MULTIPLEX BROADCASTING METHOD AND APPARATUS

ABSTRACT

A receiving apparatus and a transmitting apparatus providing a broadcasting system in which the expenses incurred to the information purveyor is reduced and the information search by the information receiver is facilitated. The receiving apparatus capable of receiving position detection data and character data has a CPU 4 for comparing position data entered by the user with transmitted position detection data and for searching the pertinent character data from the received data responsive to the results of comparison. The position detection data is at least one of the latitude/longitude information, mail number, telephone number and the territory appellation. There is also provided a display unit for displaying a map based on the transmitted position detection data.

Figure 1 and 5