

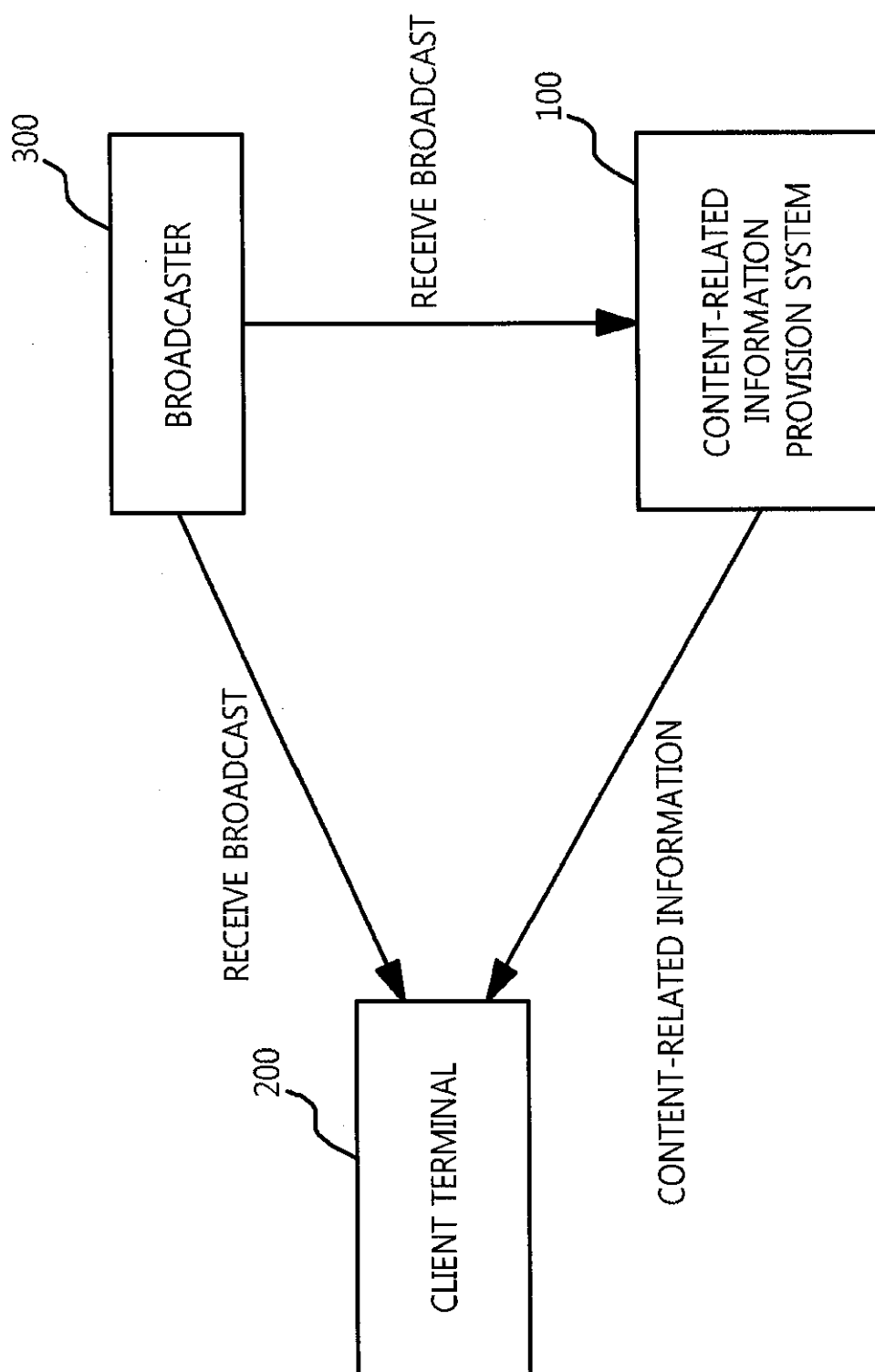


Fig. 1

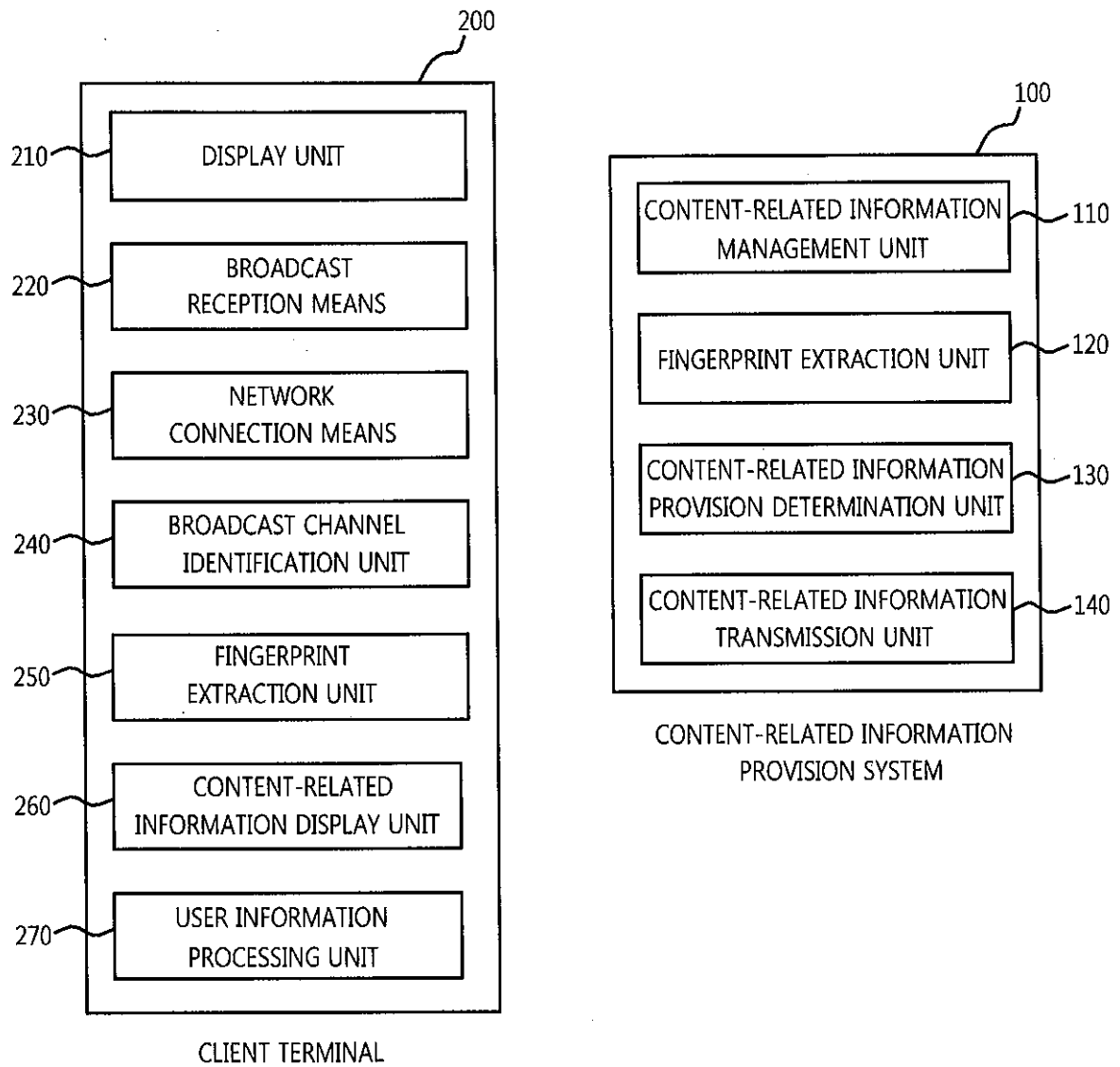


Fig. 2

BROADCAST CONTENT	CONTENT IDENTIFIER	CONTENT-RELATED INFORMATION	FINGERPRINT INFORMATION
B PRODUCT OF A COMPANY	1	PROVISION OF 5% DISCOUNT COUPON	0100100101...0101...
D PRODUCT OF C COMPANY	2	LINK TO www.ccc.com	1101110010...0101...
F SCENE OF E DRAMA	3	PLAYING OF G VIDEO	10001110.....0001...

