

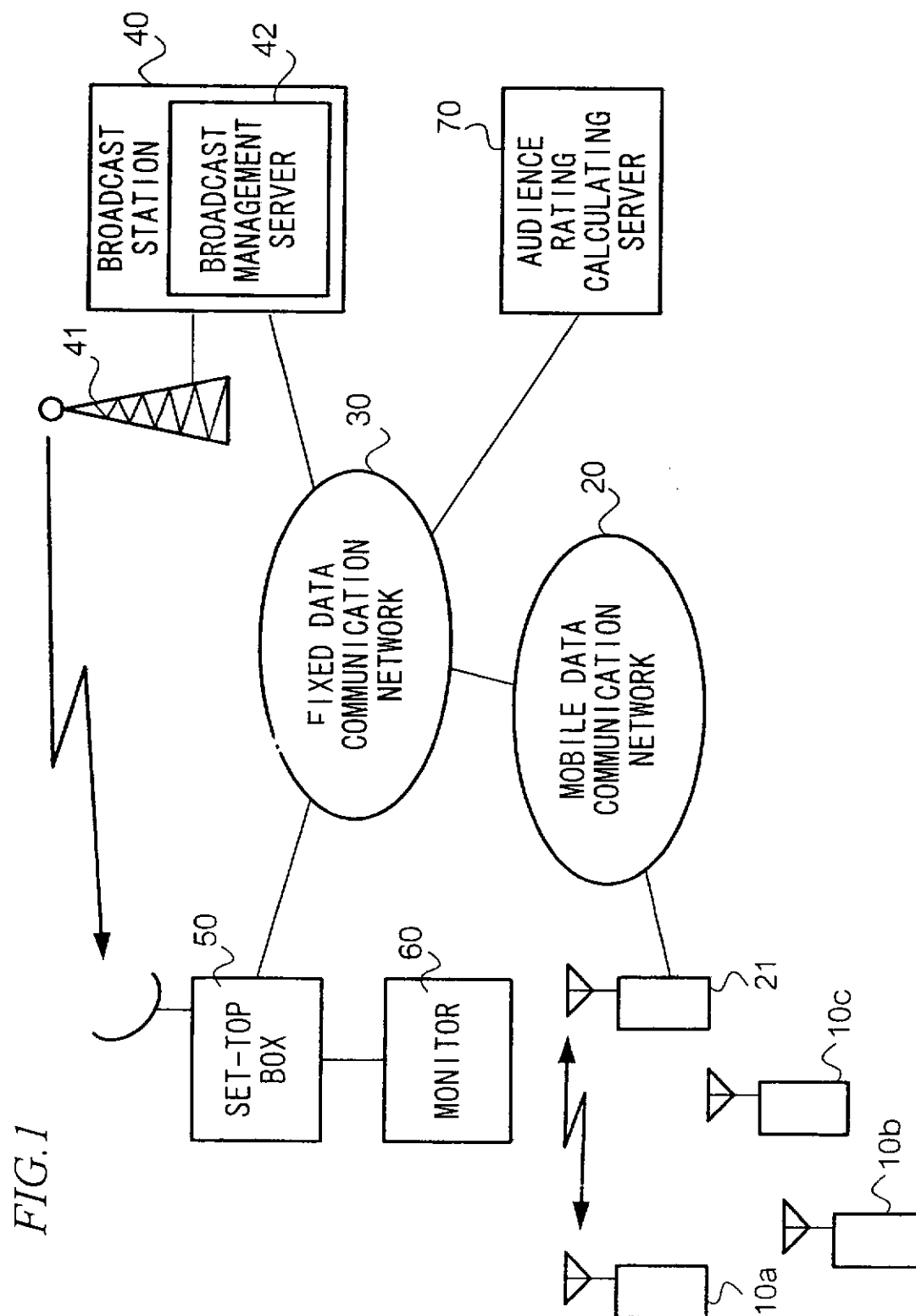


FIG.3

PROGRAM ID	PROGRAM DATA
BC0001	
BC0002	
.....	
.....	
.....	
.....	
.....	
.....	

FIG.4

CHANNEL	PROGRAM ID	SCHEDULED BROADCAST DATE AND TIME	DATA ADDRESSV
1	BC0001	SEPTEMBER 3 9 : 00	Adrs100001
1	BC0002	SEPTEMBER 3 10 : 00	Adrs100105
1			
...			
...			
15	BC0101		
15	BC0102		
...	...		
...	...		
...	...		
24	BC0352		
24	BC0353		
...	...		
...	...		
...	...		

