ABSTRACT

A method and an apparatus for reproducing advertisement data stored on a receiving side, and a recording medium for recording reproduction procedures are provided. Weighting for priority of reproduction with respect to each of a plurality of pieces of advertisement data (42) stored on the receiving side is executed, a priority order of reproduction of each pieces of advertisement data on a receiver (40) is determined based on the weighting, and the stored advertisement data is reproduced in accordance with the priority order in response to an advertisement data reproduction command.



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