

ABSTRACT

A transmitting side can actively control a display position of an image.

A container in a predetermined format that includes a
5 video stream obtained by coding image data is transmitted.
Display position specification information that specifies a
display position of the image by the image data is inserted
into a layer of the container. For example, the display
position specification information is information that
10 specifies a screen of display target. Additionally, for
example, the display position specification information is
information that specifies a display unit on a screen of display
target. For example, information indicative of whether to
change a position of the display unit on the screen of display
15 target specified by the display position specification
information or not may be inserted into a layer of the video
stream.