Claims

1. A wireless transmit/receive unit (WTRU) comprising:
a processor; and
a transceiver, wherein
the transceiver and the processor are configured to:
receive a broadcast frame, wherein the broadcast frame includes per-service information and per-service origin authentication information, wherein the per-service information includes first service information for a first service and second service information for a second service, and wherein the per-service origin authentication information includes a first origin authentication information and a second origin authentication information;
receive a broadcast data frame for a service, wherein the service is the first service associated with the first service information included in the broadcast frame; and
use the first origin authentication information to authenticate the broadcast data frame associated with the first service.

2. The WTRU of claim 1, wherein the WTRU includes a station (STA).

3. The WTRU of claim 1, wherein the first service information includes a first service identifier, a first content with a first restrictions indicator, a first human readable description, and a first URL, and wherein the second service information includes a second service identifier, a second content with a second restrictions indicator, a second human readable description, and a second URL.

4. The WTRU of claim 1, wherein the processor is further configured to:
use the service indicated in the broadcast frame based on a successful authentication.

5. The WTRU of claim 1, wherein the per-service information includes a service definition, and wherein the per-service origin authentication information includes a per-service authentication parameter.

6. The WTRU of claim 1, wherein a portion of the per-service origin authentication information included in the broadcast frame is associated with the first service.

7. The WTRU of claim 1, wherein at least a portion of the per-service origin authentication information is common to frames associated with different services.

8. The WTRU of claim 1, wherein the processor is further configured to send a request that indicates one or more services to be used by the WTRU, wherein the request that indicates the one or more services to be used by the WTRU includes one or more respective identifiers associated with one or more devices associated with transmission of the indicated one or more services.

9. The WTRU of claim 1, wherein the processor is further configured to use the first service indicated in the broadcast frame, and wherein the first service is used without a query being sent from the WTRU to an originating device that provides the first service.

10. A method comprising:

receiving a broadcast frame, wherein the broadcast frame includes per-service information and per-service origin authentication information, wherein the per-service information includes first service information for a first service and second service information for a second service, and wherein the per-service origin authentication information includes first origin authentication information and second origin authentication information;

receiving a broadcast data frame for a service, wherein the service is the first service associated with the first service information included in the broadcast frame; and

using the first origin authentication information to authenticate the broadcast data frame associated with the first service.

11. The method of claim 10, wherein the first service information includes a first service identifier, a first content with a first restrictions indicator, a first human readable description, and a first URL, and wherein the second service information includes a second service identifier, a second content with a second restrictions indicator, a second human readable description, and a second URL.

12. The method of claim 10, further comprising using the service indicated in the broadcast frame based on a successful authentication.

13. The method of claim 10, wherein the per-service information includes a service definition, and wherein the per-service origin authentication information includes a per-service authentication parameter.

14. The method of claim 10, wherein a portion of the per-service origin authentication information included in the broadcast frame is associated with the first service.