TRANSMITTING APPARATUS, TRANSMITTING METHOD, RECEIVING APPARATUS, RECEIVING METHOD, PROGRAM, AND CONTENT DISTRIBUTION SYSTEM

ABSTRACT

The present technology relates to a transmitting apparatus, a transmitting method, a receiving apparatus, a receiving method, a program, and a content distribution system capable of stably supplying content to a plurality of terminal devices. A terminal device 21 is capable of receiving content streaming distribution from a content distribution server 11 over the Internet 2. In addition, the terminal device 21 is capable of relaying the received content to a different terminal device 21 over the Internet 2. If the quality of the content distributed in such a manner is degraded (e.g., the amount of delay increases), the content distribution server 11 can control a TV broadcasting apparatus 13 to streaming-distribute the content by on-air broadcast. In addition, the content distribution server 11 can stop broadcasting of the content in accordance with the number of viewers. The present invention is applicable to a content distribution system.

Figure 4