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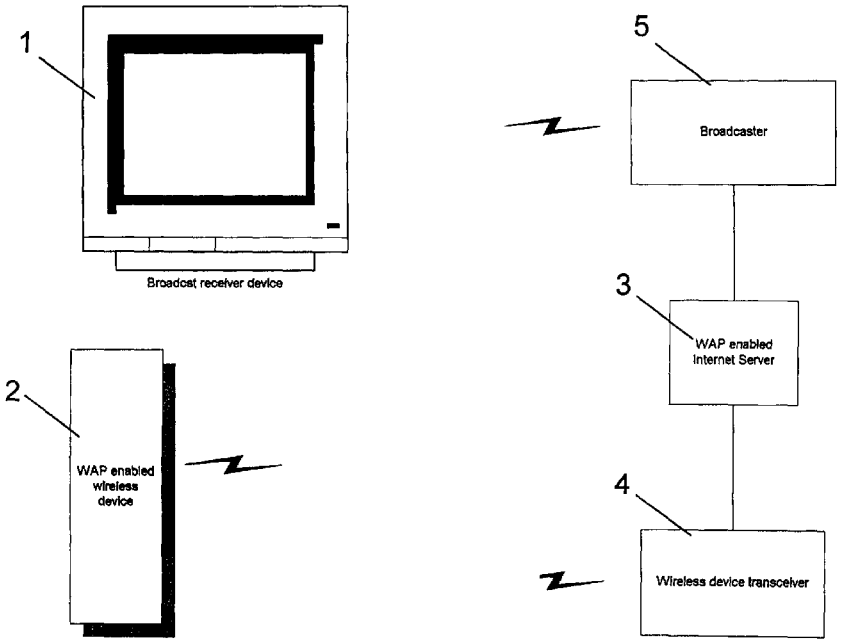
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(54) Title: INTERACTIVE BROADCAST SYSTEM



(57) Abstract: A receiving arrangement for receiving a broadcast programme in interactive fashion comprises a television receiver (1) and a wireless network device such as a WAP-enabled mobile telephone (2) controlled by the recipient of the programee (ie the user). The user uses the wireless network device to generate and transmit digital data to the programme broadcaster in interactive fashion. For example the broadcast programme may be a quiz show and the user may send answers to the quiz questions from the wireless network device. A WAP-enabled Internet site is hosted on a server (3) and is synchronised with the broadcast programme.

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