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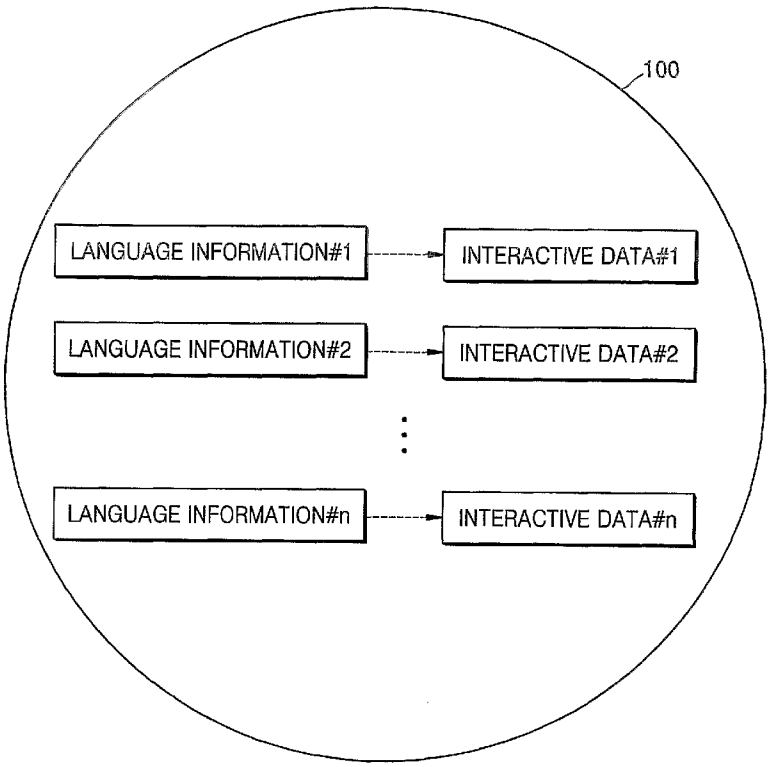
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(54) Title: INFORMATION STORAGE MEDIUM HAVING DATA STRUCTURE FOR BEING REPRODUCED ADAPTIVELY ACCORDING TO PLAYER STARTUP INFORMATION, METHOD AND APPARATUS THEREOF



(57) Abstract: An information storage medium includes: AV data; interactive data, which is displayed along with an AV picture obtained from the AV data, and provides contents related to the AV picture, when the AV data is reproduced in an interactive mode; and language information, which indicates a language of contents contained in the interactive data. Therefore, it is possible to select an ENAV application to be first executed in the interactive mode and reproduces the selected ENAV application with a language readable by a user.

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GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

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