Abstract

A one-way broadcasting system comprises a headend system architecture adapted to receive data from the Internet and transmit the data through a digital TV network to receivers, a mapping function for mapping the Internet data to MPEG streams, a combining function for combining the Internet data streams with digital video streams, a broadcast function for broadcasting Web content to users throughout the one way network; a linking function for linking the Internet data with digital video channels; and a navigation function for navigating broadcast data in the one way network.