FIG. 2

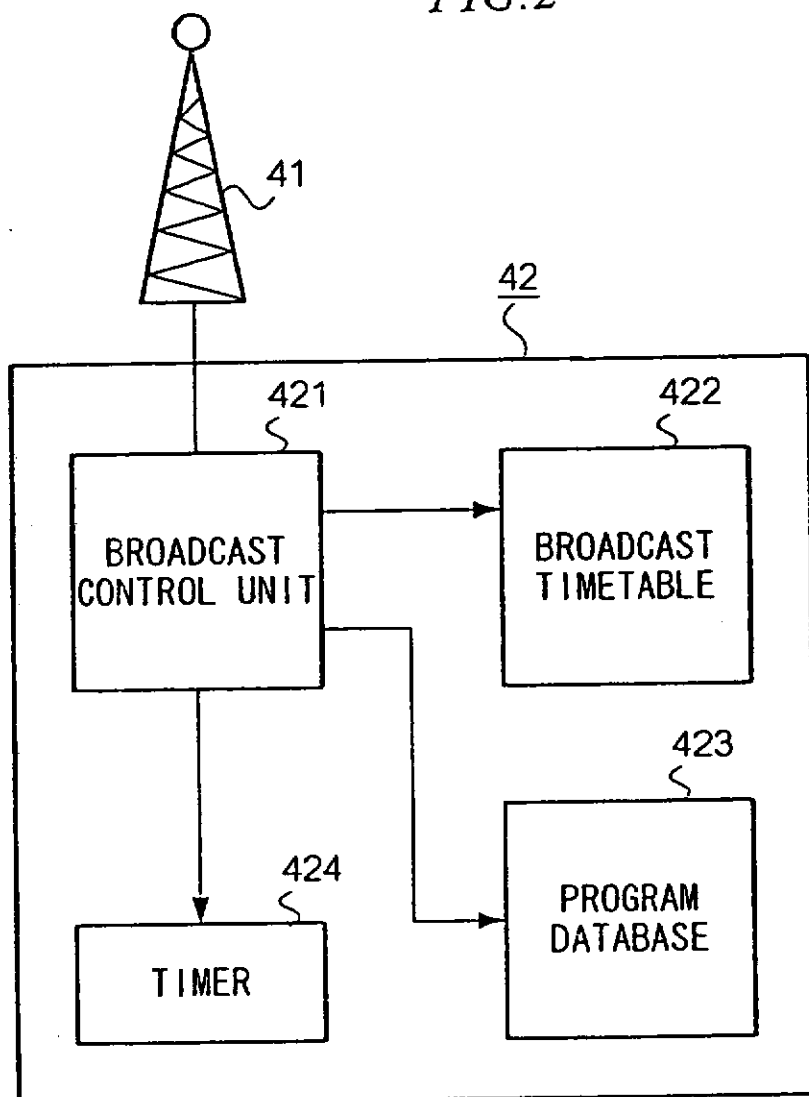
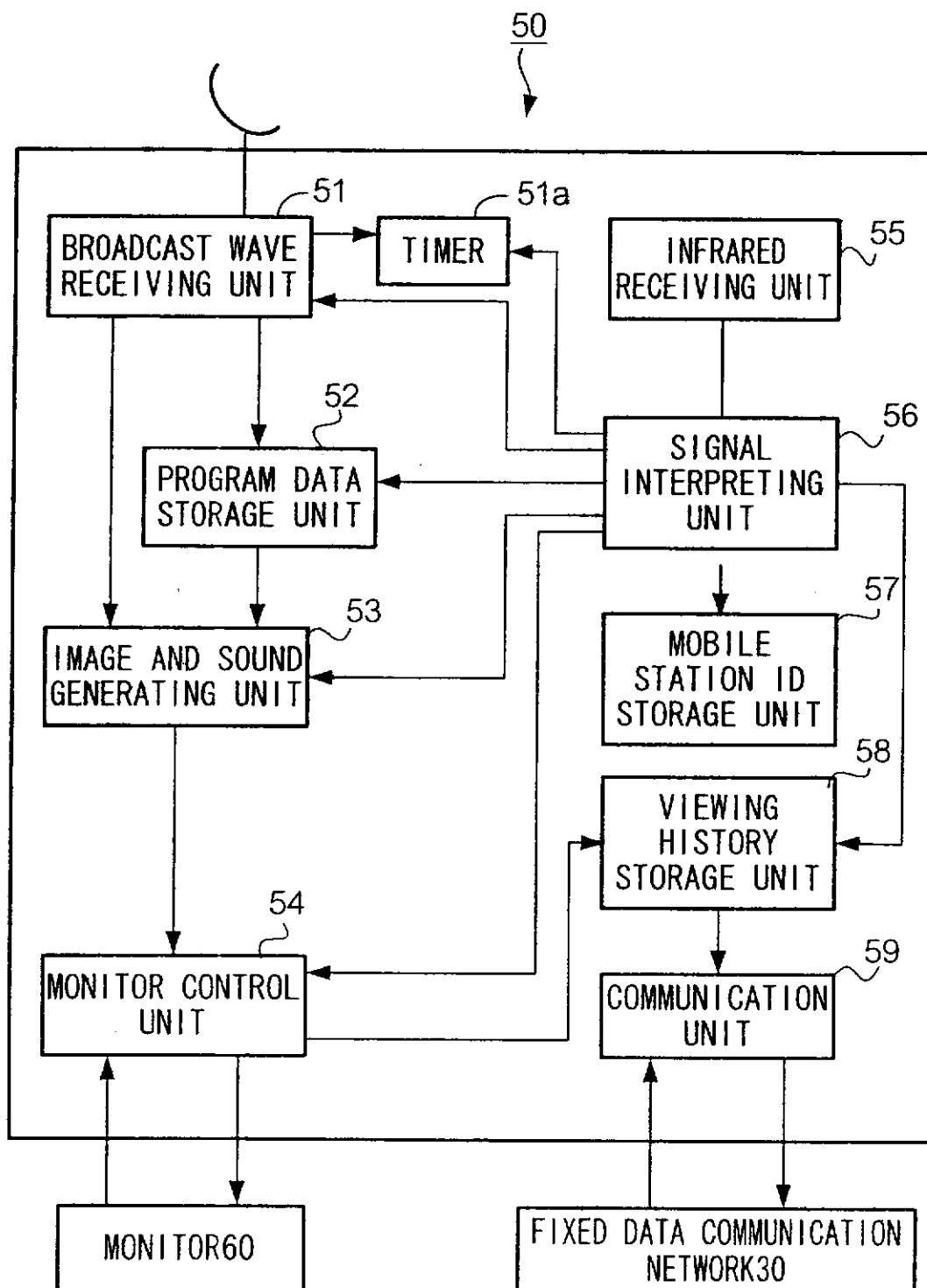