Fig. 3

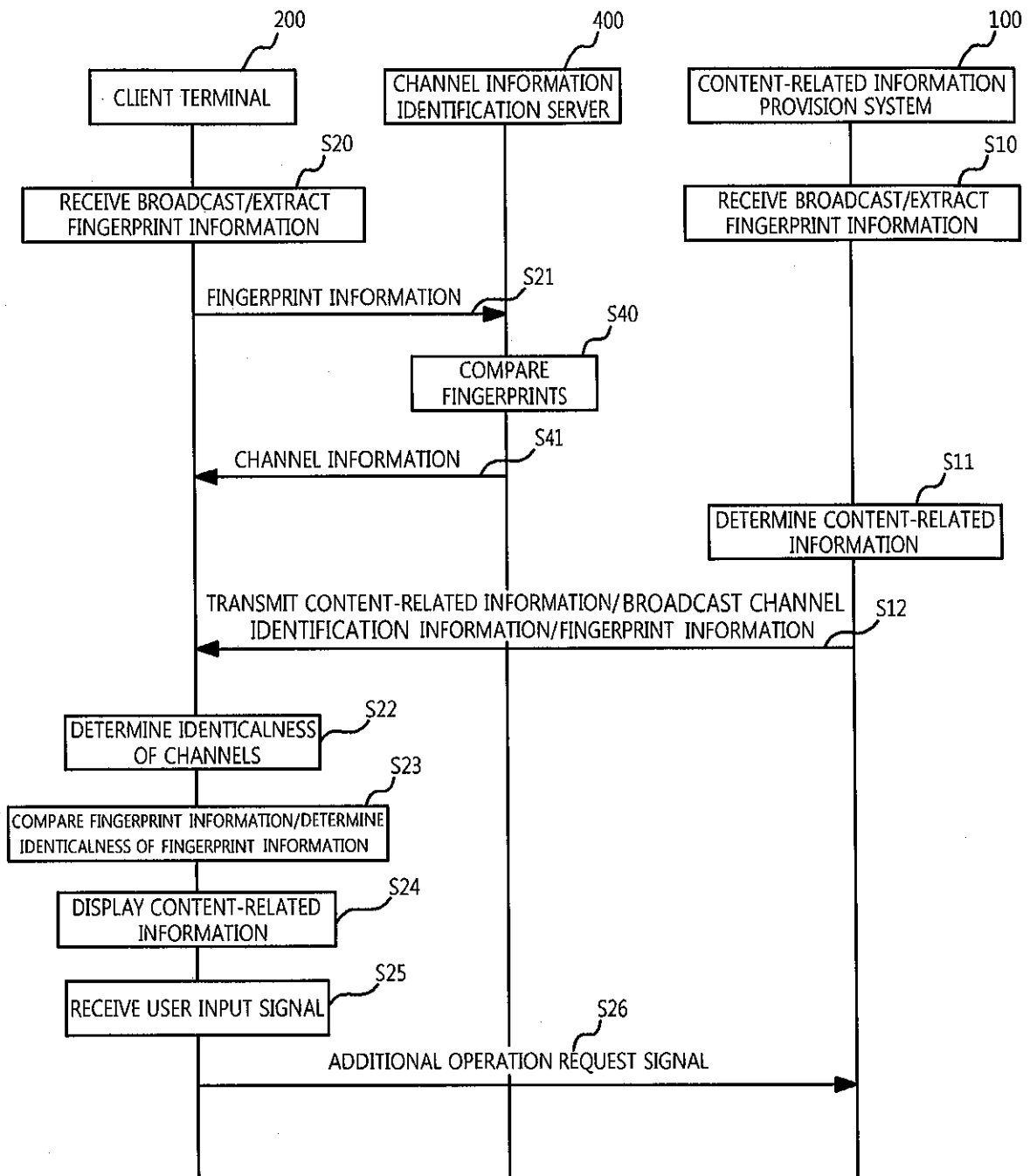


