

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
19 February 2009 (19.02.2009)

PCT

(10) International Publication Number
WO 2009/023741 A3

- (51) **International Patent Classification:**
H04W 72/12 (2009.01) **H04L 12/56** (2006.01)
- (21) **International Application Number:**
PCT/US2008/073068
- (22) **International Filing Date:** 13 August 2008 (13.08.2008)
- (25) **Filing Language:** English
- (26) **Publication Language:** English
- (30) **Priority Data:**
60/955,620 13 August 2007 (13.08.2007) US
12/190,441 12 August 2008 (12.08.2008) US
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- (81) **Designated States (unless otherwise indicated, for every kind of national protection available):** AE, AG, AL, AM,

AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

- (84) **Designated States (unless otherwise indicated, for every kind of regional protection available):** ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL, NO, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Declarations under Rule 4.17:

- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))
- as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))

Published:

- with international search report

[Continued on next page]

(54) **Title:** METHOD AND APPARATUS FOR SUPPORTING BROADCAST AND MULTICAST SERVICES IN A WIRELESS COMMUNICATION SYSTEM

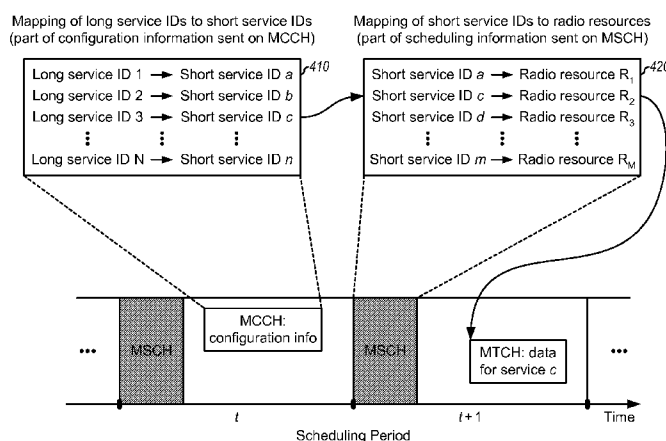


FIG. 4

(57) **Abstract:** Techniques for support broadcast and multicast services in a wireless communication system are described. In an aspect, a transmitter (e.g., a Node B) sends configuration information conveying a mapping of long service identifiers (IDs) to short service IDs for advertised services. The transmitter also sends scheduling information conveying a mapping of short service IDs to radio resources used for scheduled services in the current scheduling period. The short service IDs reduce the amount of scheduling information to send. In another aspect, the transmitter sends information identifying services being transmitted and services being advertised but not transmitted. Receivers (e.g., UEs) may use this information to determine whether or not to send requests for services of interest. In yet another aspect, the transmitter sends configuration information for services being advertised but not transmitted. This may allow the transmitter to start these services quicker when requested by the receivers.

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— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

(88) Date of publication of the international search report:

18 June 2009