FIG. 5



07 SEP 2005

5/16

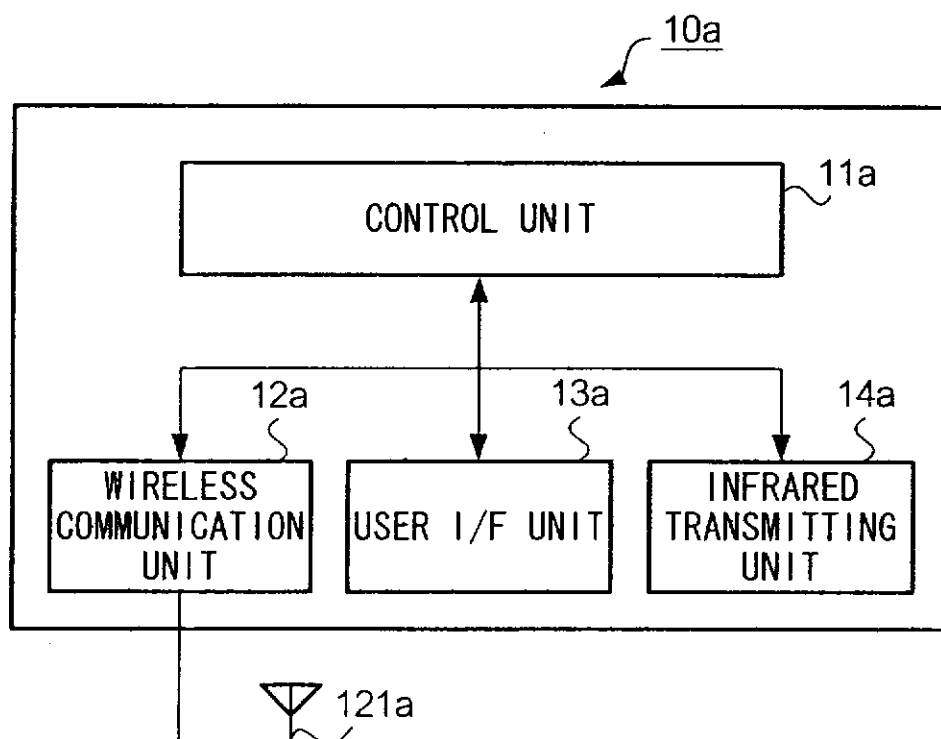
FIG. 6

MOBILE STATION ID
MS00001
MS00002
MS00003

FIG. 7

VIEWING DATE AND TIME	CHANNEL	MOBILE STATION ID	RECORDING FLAG
SEPTEMBER 3 7 : 30~8 : 05	10	MS00001	OFF
SEPTEMBER 3 8 : 06~8 : 07	25	MS00002	OFF
SEPTEMBER 3 8 : 08~8 : 56	12	MS00002	OFF
.....	...		...
.....	...		...
SEPTEMBER 3 21 : 00~23 : 00	34	MS00003	ON
.....	...		...
.....	...		...

FIG. 8



07 SEP 2005

7/16

FIG.9

INFRARED SIGNAL FORMAT

INSTRUCTION COMMAND	DETAILED INSTRUCTIONS	MOBILE STATION ID
------------------------	-----------------------	----------------------

*FIG.10*INFRARED SIGNAL FORMAT OF REQUEST FOR
CHANNEL SELECTION

CHANNEL SELECTION COMMAND	BROADCAST CHANNEL		MOBILE STATION ID
---------------------------------	----------------------	--	----------------------

*FIG.11*INFRARED SIGNAL FORMAT OF REQUEST FOR
DESIGNATING RECORDING RESERVATION

RECORDING RESERVATION COMMAND	BROADCAST CHANNEL	RECORDING START TIME	RECORDING END TIME	MOBILE STATION ID
-------------------------------------	----------------------	-------------------------	-----------------------	----------------------

