

**A BROADCASTING SYSTEM BASED ON STORAGE IN CONSUMER
PLATFORMS, BROADCAST TRANSMITTING APPARATUS AND BROADCAST
RECEIVING APPARATUS**

The present invention aims to provide a a broadcasting system based on storage in consumer platforms wherein a broadcasting station side controls the playback and viewing of images and voice stored in a receiving side so to make it possible to perform the broadcasting service in various forms, and the broadcast transmitting apparatus of the invention multiplexes AV data and provision information for designating AV data, which the information provider intends to replay and view in accordance with the display of the AV data, and transmits it. Then, a broadcast receiving apparatus makes it possible to replay and view only the AV designated by provision information corresponding to the AV data presented by a presentation information selecting means when outputting the received AV data and displaying it. The information provider transmits information, which the information provider of the broadcasting station side has created intentionally, when the information provider intends, and a viewer can receive information as the information provider intends, and view a portion or the entirety of the program broadcast so far based on the information.

Figure 1.