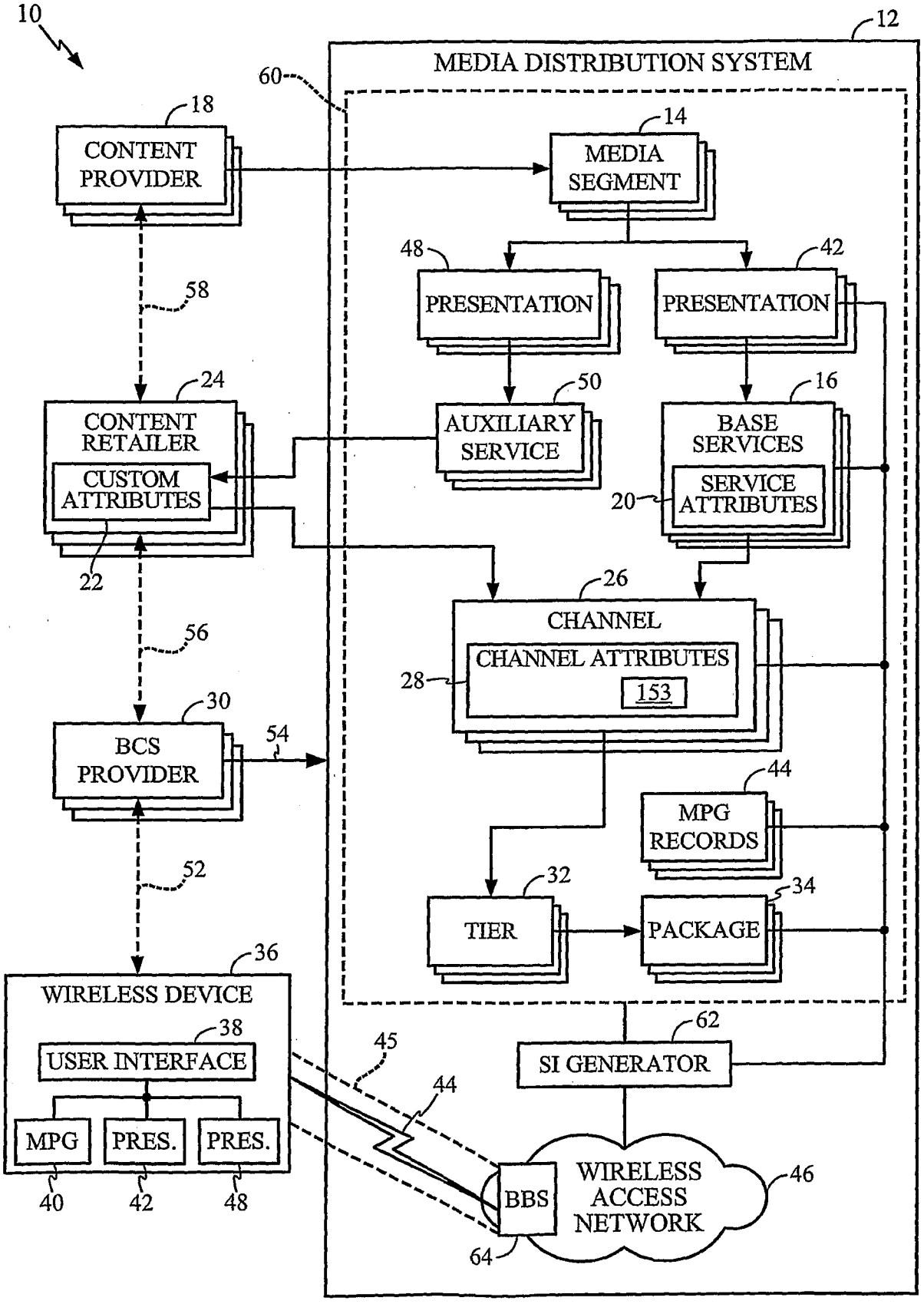

10
12
MEDIA DISTRIBUTION SYSTEM
60
18
CONTENT PROVIDER
14
MEDIA SEGMENT
48
PRESENTATION
42
PRESENTATION
58
24
CONTENT RETAILER
CUSTOM ATTRIBUTES
22
50
AUXILIARY SERVICE
16
BASE SERVICES
SERVICE ATTRIBUTES
20
26
CHANNEL
CHANNEL ATTRIBUTES
153
28
56
30
BCS PROVIDER
54
44
MPG RECORDS
32
TIER
34
PACKAGE
52
36
WIRELESS DEVICE
38
USER INTERFACE
MPG
PRES.
PRES.
40
42
48
45
44
62
SI GENERATOR
BBS
WIRELESS ACCESS NETWORK
46
64

FIG. 1

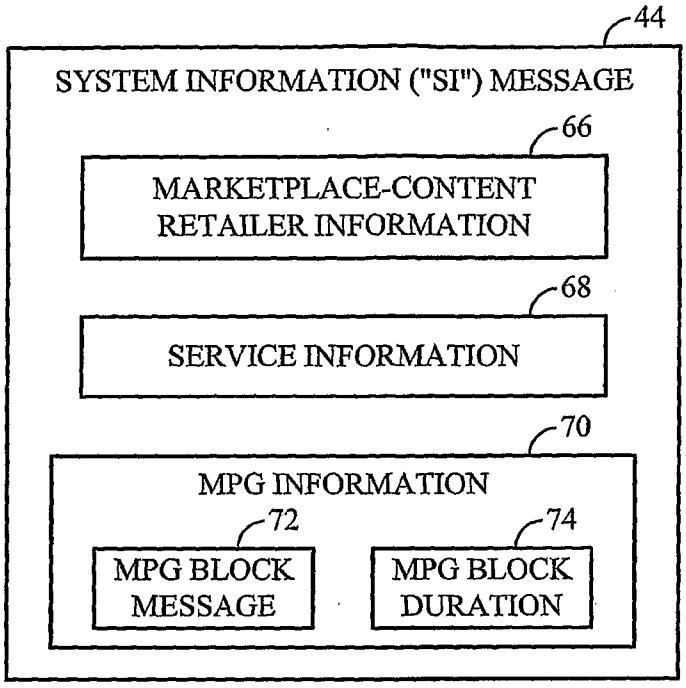

44
SYSTEM INFORMATION ("SI") MESSAGE
66
MARKETPLACE-CONTENT RETAILER INFORMATION
68
SERVICE INFORMATION
70
MPG INFORMATION
72
MPG BLOCK MESSAGE
74
MPG BLOCK DURATION