FIG. 12

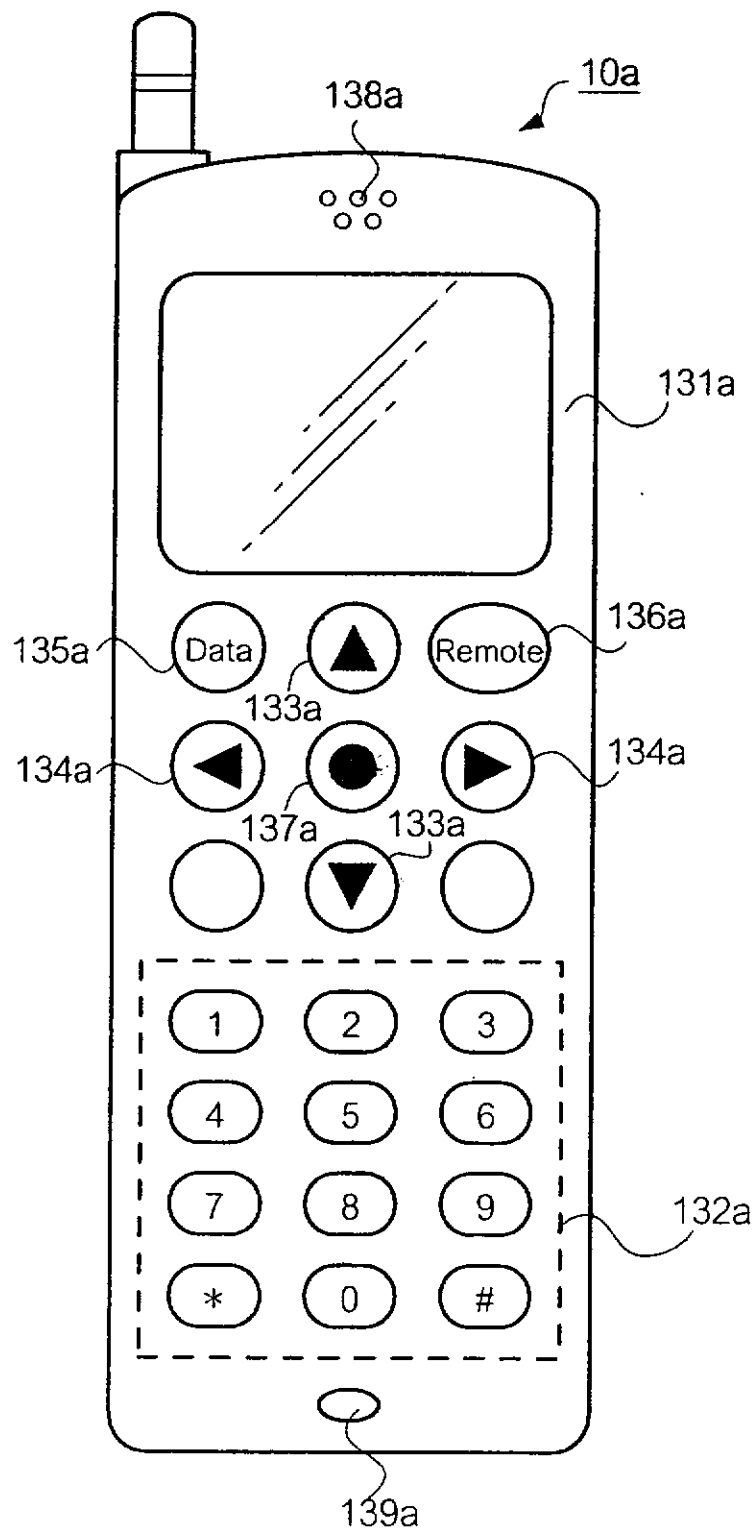


FIG. 13

