

Title (en)
ADDRESSING OF TERMINALS WITHIN THE FRAMEWORK OF AN INTERACTIVE APPLICATION ASSOCIATED WITH A STREAM BROADCAST IN NONCONNECTED MODE

Title (de)
ADRESSIERUNG VON ENDGERÄTEN IM RAHMEN EINER INTERAKTIVEN ANWENDUNG IM ZUSAMMENHANG MIT EINEM DATENSTROMÜBERTRAGUNG IM NICHT VERBUNDENEN MODUS

Title (fr)
ADRESSAGE DE TERMINAUX DANS LE CADRE D'UNE APPLICATION INTERACTIVE ASSOCIEE A UN FLUX DE DIFFUSION EN MODE NON CONNECTE.

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Application
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Abstract (en)
[origin: WO2013102744A1] The invention relates to the processing of television data for communication of differentiated multimedia contents (CMMj) to a plurality of respective terminals, connected to a computing entity. A database (DDB) of identifiers (TVj) of the terminals is accessible by the entity with, in correspondence with each identifier (TVj), a specific multimedia content (CMMj) associated with this identifier (TVj). The computing entity generates in a first stream (Phi1), for example in the DVB format, at least one association table, a declarative of table and/or as interactive application table, which are related to at least one given identifier (TVj) by adding at least one pointer to a multimedia content (CMMj) associated with this given identifier. There is then delivered to the terminals a second stream (Phi2) comprising: * television data, specific to several television services, * terminal identifier data, and the multimedia contents (CMMj) associated respectively with said identifiers (TVj), and * the declarative tables of said television data, with said generated tables, each terminal being able, on its side to: - refer itself to the generated tables related to the identifier (TVj) of this terminal, and - thereby retrieve, from the second stream, a multimedia content (CMMj) declared on the basis of said tables generated for a reading of the retrieved multimedia content, said multimedia content (CMMj) retrieved then being a content specific to this terminal. (Figure 8)

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