

Title (en)  
CONTROL BROADCAST PROGRAMME SIGNAL, CONTROL WRITE AND READ SYSTEMS, RELATED PRODUCTION AND BROADCASTING CHANNEL

Title (de)  
PROGRAMMSIGNAL EINER GESTEUERTEN ÜBERTRAGUNG, STEUERUNGSSCHREIB- UND -LESESYSTEMEN, ZUSAMMENGESETZTE PRODUKTIONS- UND ÜBERTRAGUNGSKETTE

Title (fr)  
SIGNAL DE PROGRAMME DE DIFFUSION AVEC COMMANDE, SYSTEMES D'INSCRIPTION ET DE LECTURE DE COMMANDE, CHAINE DE PRODUCTION ET DE DIFFUSION ASSOCIES

Publication  
**EP 1457048 A2 20040915 (FR)**

Application  
**EP 02790560 A 20021115**

Priority  
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• FR 0114857 A 20011116

Abstract (en)  
[origin: WO03043329A2] The invention concerns application-enhanced programmes. It further concerns related production and broadcast systems, in particular interactive digital television. It is now possible to manually activate an interactive application associated with a programme broadcast in a broadcasting channel. That solution is expensive and inaccurate and the control of the application is not managed by the production channel but by the broadcasting channel. The invention therefore provides the use of a broadcasting programme signal comprising primary data for reproducing the main passive content of the programme and watermarked in the primary data. Said secondary data comprise the controls for triggering at least an application such as, in particular, the control of one or more broadcasting parameters of said programme signal and/or of one or more applications, for example interactive or broadcasting applications, related to said programme signal.

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IPC 8 full level  
**H04N 7/08** (2006.01); **H04N 5/00** (2011.01); **H04N 7/081** (2006.01); **H04N 7/24** (2011.01)

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Citation (search report)  
See references of WO 03043329A2

Citation (examination)  
WO 0101331 A1 20010104 - DIGIMARC CORP [US], et al

Designated contracting state (EPC)  
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DOCDB simple family (publication)  
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DOCDB simple family (application)  
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