Fig. 4

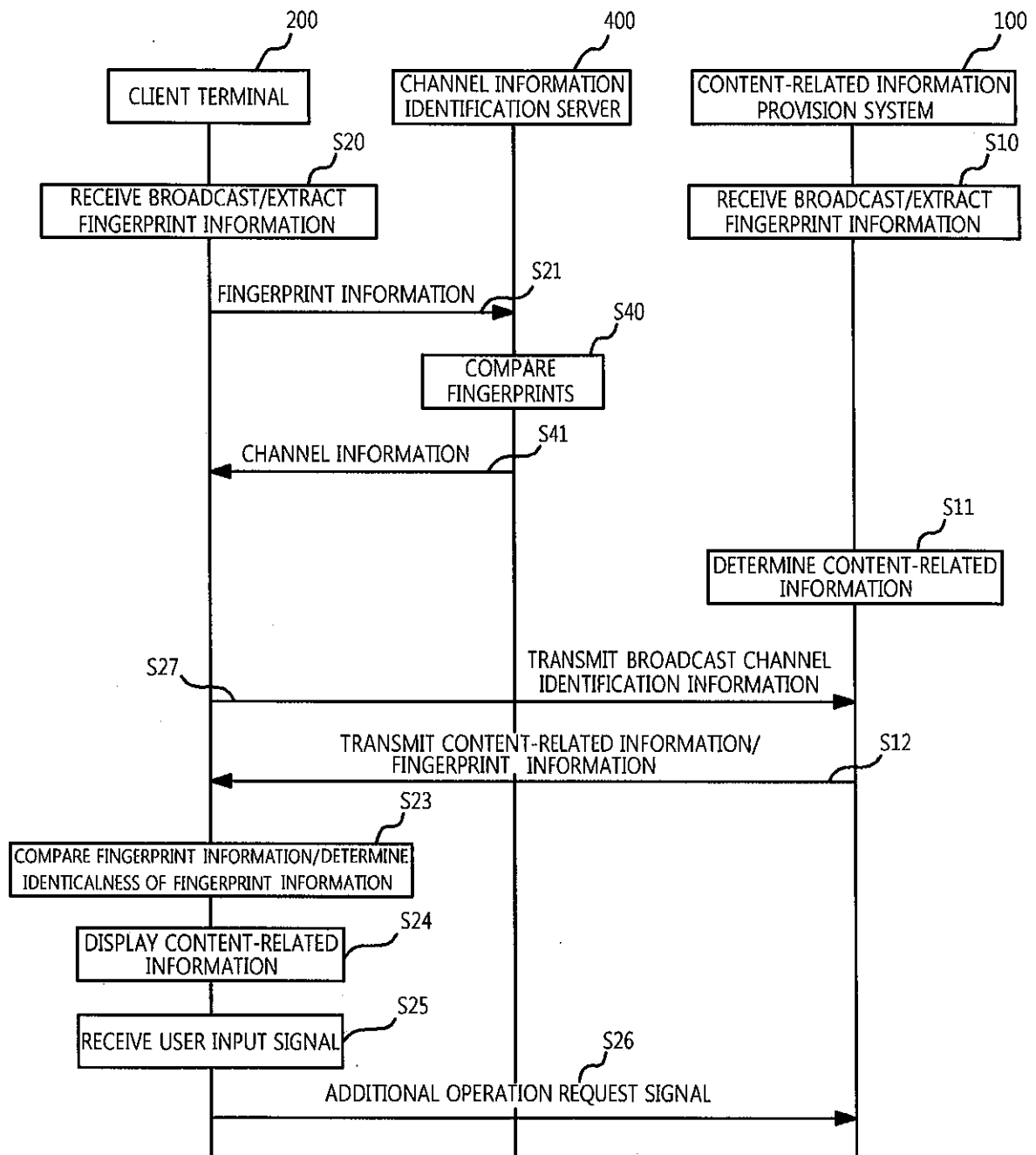


