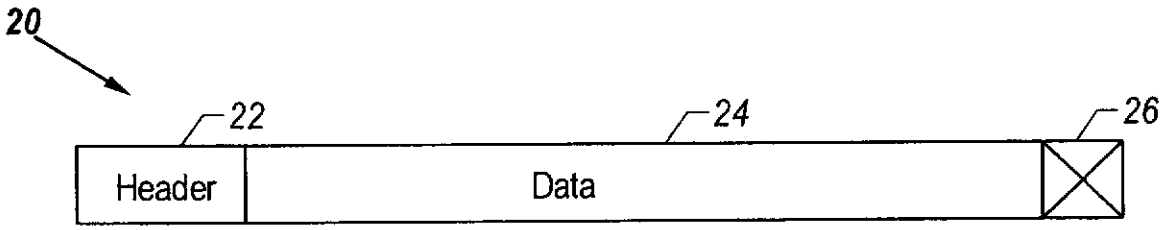

20
22
24
26
Header
Data

FIG. 2

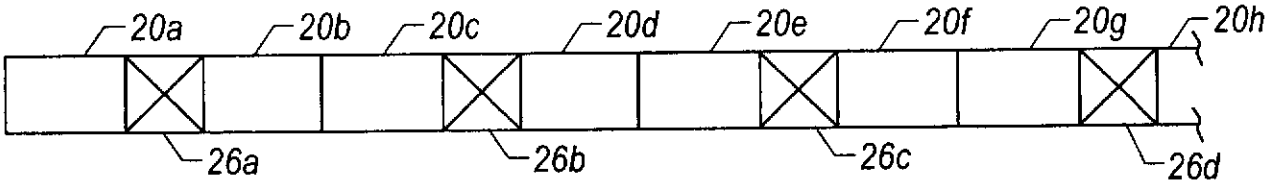

20a
20b
20c
20d
20e
20f
20g
20h
26a
26b
26c
26d

FIG. 3

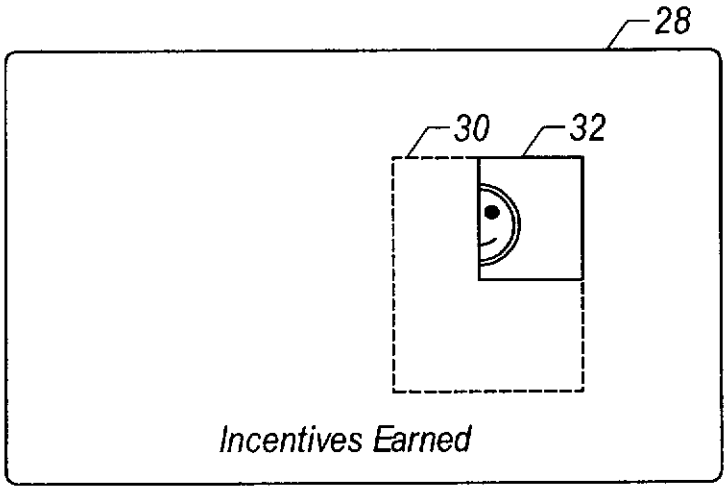


FIG. 4

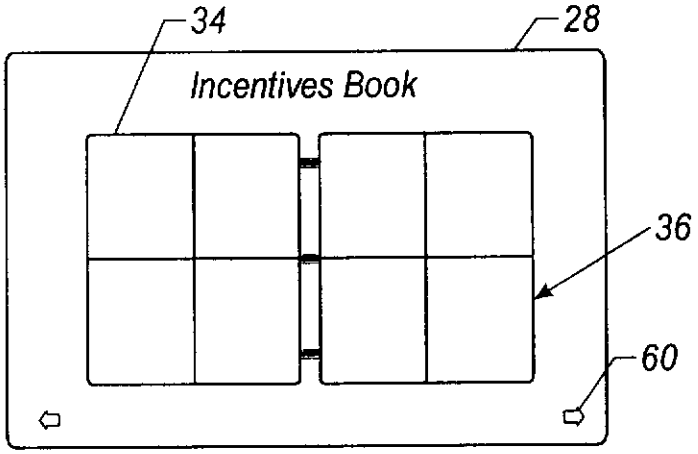


FIG. 5

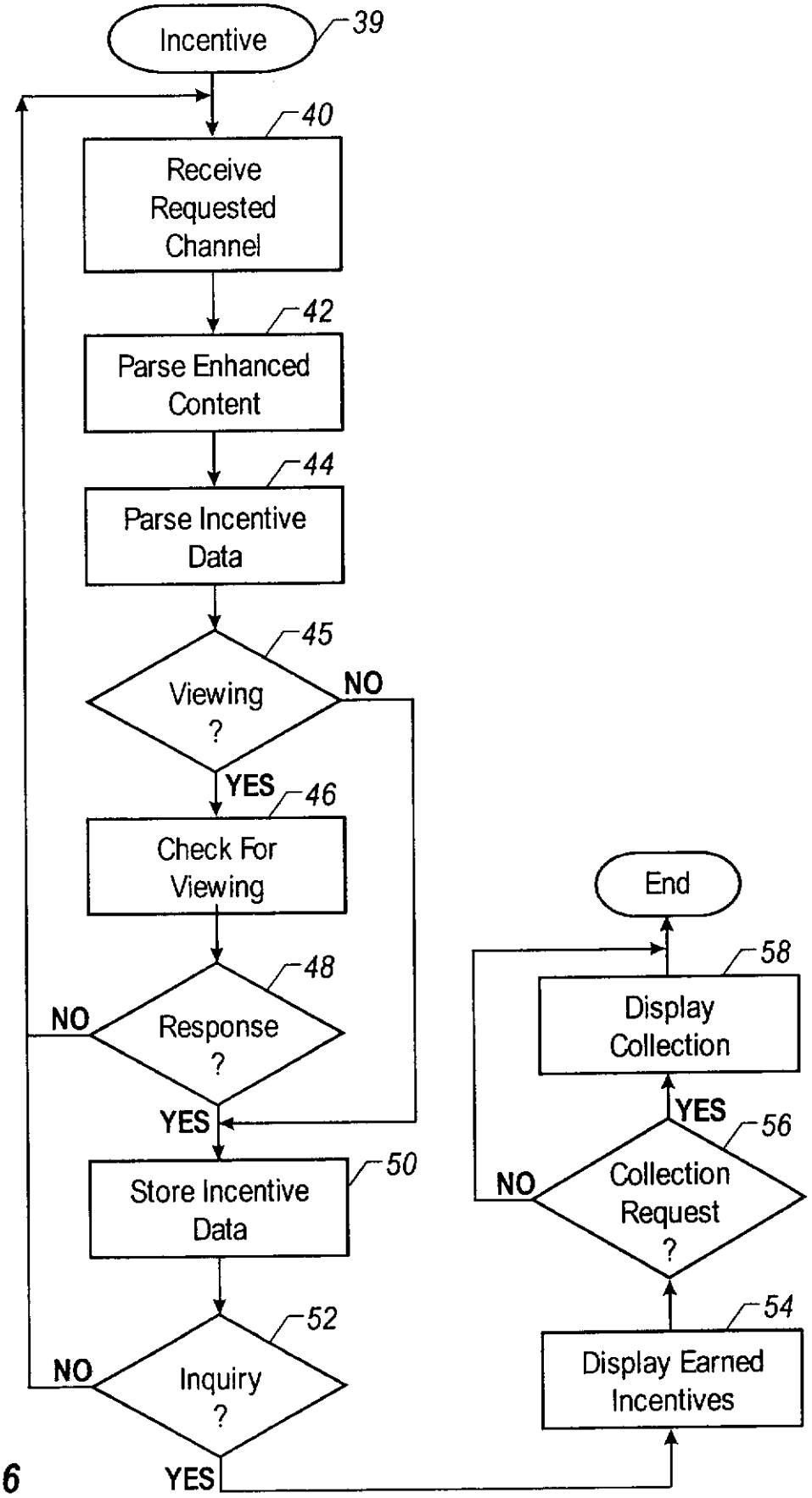

Incentive
39
40
Receive Requested Channel
42
Parse Enhanced Content
44
Parse Incentive Data
45
Viewing ?
