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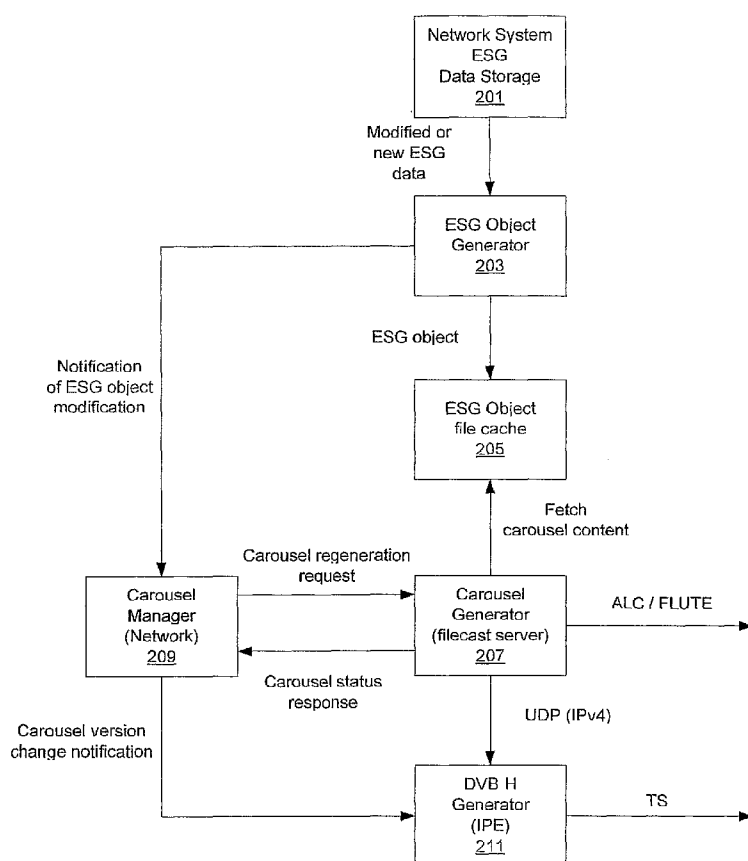
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(54) Title: MOBILE TELEVISION ELECTRONIC SERVICE GUIDE DELIVERY SYSTEM



(57) Abstract: Methods and systems for transmitting electronic service guide (ESG) data to a mobile terminal are described. The method for delivery of ESG data comprises steps of receiving ESG data, encapsulating metadata associated with the ESG data to generate a new ESG object, replacing a current ESG object with the new ESG object, transmitting the new ESG object in a carousel, and transmitting a notification of a change in the carousel. Another method for receiving ESG data comprises steps of receiving a notification of a change in a carousel, receiving a new ESG object in the carousel, replacing a current ESG object with the new ESG object, extracting metadata associated with ESG data from the new ESG object, storing the ESG data and metadata, and updating an ESG on a mobile terminal with the ESG data.

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