

Abstract

Telecommunication method, comprising the following steps:

**integrating program-accompanying digital data in a TV or radio program
5 and transmitting this program;**

**reception and reproduction of this program by a mobile radio device
combined with a TV and/or radio receiving system, the receiving system
comprising a chip-card reader into which the user of the receiving system can
insert a SIM card to identify himself;**

**10 displaying at least one option corresponding to the integrated digital data
on a display of the receiving system and selection of an option by the user of
the receiving system;**

**preparation by the SIM card of a message corresponding to the selected
option, the prepared message comprising at least one data field from the digital
15 data received;**

**transmitting said message to a server over a bidirectional mobile radio
network;**

**automatic user recognition by the server, the user recognition using
information stored in the identification card and transmitted over the
20 bidirectional telecommunications network;**

combining at least some of the data received with user-specific data.

(Fig. 1)