FIG. 2

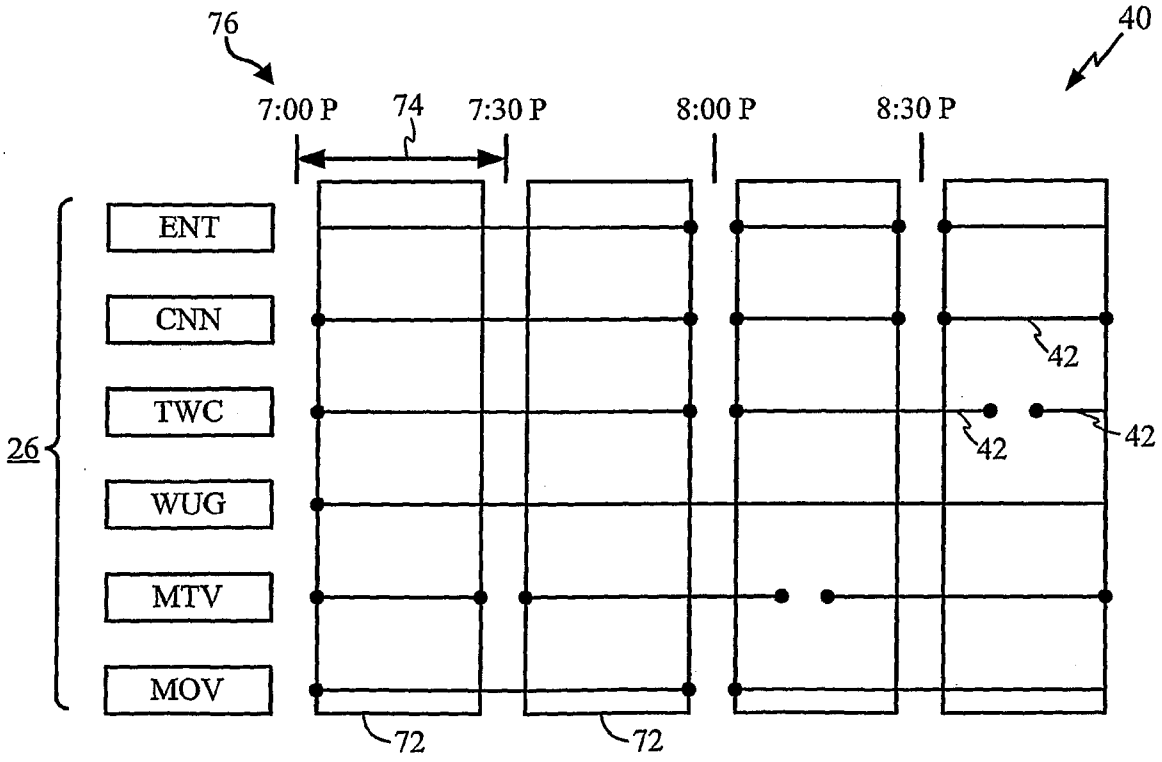

76
40
7:00 P
74
7:30 P
8:00 P
8:30 P
ENT
CNN
TWC
WUG
MTV
MOV
26
42
42
42
72
72

FIG. 4

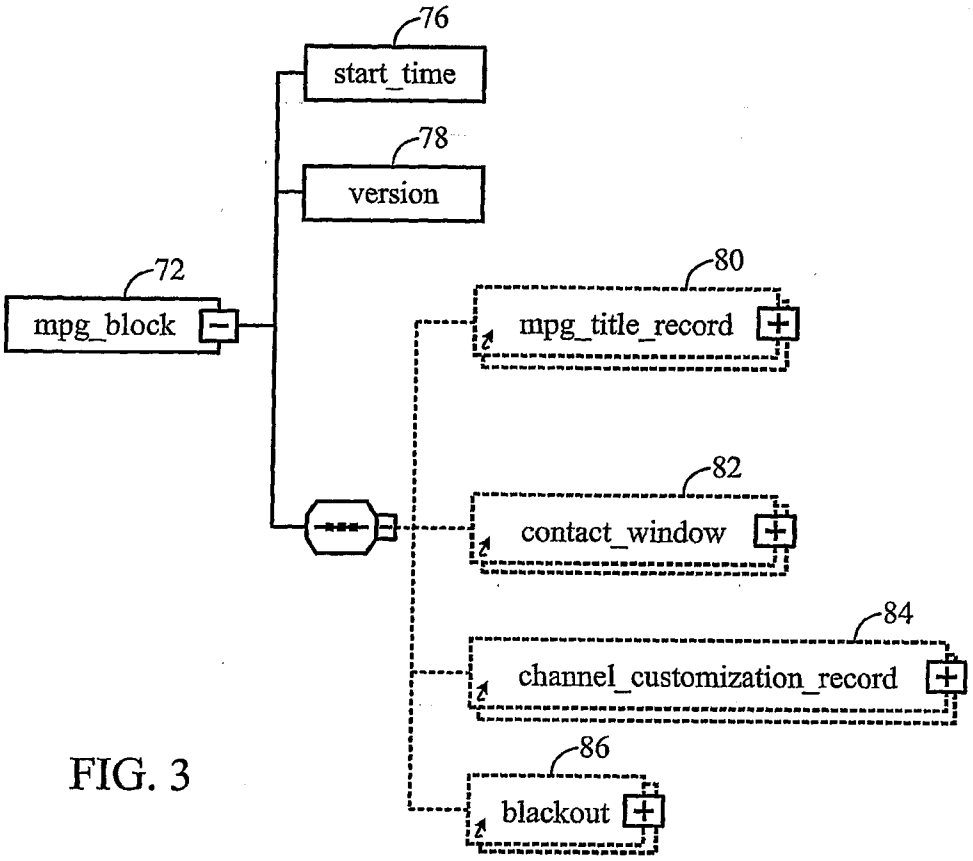

76
start_time
78
version
72
mpg_block
80
mpg_title_record
82
contact_window
84
channel_customization_record
86
blackout

