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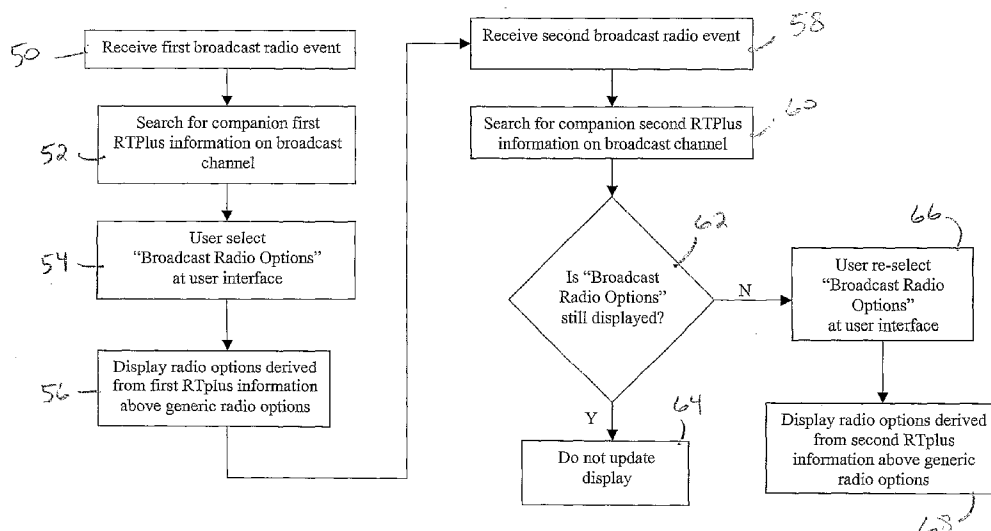
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(54) Title: DYNAMIC RADIO DATA SYSTEM OPTIONS



(57) Abstract: A broadcast radio event such as a song or a concert promotion, and a plurality of radio data fields corresponding to the event such as RTplus information, are received at a device. A user selects to display broadcast radio options simultaneous with receiving the broadcast radio event. Then is displayed a set of user-selectable options, at least one of which is derived from at least one of the radio data fields. In various embodiments, each time a new set of radio data fields are received, the set of displayed options is updated, with certain provisions to 'freeze' the displayed set of options. Examples of a derived option include a link to an Internet page, a phone number or email address, and posting a time and place of an advertised event to a calendar. A method, device, computer program product, and apparatus are detailed.