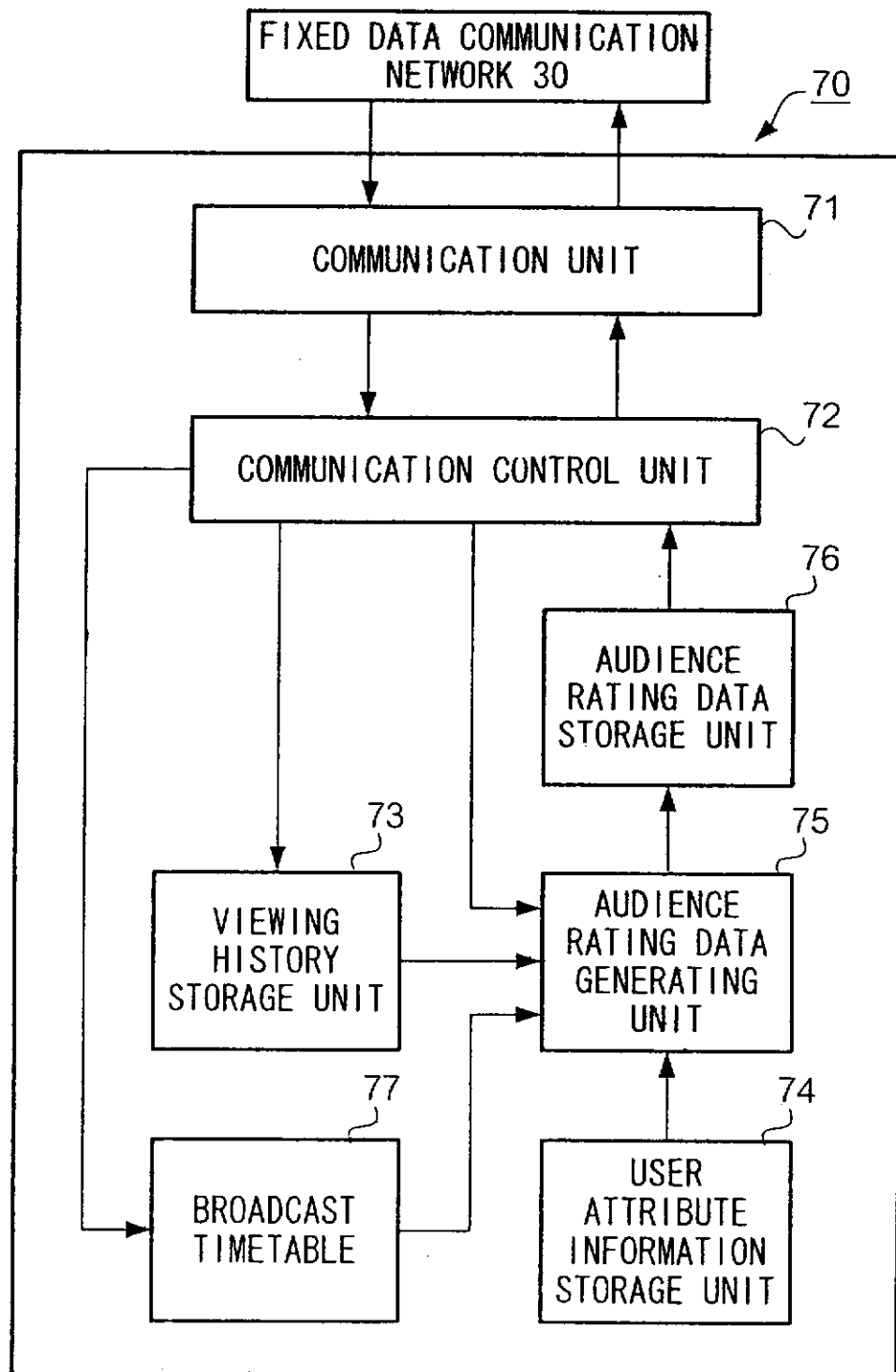


FIG.15

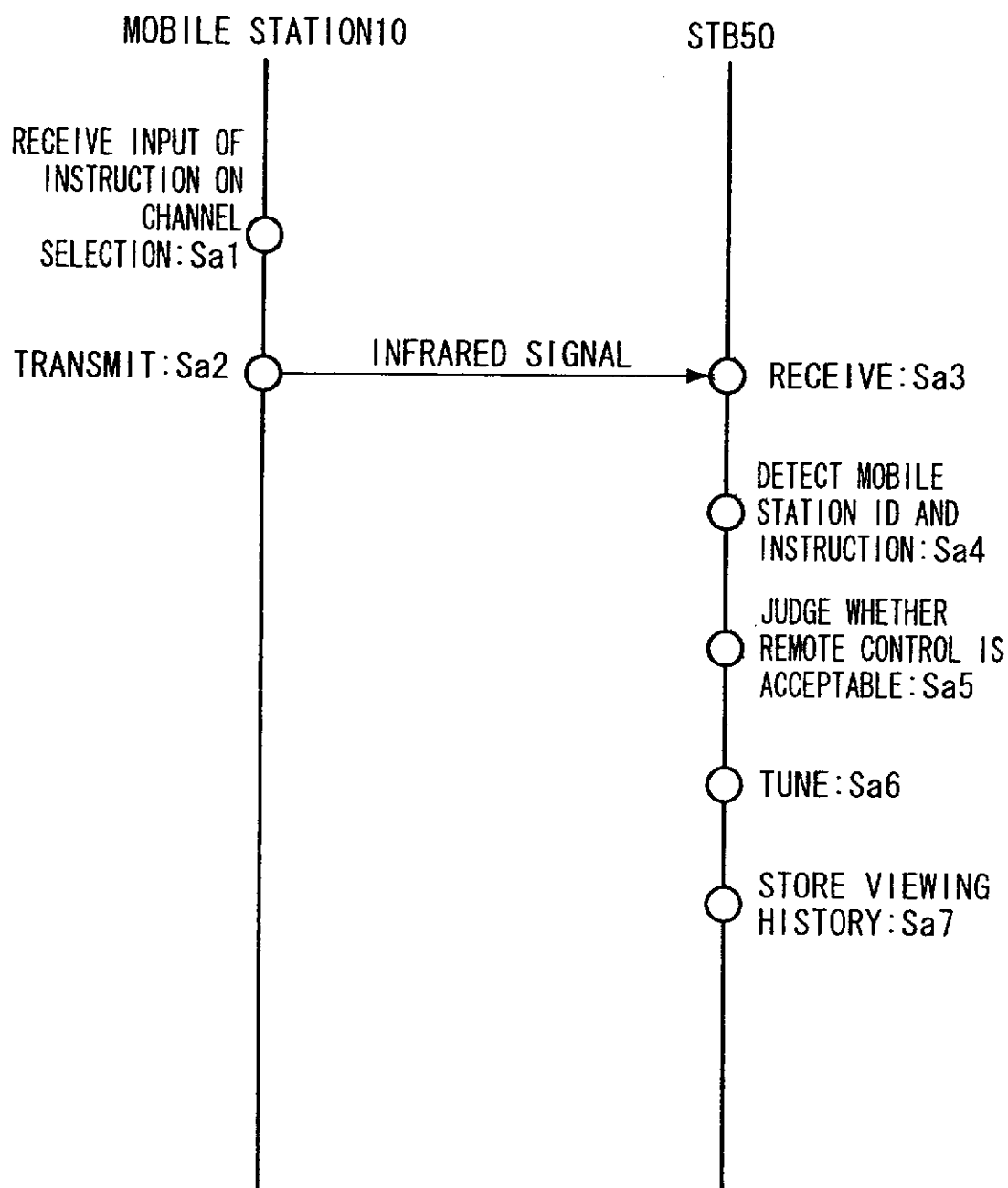