FIG. 3

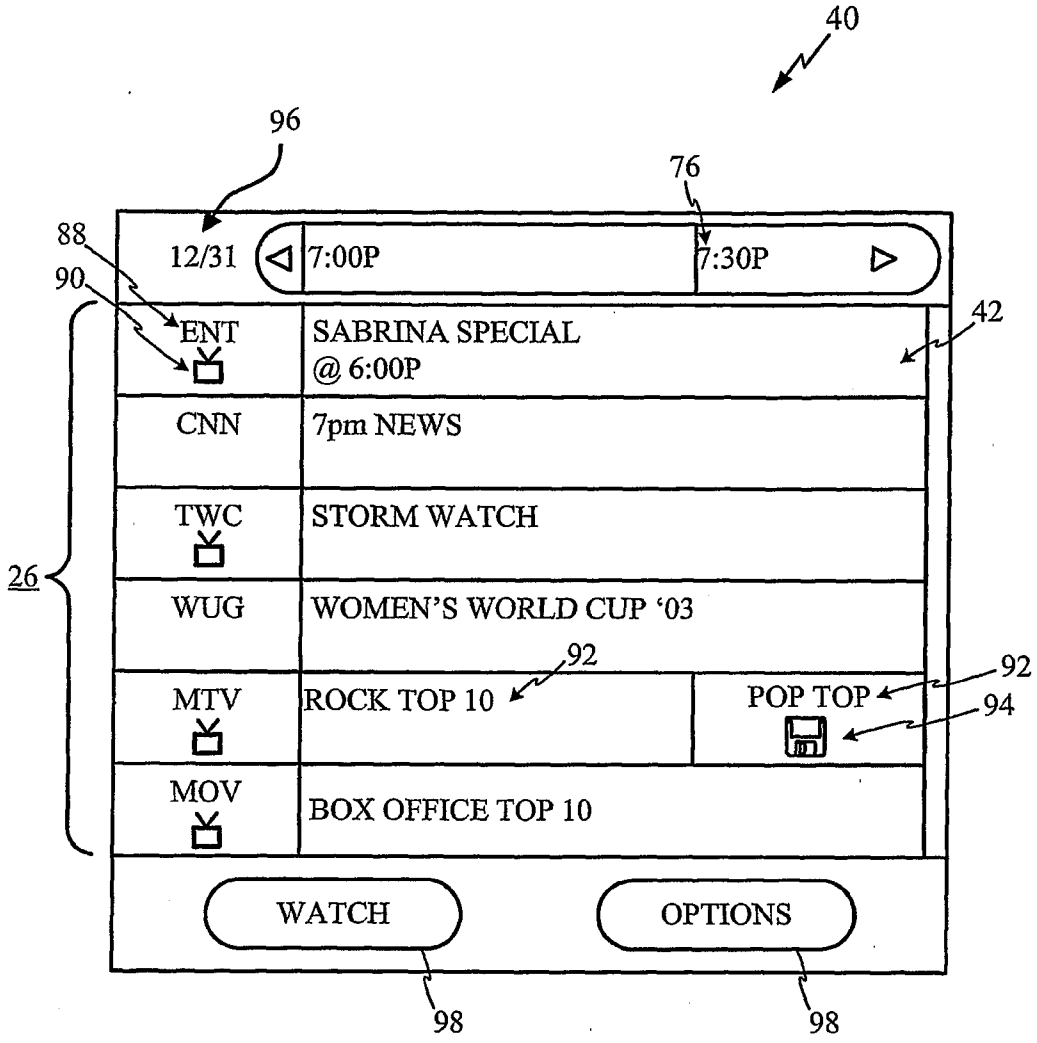

40
96
76
88
90
12/31
7:00P
7:30P
ENT
SABRINA SPECIAL
@ 6:00P
42
CNN
7pm NEWS
TWC
STORM WATCH
26
WUG
WOMEN'S WORLD CUP '03
92
92
MTV
ROCK TOP 10
POP TOP
94
MOV
BOX OFFICE TOP 10
WATCH
OPTIONS
98
98

FIG. 5

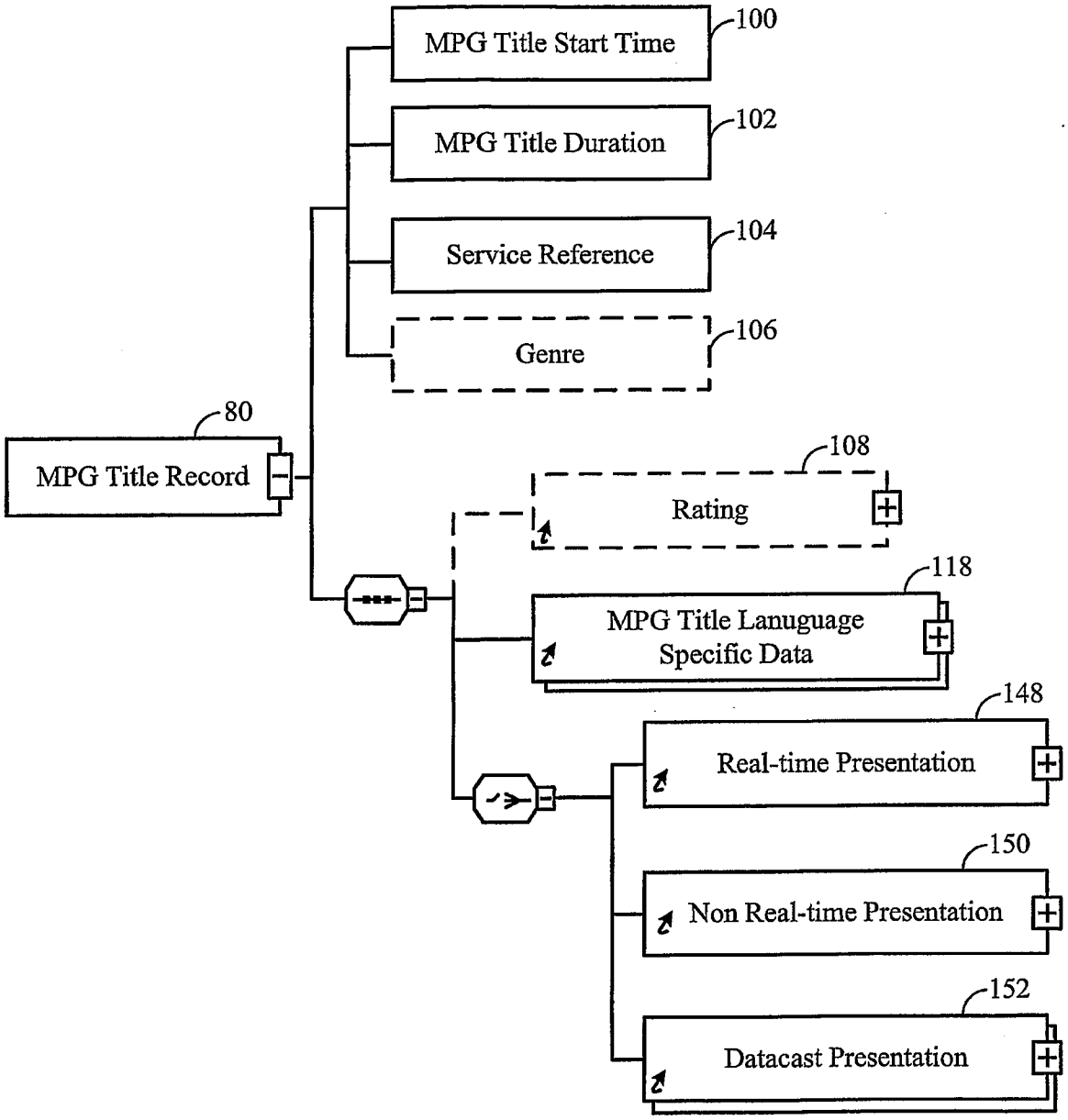

MPG Title Start Time
100
MPG Title Duration
102
Service Reference
104
Genre
106
80
MPG Title Record
108
Rating
118
MPG Title Lanuguage Specific Data
148
Real-time Presentation
150
Non Real-time Presentation
152
Datacast Presentation

FIG. 6

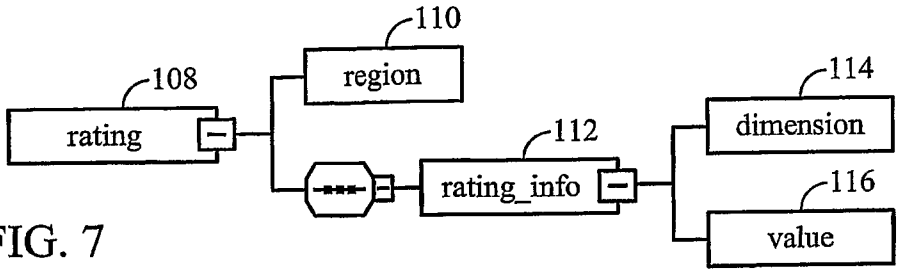

110
region
108
rating
114
dimension
112
rating_info
116
value

FIG. 7

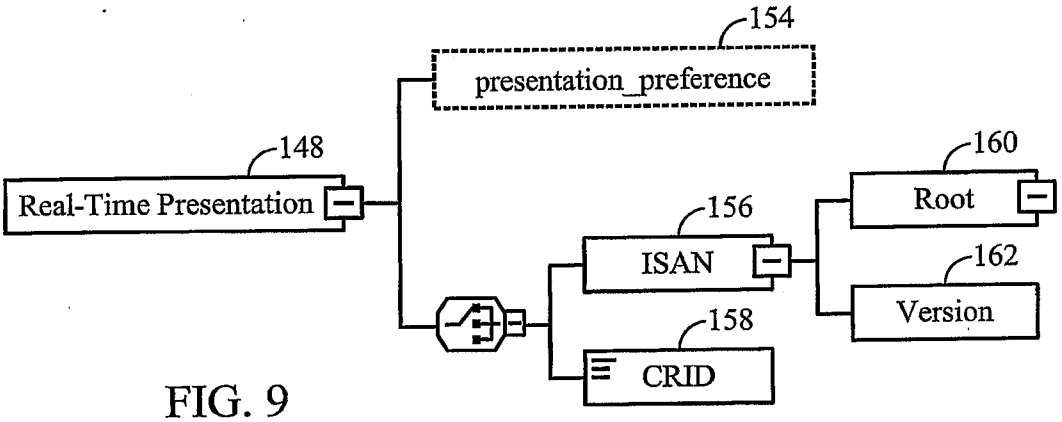

154
presentation_preference
148
Real-Time Presentation
160
Root
156
ISAN
162
Version
158
CRID

