

Abstract**Promotional Coupon Distribution**

- 5 A method for distributing a promotional coupon (80) of a merchant (15) to
consumers (29) via broadcast infrastructure (20), the method comprising: receiving
an encrypted version of the coupon (80) via the broadcast infrastructure (20);
decrypting the encrypted coupon (80); and displaying the decrypted coupon (80) to
the consumer (29); wherein the decrypted coupon (80) is downloadable to a mobile
10 device (40) of a consumer (29), the downloaded coupon (80) being redeemable by
the consumer (29) when presented to the merchant (15).

Figure 3