FIG.16

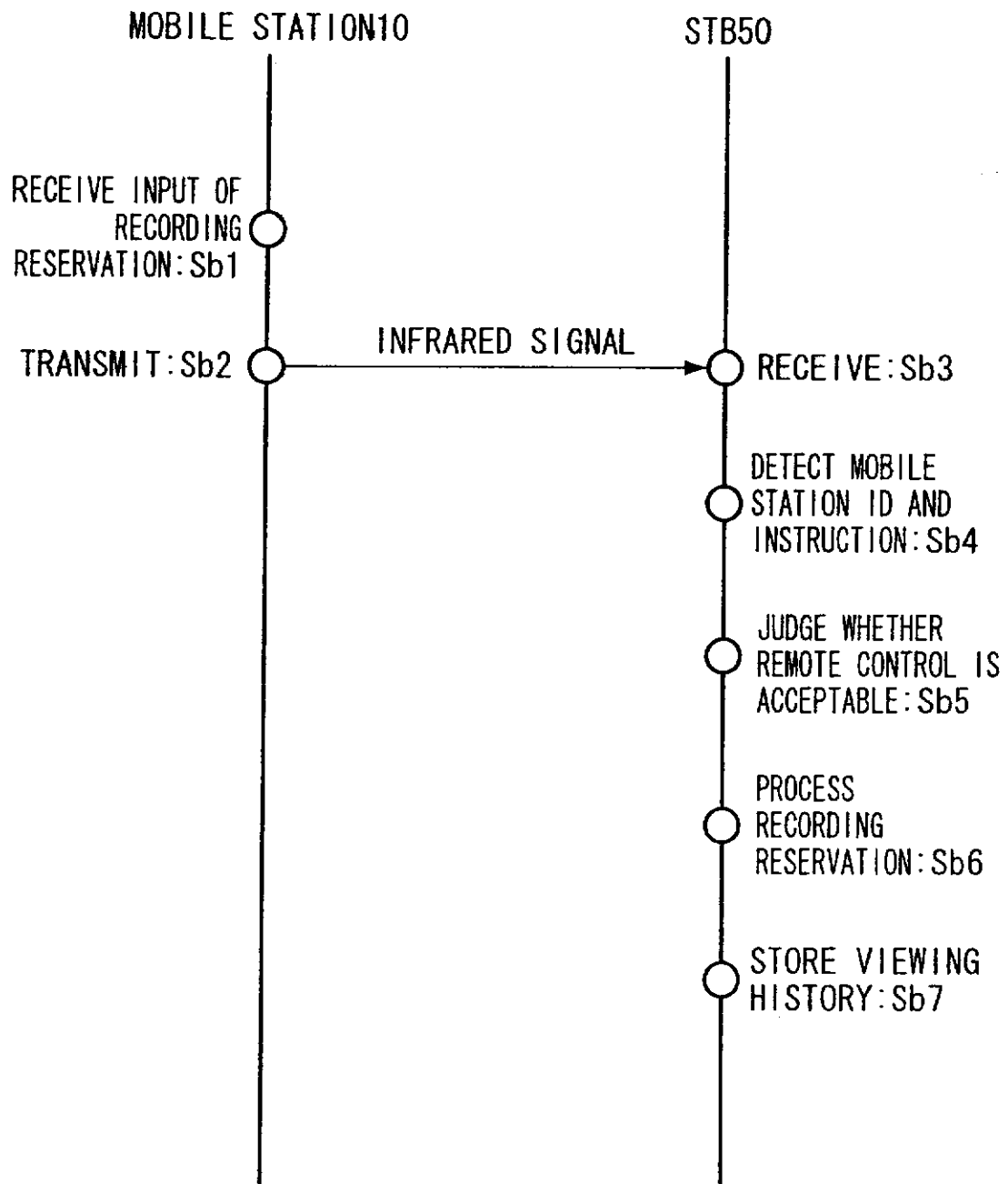


FIG. 17

