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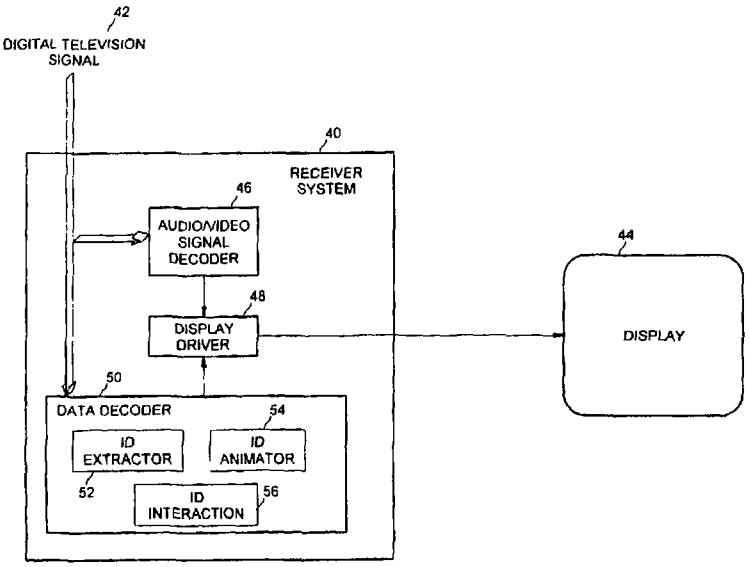
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) **Title:** METHOD OF INITIATING INTERACTIVITY IN AN ENHANCED DIGITAL TELEVISION BROADCAST USING E BROADCASTER'S STATION ID



(57) **Abstract:** Initiating interactivity with a received enhanced digital TV program that is being displayed in full screen mode without obstructing the existing views of the TV program. The method includes displaying a video component of the enhanced digital TV program in a full screen mode on a display, extracting information related to a broadcaster's station ID from a data component of the enhanced digital TV program, displaying the station ID in a changed appearance on the display according to the information, and accepting a viewer input selection to enter an interactive mode in response to the changed appearance. The station ID may be represented in a changed appearance only when new ancillary digital content is received as part of reception of the enhanced digital TV program. As a result of the viewer input selection, display of the ancillary digital content of the TV program on a portion of the screen may result

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