FIG. 9

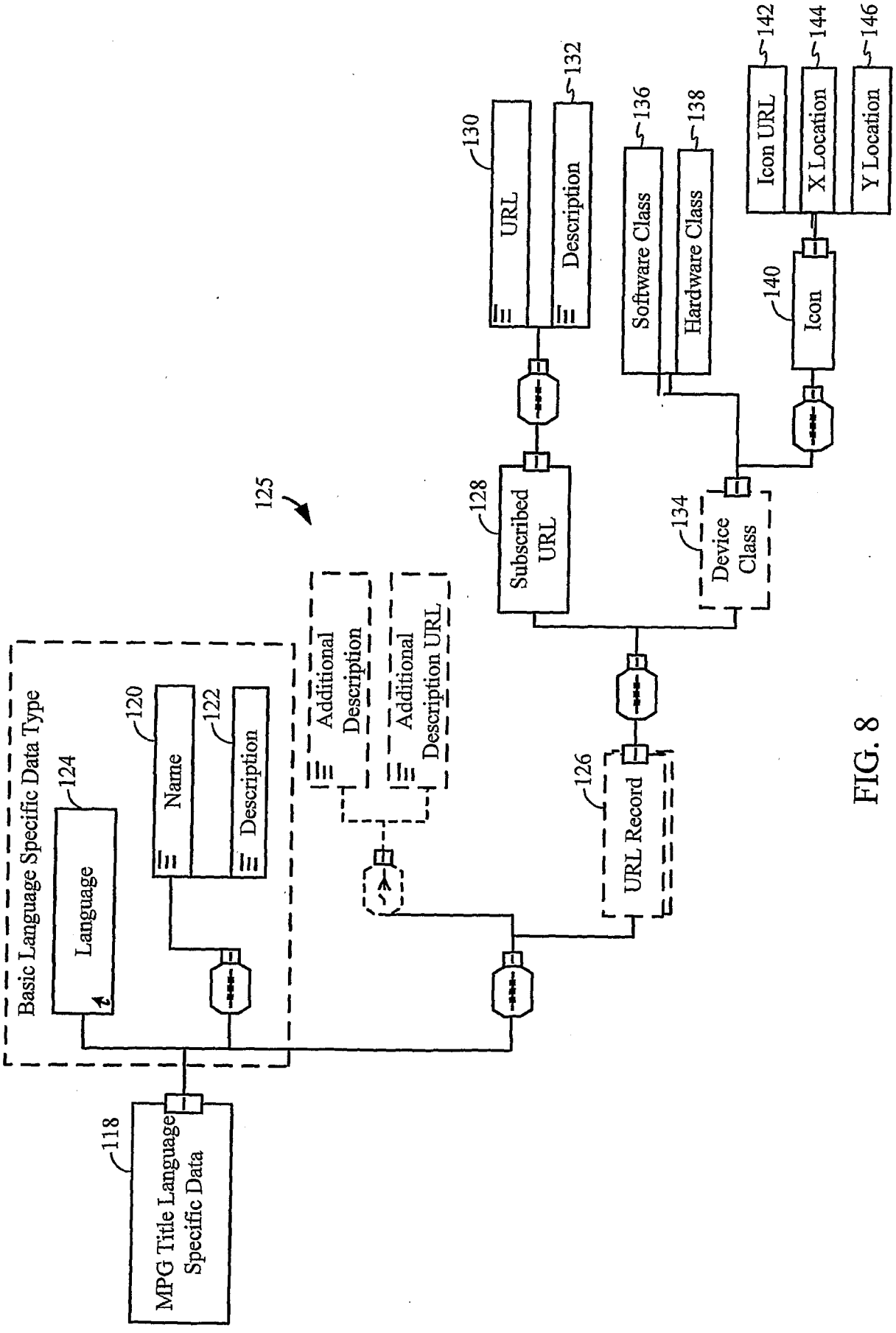

MPG Title Language Specific Data
118
Basic Language Specific Data Type
Language
124
Name
120
Description
122
125
Additional Description
Additional Description URL
URL Record
126
Subscribed URL
128
URL
130
Description
132
Device Class
134
Software Class
136
Hardware Class
138
Icon
140
Icon URL
142
X Location
144
Y Location
146

