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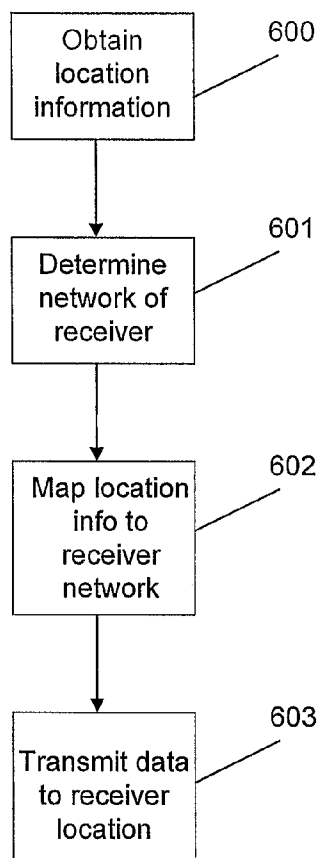
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[Continued on next page]

(54) Title: ADAPTING LOCATION BASED BROADCASTING



(57) Abstract: Provided are apparatuses and methods for providing a program or service transmission with associated ESG fragment(s) to a receiver within a designated location. Parameters, elements or sub-elements may be included in a service guide or other data fragment indicating the location within which the program, service and corresponding ESG fragment(s) may be broadcast. Also, the parameters, elements or sub-elements may be associated with a first network type and may be mapped to corresponding parameters, elements or sub-elements of a second network type. In one example, location parameters, elements or sub-elements corresponding to an OMA BCAST network may be mapped with corresponding location parameters, elements or sub-elements corresponding to a CDMA network. The location information may be transmitted in an ESG fragment or other data fragment. A Network Management module may also be provided for transmitting data to a desired location based on the location information and corresponding mapped location information.

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