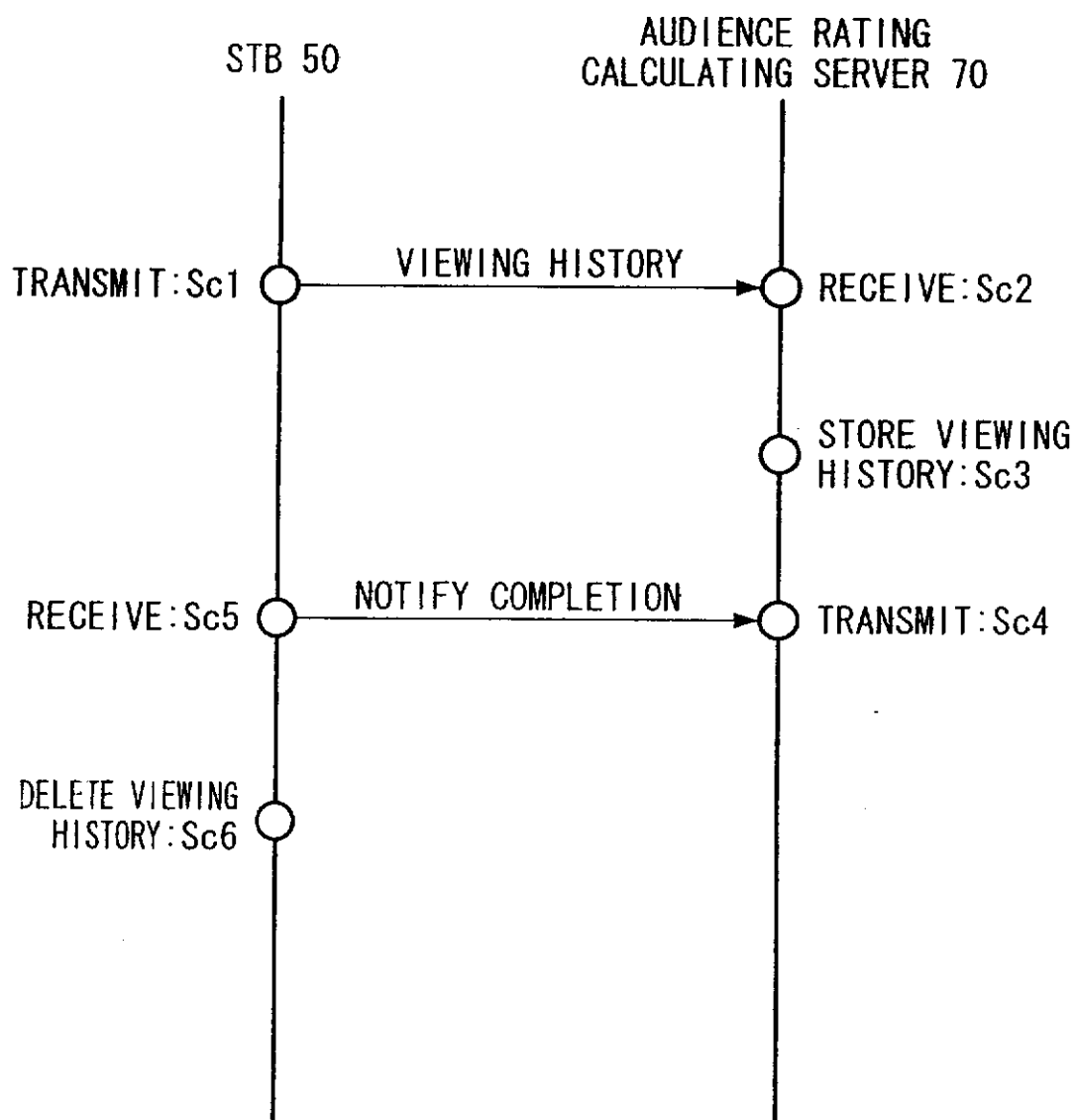
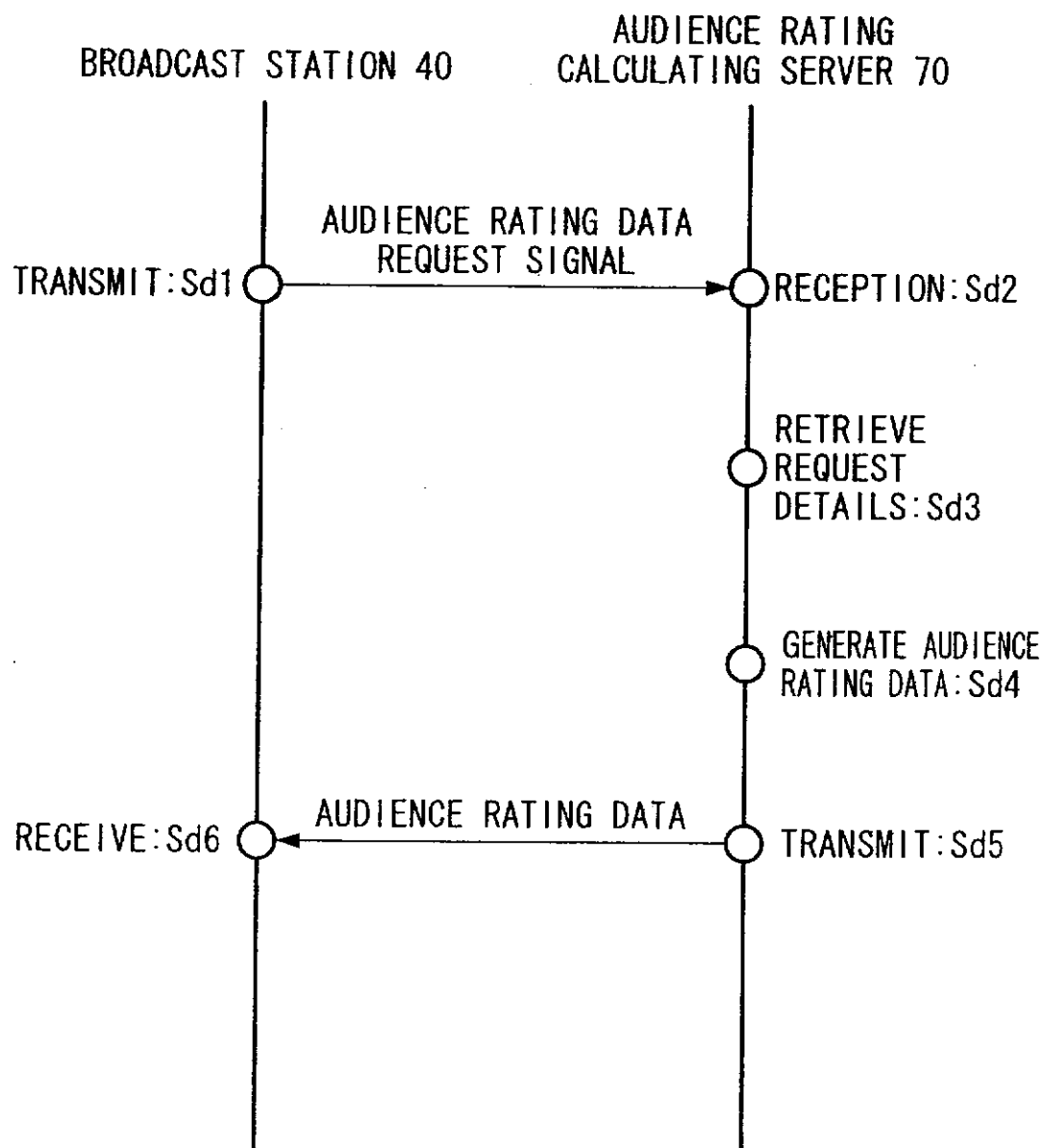