FIG. 8

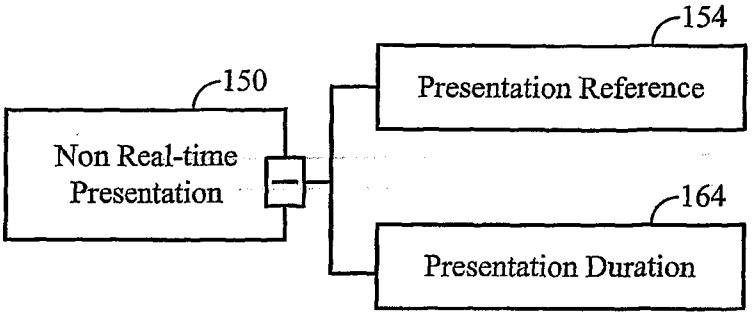


FIG. 10

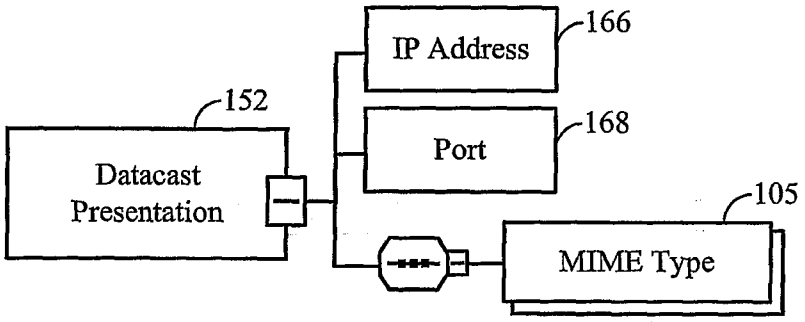


FIG. 11

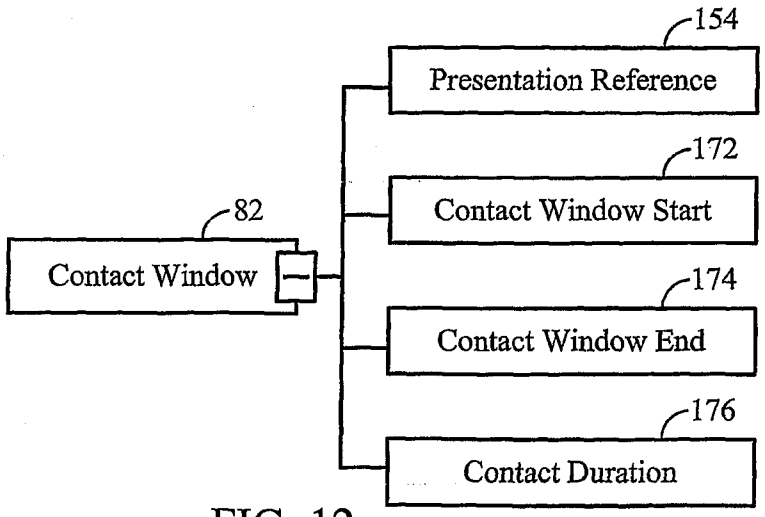


FIG. 12

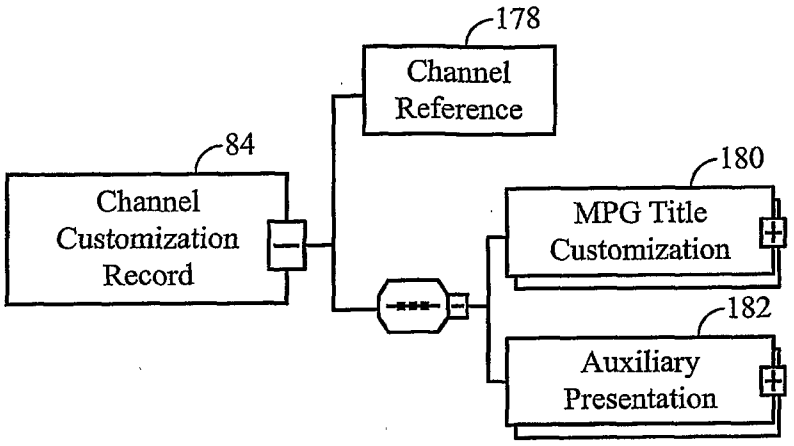

178
Channel Reference
84
Channel Customization Record
180
MPG Title Customization
182
Auxiliary Presentation

FIG. 13

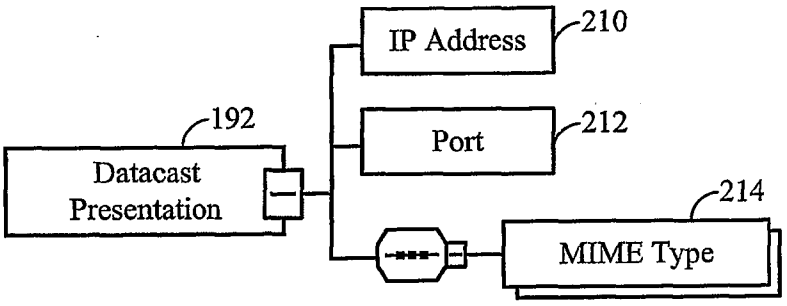

IP Address
210
192
Port
212
Datacast Presentation
214
MIME Type

FIG. 15

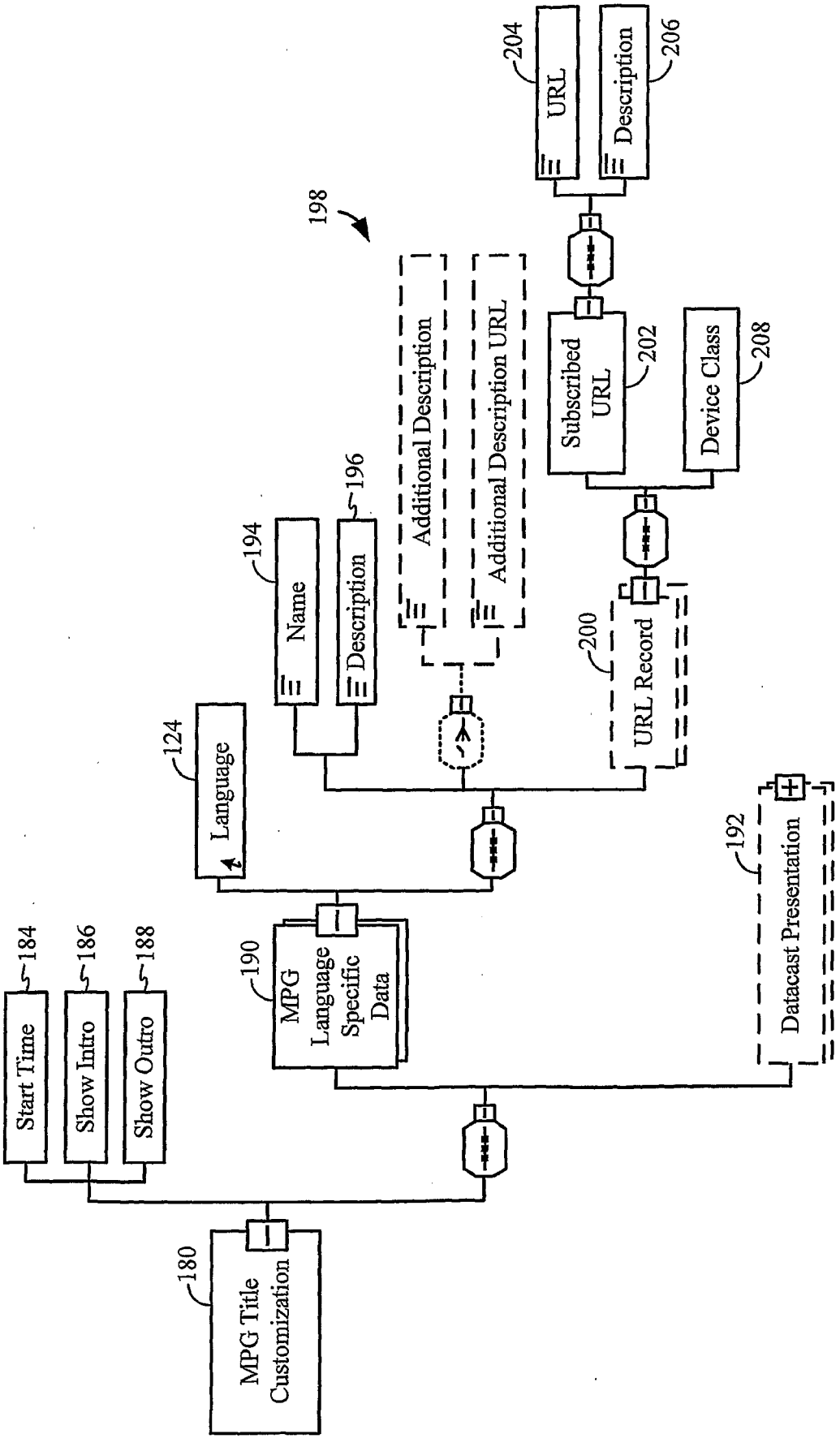

MPG Title Customization
180
Start Time
184
Show Intro
186
Show Outro
188
MPG Language Specific Data
190
Datacast Presentation
192
Language
124
Name
194
Description
196
Additional Description
Additional Description URL
198
URL Record
200
Subscribed URL
202
Device Class
208
URL
204
Description
206

