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IMPULSE PURCHASE SYSTEM FOR PAY TELEVISION

In a pay television system, the choice and the confirmation of an impulse purchase are performed by the user on presentation, by means of a screen, of a grid of programmes. The selection by this user of a particular programme of his choice from the grid is subsequently confirmed in the system by an entitlement management message, this message being specific to an impulse purchase. In order to authorize the immediate screening of the selected transmission, the entitlement management message specific to an impulse purchase is contained in the data tied to the presentation of the grid.

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