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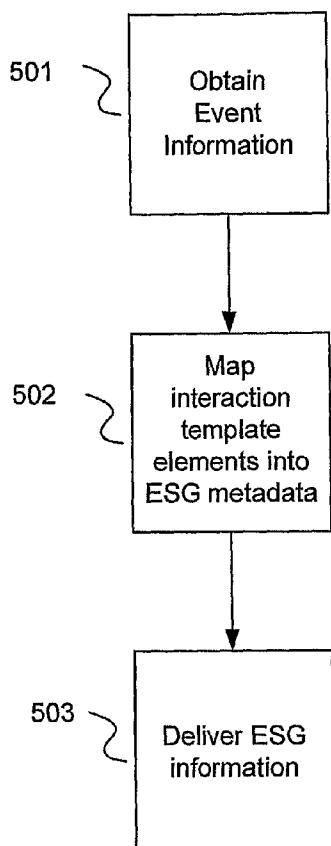
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(54) Title: METHOD TO DELIVER MESSAGING TEMPLATES IN DIGITAL BROADCAST SERVICE GUIDE



(57) Abstract: Provided are apparatuses and methods for transmitting and receiving ESG fragments associated with an event or program. The event or program may have an interaction service component in which a subscriber can interact with the program in real-time. The program content information, such as audio and video data associated with the program may be transmitted to a subscriber in an ESG fragment. The ESG fragment may have associated meta-data in which information pertaining to the interaction service component of the event or program may be mapped. The subscriber terminal or receiver can parse the ESG fragment data to determine attributes for displaying a message template associated with the interaction service component of the event or program. Subscriber interaction with the program can be provided through the message template.

WO 2007/023339 A3



RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

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