Drawings

1/2

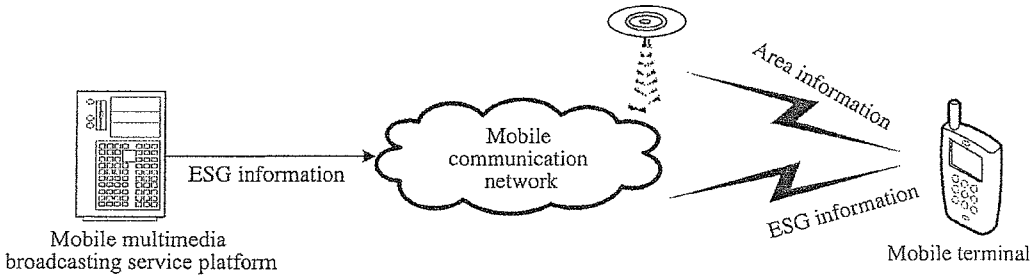



FIG. 1

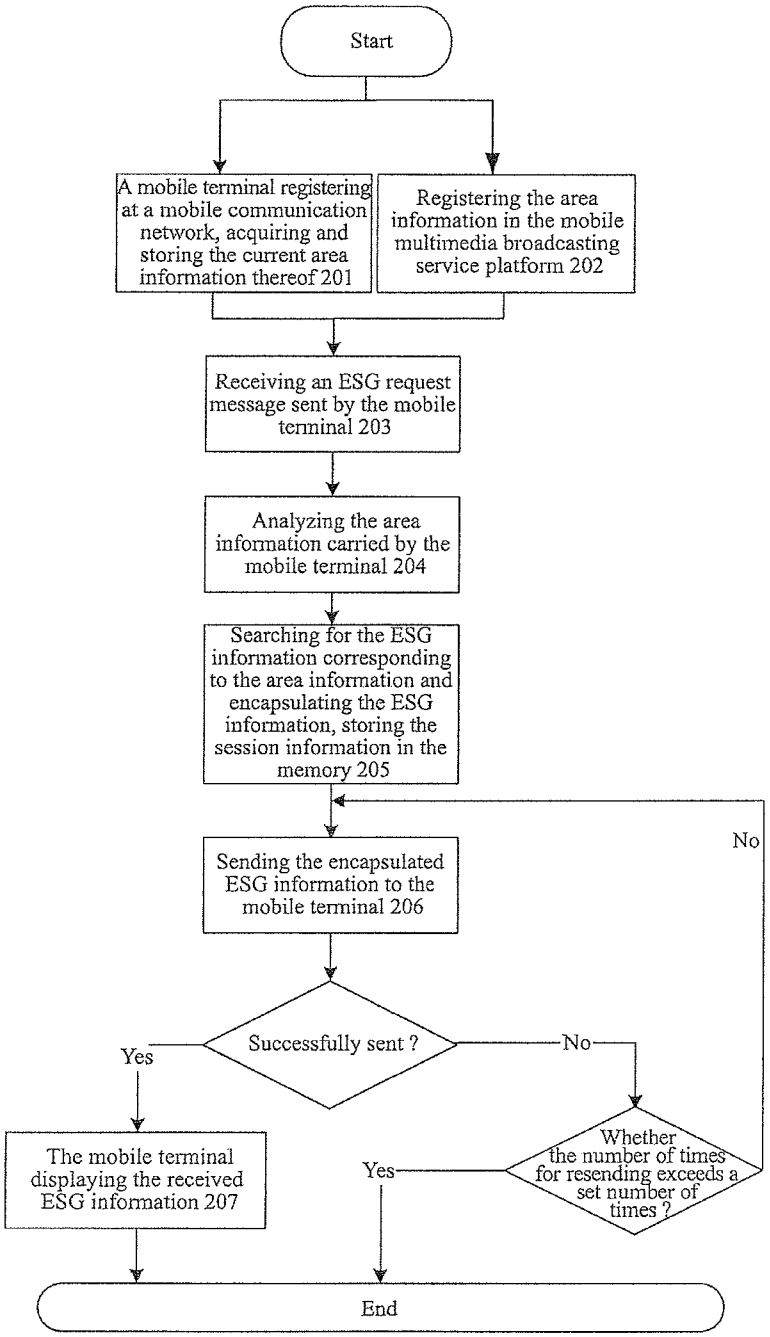

Start
A mobile terminal registering at a mobile communication network, acquiring and storing the current area information thereof 201
Registering the area information in the mobile multimedia broadcasting service platform 202
Receiving an ESG request message sent by the mobile terminal 203
Analyzing the area information carried by the mobile terminal 204
Searching for the ESG information corresponding to the area information and encapsulating the ESG information, storing the session information in the memory 205
Sending the encapsulated ESG information to the mobile terminal 206
Successfully sent ?
Yes
No
The mobile terminal displaying the received ESG information 207
Whether the number of times for resending exceeds a set number of times ?
Yes
No
End

FIG. 2