FIG. 14

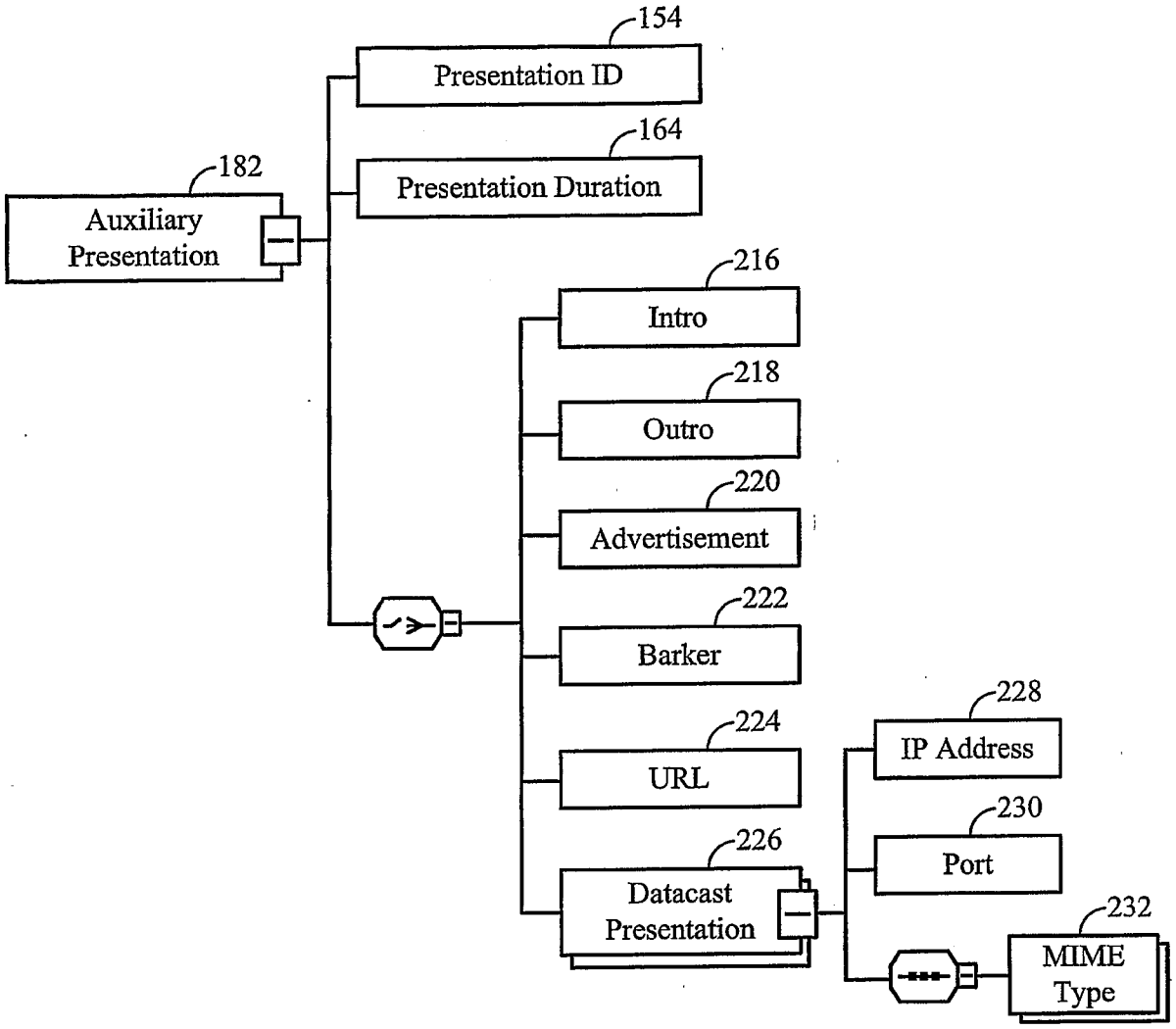

154
Presentation ID
164
Presentation Duration
182
Auxiliary Presentation
216
Intro
218
Outro
220
Advertisement
222
Barker
224
URL
226
Datacast Presentation
228
IP Address
230
Port
232
MIME Type

