VIDEO DATA RECEIVING APPARATUS, VIDEO DATA TRANSMITTING APPARATUS, AND BROADCASTING SYSTEM

ABSTRACT OF THE DISCLOSURE

A video data receiving apparatus displays the program video inserted the CM vide with the desired timing and the desired from based on the demand of viewers. Further, a video data transmitting apparatus transmits the CM data and the program data to display the program video being inserted the CM video with desired form on the receiving apparatus. Still further, a broadcasting system wherein the program video inserted the CM video with the form based on the demand of the viewer are displayed on the receiving side is disclosed.

Figure 5

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