FIG. 18



15/16

FIG. 19

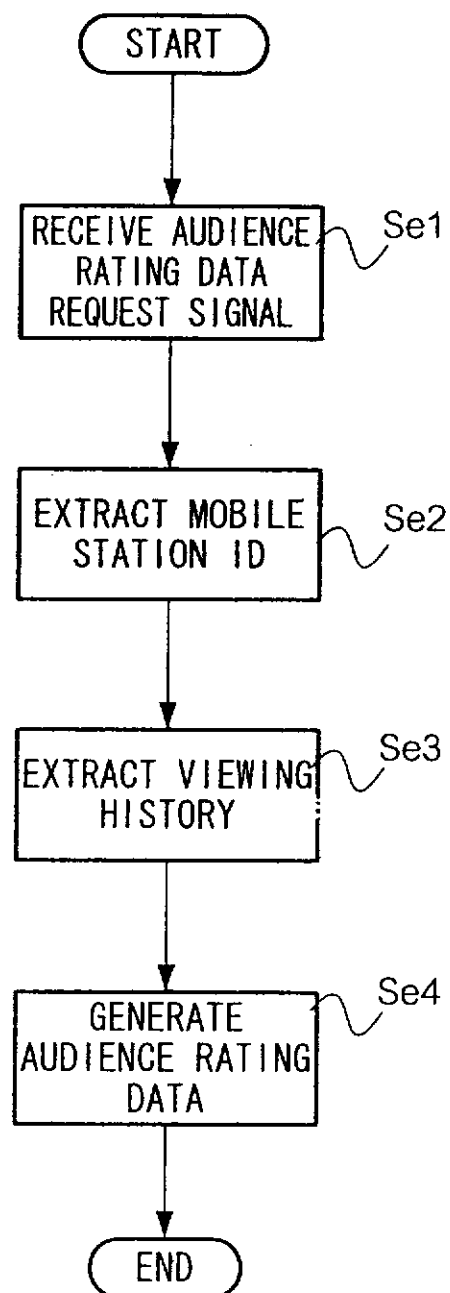
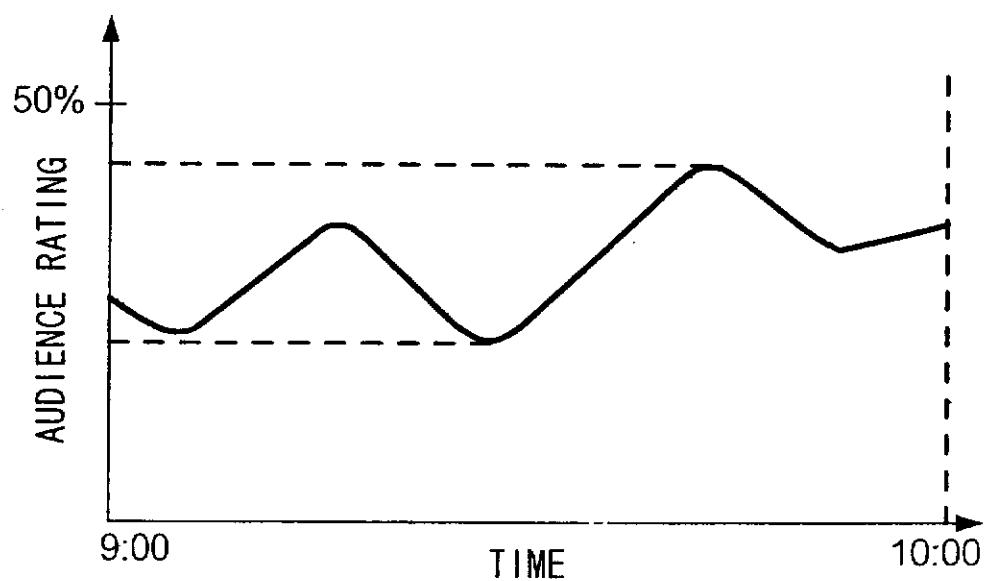


FIG.20

PROGRAM ID BC0001USER ATTRIBUTES CONDITION TWENTY SOMETHING MALE

MAXIMUM AUDIENCE RATING	45.2%
MINIMUM AUDIENCE RATING	23.1%
AVERAGE AUDIENCE RATING	30.1%