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(54) Title: METHOD OF AND APPARATUS FOR TRANSMITTING DATA FOR INTERACTIVE TV APPLICATIONS 		
(57) Abstract A method of transmitting data to a receiver/decoder comprises: transmitting first type visual and/or audio data to the receiver/decoder; and transmitting second type reference data associated with the first type visual and/or audio data to the receiver/decoder to enable the receiver/decoder to generate further visual and/or audio data in dependence on the reference data; wherein the first type data and the second type data have a predetermined timing relationship.		