BUSINESS MANAGEMENT METHOD, BUSINESS MANAGEMENT APPARATUS AND DATA BROADCAST DELIVERY METHOD

ABSTRACT

A business management method, a business management apparatus and a data broadcast delivery method are disclosed which allows contents to be broadcast over an unused bandwidth in satellite broadcasting so that the contents are stored and later reproduced as needed for quick access to a desired destination recorded in the contents. A data broadcast is assigned to an unused broadcast bandwidth over a broadcast band for transmitting programs in satellite broadcasting. The data broadcast over the unused bandwidth are stored onto a storage medium in a TV set. The stored data contents are sorted out by category for selective viewing by operation of the TV set. If the selected content offers e-commerce, a virtual shop handing desired offerings is accessed as per the content.

Figure 1