FIG. 16

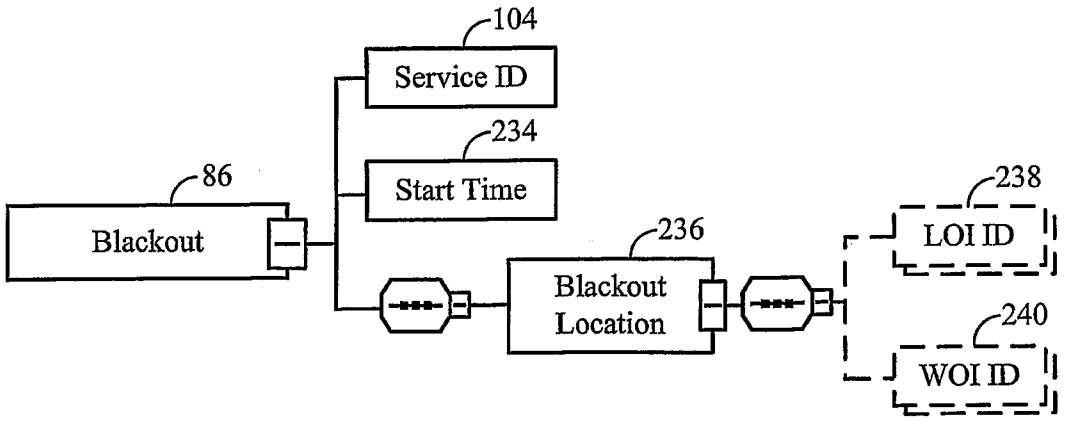

104
Service ID
234
Start Time
86
Blackout
236
Blackout Location
238
LOI ID
240
WOI ID

FIG. 17

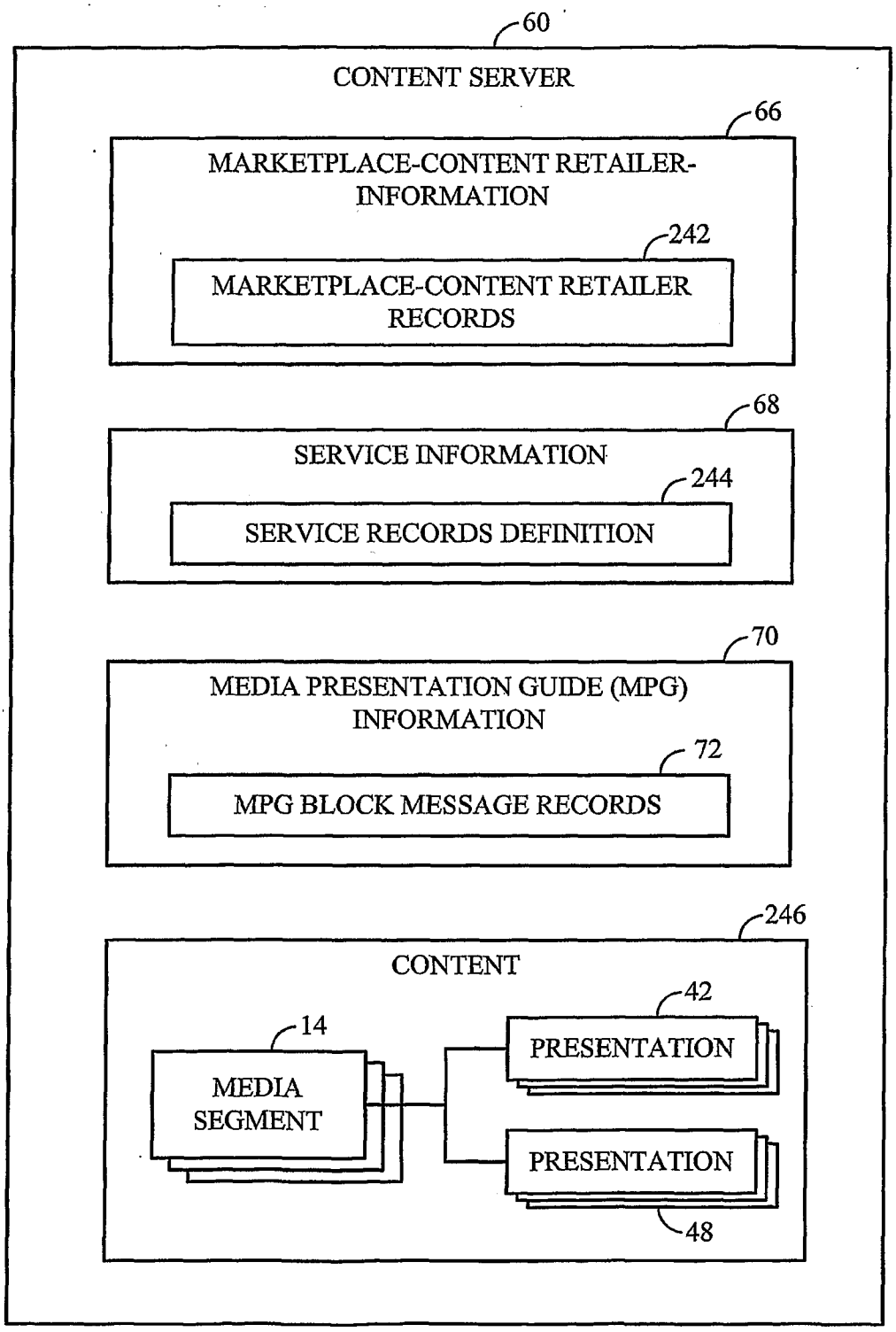

60
CONTENT SERVER
66
MARKETPLACE-CONTENT RETAILER-INFORMATION
242
MARKETPLACE-CONTENT RETAILER RECORDS
68
SERVICE INFORMATION
244
SERVICE RECORDS DEFINITION
70
MEDIA PRESENTATION GUIDE (MPG) INFORMATION
72
MPG BLOCK MESSAGE RECORDS
246
CONTENT
42
14
MEDIA SEGMENT
PRESENTATION
PRESENTATION
48

FIG. 18

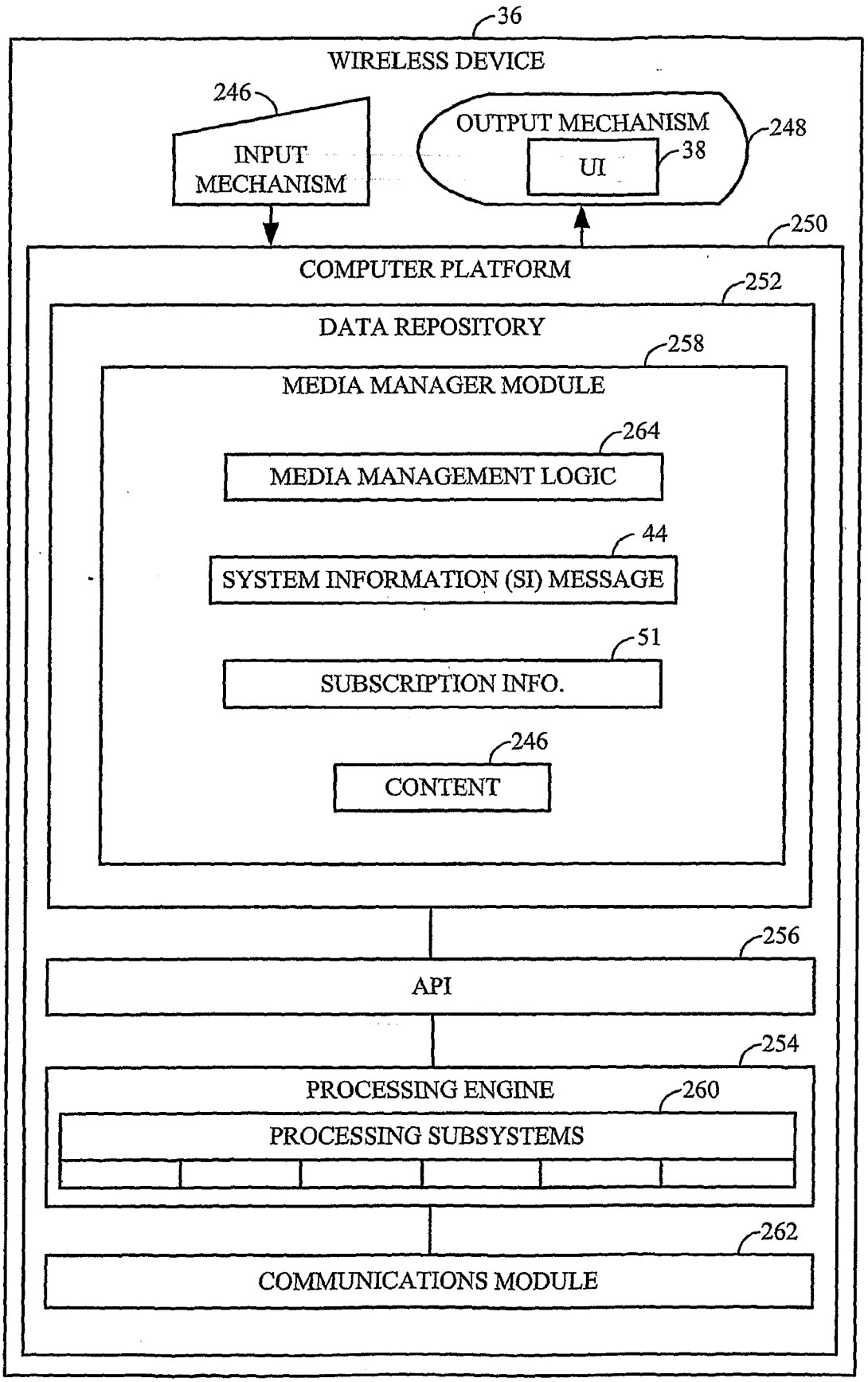

36
WIRELESS DEVICE
246
INPUT MECHANISM
OUTPUT MECHANISM
248
UI
38
250
COMPUTER PLATFORM
252
DATA REPOSITORY
258
MEDIA MANAGER MODULE
264
MEDIA MANAGEMENT LOGIC
44
SYSTEM INFORMATION (SI) MESSAGE
51
SUBSCRIPTION INFO.
246
CONTENT
256
API
254
PROCESSING ENGINE
260
PROCESSING SUBSYSTEMS
262
COMMUNICATIONS MODULE

