ABSTRACT OF THE DISCLOSURE

CONTROL CONTENT TRANSMISSION METHOD AND STORAGE-BASED BROADCASTING SYSTEM

In a storage-based broadcasting system 100 that automatically updates a viewer and provides a user interface B unique to a service S, a transmitting apparatus 110 transmits a control content Cb for realizing the user interface B as entire or part of a content. A receiving apparatus 30 receives and activates the transmitted control content Cb for executing the user interface.

(Figure 1)