Fig. 5

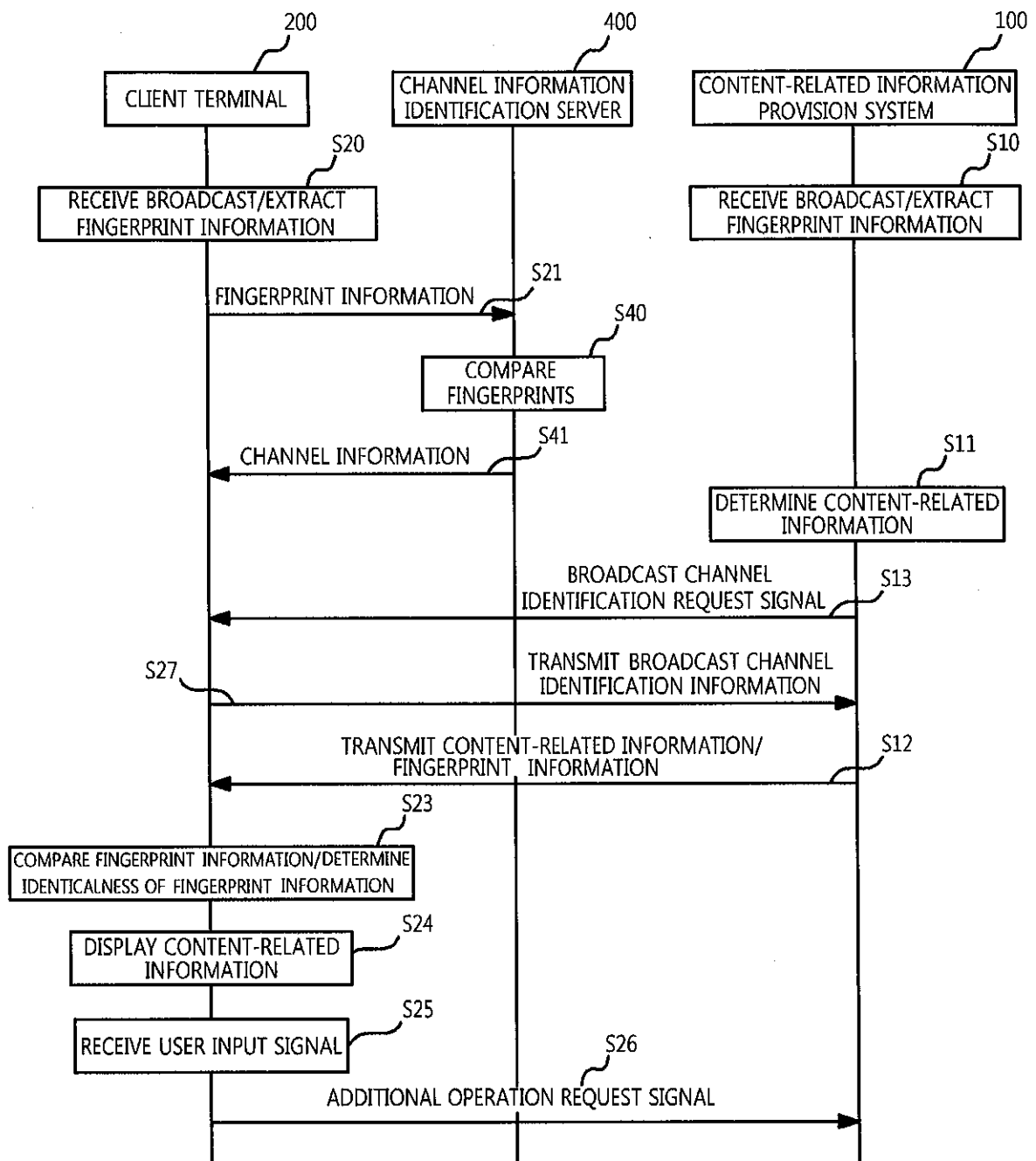


Fig. 6