FIG. 19

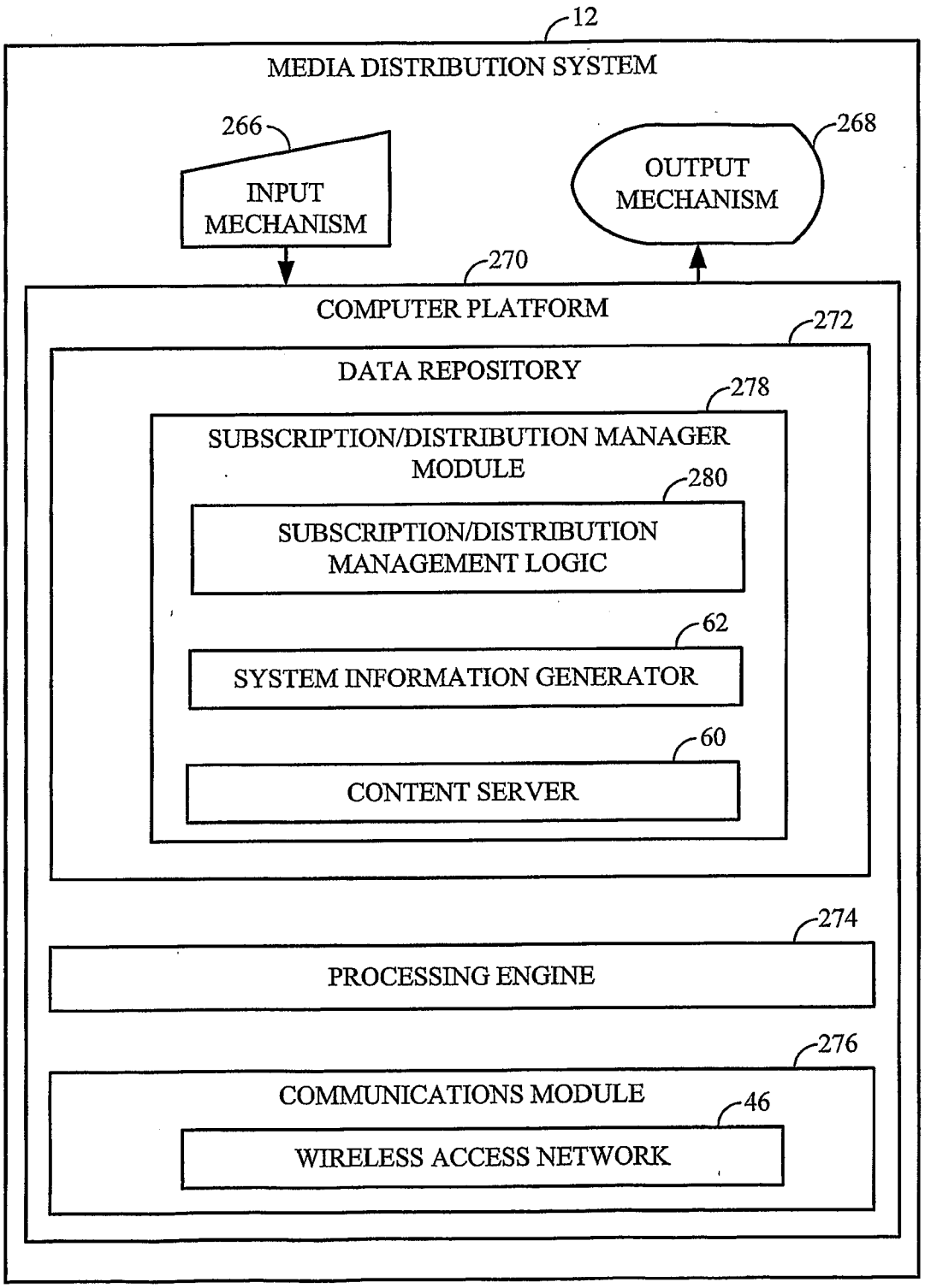

12
MEDIA DISTRIBUTION SYSTEM
266
INPUT MECHANISM
268
OUTPUT MECHANISM
270
COMPUTER PLATFORM
272
DATA REPOSITORY
278
SUBSCRIPTION/DISTRIBUTION MANAGER MODULE
280
SUBSCRIPTION/DISTRIBUTION MANAGEMENT LOGIC
62
SYSTEM INFORMATION GENERATOR
60
CONTENT SERVER
274
PROCESSING ENGINE
276
COMMUNICATIONS MODULE
46
WIRELESS ACCESS NETWORK

FIG. 20

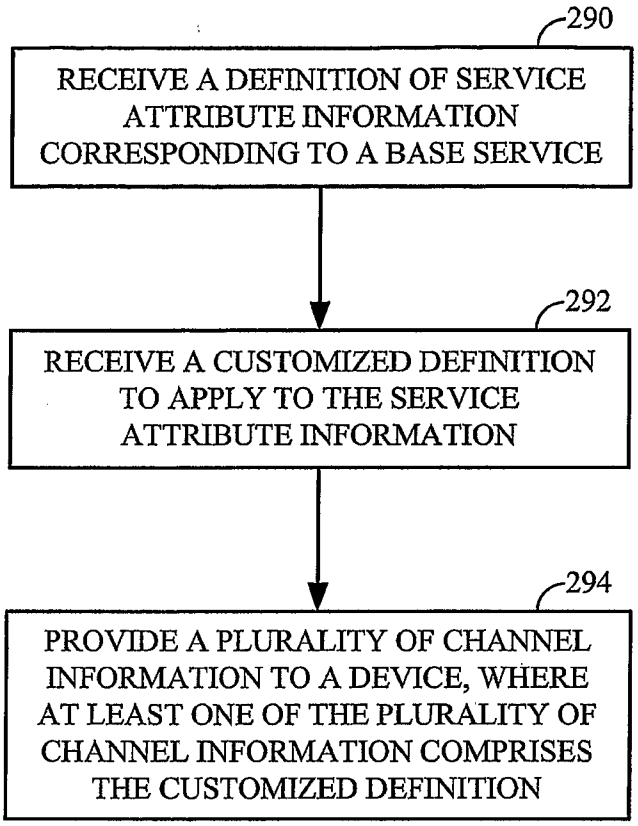

290
RECEIVE A DEFINITION OF SERVICE ATTRIBUTE INFORMATION CORRESPONDING TO A BASE SERVICE
292
RECEIVE A CUSTOMIZED DEFINITION TO APPLY TO THE SERVICE ATTRIBUTE INFORMATION
294
PROVIDE A PLURALITY OF CHANNEL INFORMATION TO A DEVICE, WHERE AT LEAST ONE OF THE PLURALITY OF CHANNEL INFORMATION COMPRISES THE CUSTOMIZED DEFINITION

FIG. 21

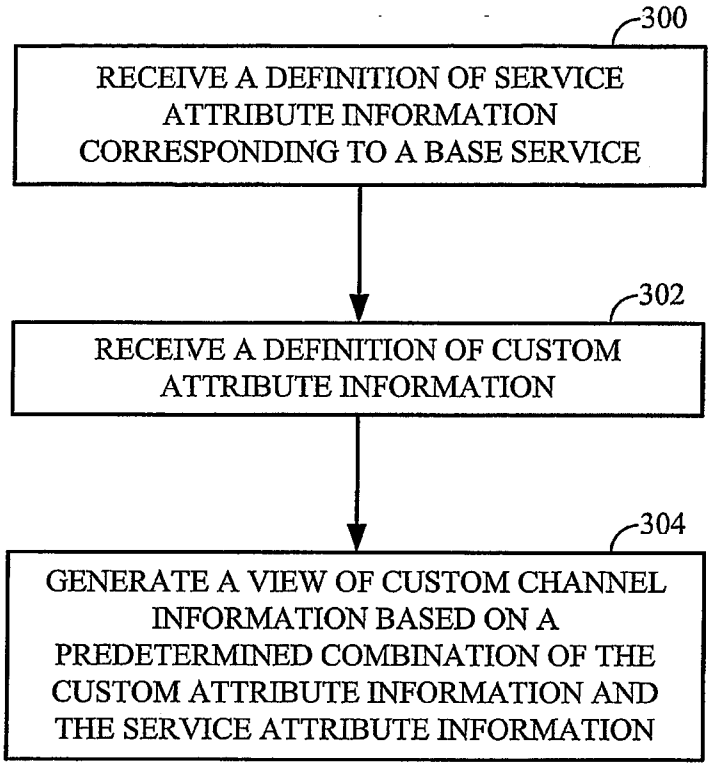

300
RECEIVE A DEFINITION OF SERVICE ATTRIBUTE INFORMATION CORRESPONDING TO A BASE SERVICE
302
RECEIVE A DEFINITION OF CUSTOM ATTRIBUTE INFORMATION
304
GENERATE A VIEW OF CUSTOM CHANNEL INFORMATION BASED ON A PREDETERMINED COMBINATION OF THE CUSTOM ATTRIBUTE INFORMATION AND THE SERVICE ATTRIBUTE INFORMATION

FIG. 22