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— 包括国际检索报告(条约第 21 条(3))。

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(54) **Title**: METHOD, SYSTEM AND DEVICE FOR REAL-TIME CONTROL OF PPV (PAY PER VIEW) SERVICE

(54) **发明名称** : 一种 PPV 业务的实时控制方法、系统和设备

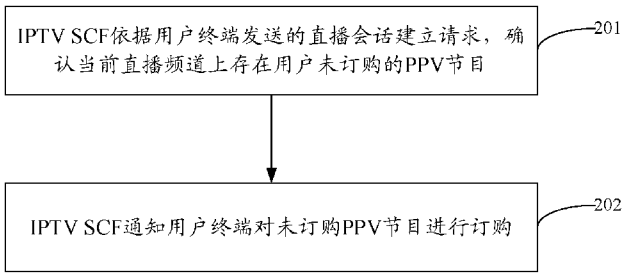


图 2 / **Fig.** 2

201 IPTV SCF, ACCORDING TO A LIVE SESSION ESTABLISHMENT REQUEST SENT FROM A USER TERMINAL, DETERMINES WHETHER PPV PROGRAMS WHICH HAVE NOT BEEN SUBSCRIBED BY THE UESR EXIST IN THE CURRENT LIVE CHANNEL
202 IPTV SCF NOTIFIES THE USER TERMINAL TO SUBSCRIBE THE PROGRAMS WHICH HAVE NOT BEEN SUBSCRIBED YET

(57) **Abstract**: A method and system for real-time control of PPV (Pay Per View) service are provided in the present invention. The method includes that: an interactive network television service control function entity (IPTV SCF), according to a live session establishment request sent from a user terminal, determines whether Pay Per View (PPV) programs which have not been subscribed by the user exist in the current live channel; IPTV SCF notifies the user terminal to subscribe the PPV programs which haven not been subscribed yet. A device for real-time control of PPV service is also provided in the present invention. With the invention, the user can subscribe and view the PPV programs in real-time, and the experience level of the user is enhanced.

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WO 2011/032339 A1