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(54) **MULTI-VIEW STORAGE BROADCAST SERVICE METHOD, APPARATUS, AND SYSTEM**

(57) It is possible for a program producer to produce a program without the binding of on-air time restriction, while airing a program in accordance with its on air time scheduled by a program organizing apparatus, by concurrently airing another video / audio which exceeds the

on air time. Furthermore, viewers are able to enjoy two types of versions for one program, that is, an ordinary version fitting with its on air time frame and a longer version with extra video / audio exceeding its on air time frame.

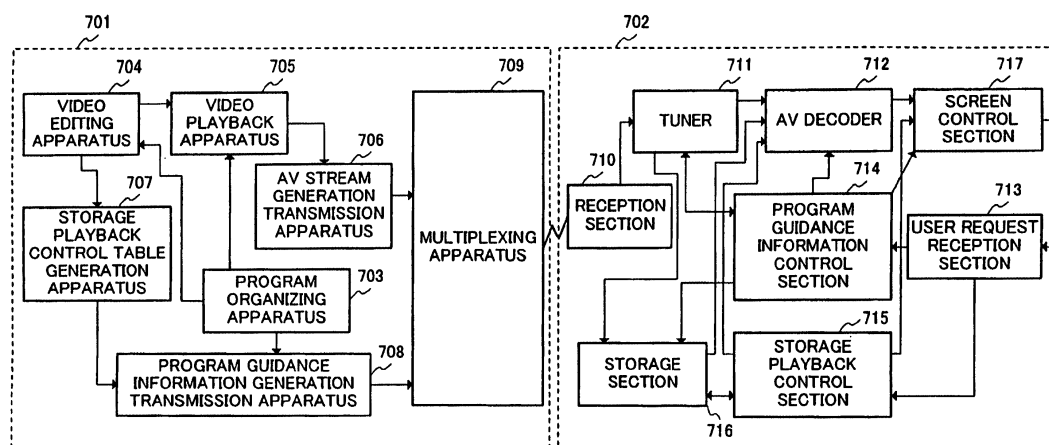


FIG.8