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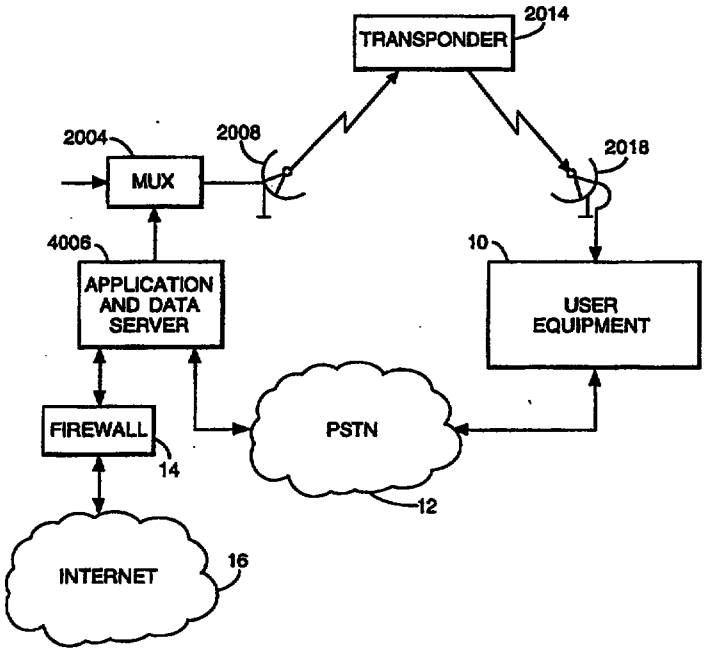
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(54) Title: TRANSMISSION AND RECEPTION OF TELEVISION PROGRAMMES AND OTHER DATA



(57) Abstract

In a digital television system, a receiver/decoder (or "set–top–box") can download one of more of several applications which can be run by the receiver/decoder to provide interactivity with the user. The applications include: an Internet browser application which uses a PSTN connection to make Internet requests and the television signal path to receive Internet responses; a shopping application operable in an "impulse" mode and a "catalogue" mode; a banking application; a quiz application which runs in synchronism with a quiz television programme; a magazine browser application; and a weather or traffic application.