Abstract

An interactive television system (100) for providing secure interactive services to consumers (5) via broadcast infrastructure (50) operated by a broadcaster, the system (100) comprising: a digital receiving device (10) to receive broadcast data and data relating to the secure interactive service via the broadcast infrastructure (50), the digital receiving device (10) receiving a mobile device (20) of the consumer (5); and a return-path host server (60) to provide return path connectivity from the digital receiving device (10) to the broadcaster; wherein interaction with the secure interactive service is secured by checking whether the consumer (5) has physical access to use the digital receiving device (10), checking whether the consumer (5) has been granted access to use the secure interactive service, and authenticating the return-path host server (60) and the digital receiving device (10).

Figure 1