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(54) Title: INFORMATION TRANSMISSION METHOD

(57) Abstract

A data transmission and reception system and method that make it possible to transmit and receive more types of information without changing the existing communication system include a broadcasting base station which has a subID adding unit, which arranges in the transmission data region the subIDs of the transmission data arranged in the transmission data region, and a transmission processing unit, which performs transmission processing on the transmission data as data transmission cycles. A portable information communication terminal has an input unit, which sets IDs and subIDs, a comparison unit, which has the address information comparison function of comparing the ID arranged in the selection call part and the ID set by the input unit and obtaining the result of the address information comparison, as well as the identification information comparison function of comparing the subID arranged in the transmission data region and the subID set by the input unit and obtaining the result of the identification address comparison, and a data reading unit, which performs reception control on the transmission data based on the address information comparison result and identification information comparison result obtained from the comparison unit.

