

ABSTRACT

Provided is a program providing system capable of realizing provision of a program dependent on a user. The program providing
5 system consists mainly of a set-top box STB, an television receiver TV, and a mobile phone MS. The set-top box STB and television receiver TV receive program data broadcasted from a broadcasting station BC and provide a user with a program represented by the program data. The mobile phone MS is accommodated by a mobile communication network
10 MN and has an ID code (identification information), with which a user can be identified, stored in a memory thereof. The mobile phone MS transmits a control signal, to which the ID code is included, to the set-top box STB. The ID code and associated attribute information are stored in the set-top box STB. Upon receipt of a control signal sent from the
15 mobile terminal MS, the set-top box acts according to the attribute information associated with the ID code included in the control signal.