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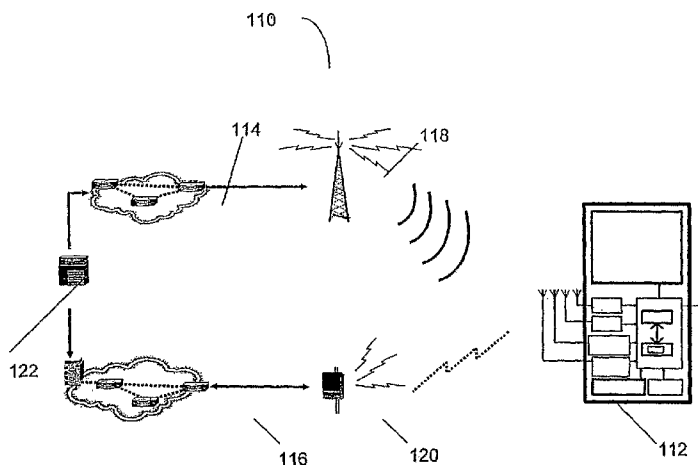
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(54) Title: PRIORITIZATION OF ESG-DATA IN A BROADCAST NETWORK



(57) Abstract: Prior art methods of receiving, organizing, and implementing the data transmitted to mobile devices, such as ESG fragments, have a great impact on mobile device performance and battery lifetime. Furthermore, in order to keep server side and client side ESG fragments in synch, any change in content of ESG fragments needs to be indicated. Additionally, any change in how ESG fragments are distributed requires the client side to verify if all the fragments are still available and valid in any new distribution set up and if their content has not changed. Aspects of the invention provide a protocol for prioritizing the ESG fragments to ensure the end user of a destination device receives more pertinent ESG data in a timely manner. Other aspects of the invention minimize the number of updates required on a client side or destination device caused by the re-distribution of the "unchanged" ESG fragments into different carousels.

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