ABSTRACT

Method for Acquiring Electronic Service Guide, Mobile Multimedia Broadcast Server Platform and Mobile Terminal

A method for acquiring an Electronic Service Guide, a mobile multimedia broadcasting service platform and a mobile terminal are disclosed in the present invention. The method comprises the following step of: a mobile multimedia broadcasting service platform sending a corresponding Electronic Service Guide to the mobile terminal according to current area information sent by the mobile terminal via a mobile communication network. In the present invention, by means of acquiring the current area information of the mobile terminal, the mobile terminal only receives the current available information while moving, thus reducing the amount of data to be processed by the mobile terminal, decreasing the unnecessary load on the network caused by redundant data, and improving the performance of the whole system for providing multimedia services.