NO
YES
46
Check For Viewing
48
Response ?
NO
YES
50
Store Incentive Data
52
Inquiry ?
NO
YES
End
58
Display Collection
YES
56
Collection Request ?
NO
54
Display Earned Incentives

FIG. 6

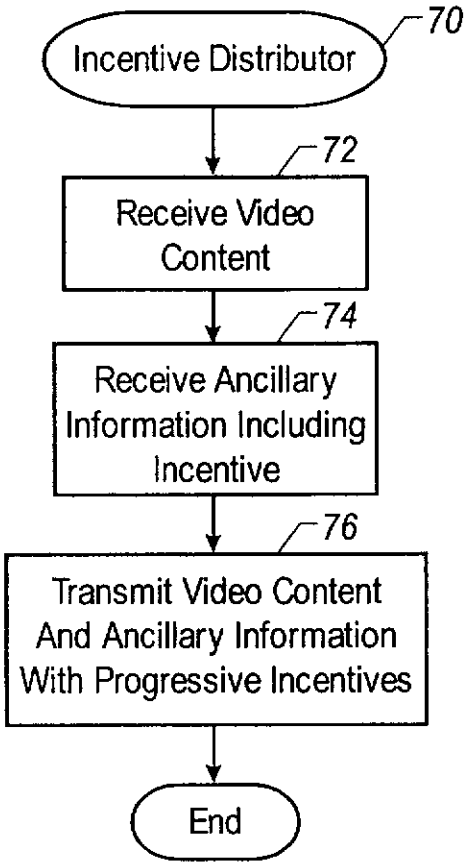

Incentive Distributor
70
72
Receive Video Content
74
Receive Ancillary Information Including Incentive
76
Transmit Video Content And Ancillary Information With Progressive Incentives
End

FIG. 7