ABSTRACT

The delivery of the high-definition image signal corresponding to an area a user desires to view can be achieved without increasing the load of processing in a transmitting apparatus. There are included an image area dividing unit (20) for dividing the image area of an input image signal into a given number of areas to generate area division image signals; and a coding unit (30) for coding the area division image signals to generate image bit streams. There are also included an image bit stream group accumulating unit (40) for accumulating a plurality of image bit streams; and a view point information receiving unit (60) for receiving view point information including the information of a view position transmitted from a receiving apparatus (2). Then, it has been arranged that an image bit stream corresponding to a first area defined by a view position and an image bit stream corresponding to a second area that is a peripheral area of the first area be extracted from the image bit stream group accumulating unit (40), thereby generating transport image bit streams to be transmitted to the receiving apparatus (2).