

Abstract of the Disclosure (FIG. 1)

"INTERACTIVE TELEVISION SYSTEM"

A broadcasting station (1) transmits script for presenting plural types of additional information relating to main broadcast in a vertical blanking interval included in a video signal. A television receiver (3) generates an additional information selecting screen for selecting arbitrary additional information from plural types of additional information by executing the script according to a request signal received from a television remote controller (308), and displays in part of a display screen. Reflecting a selection instruction signal received from the television remote controller (308) on the additional information selection screen, the script is executed according to the selection instruction, and selected additional information is generated and displayed on a display screen in a display format conforming to the content of the information.