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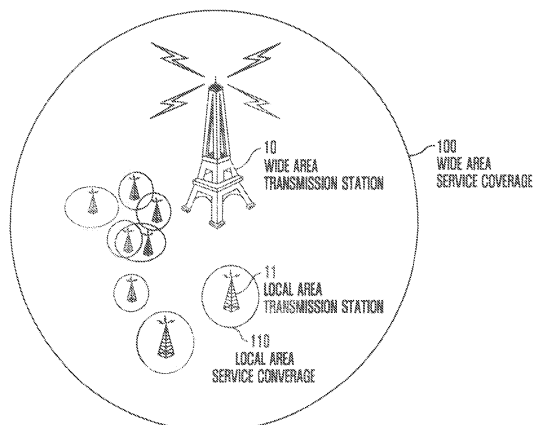
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(54) **Method for Providing Area-Based Broadcasting Service Using Digital Multimedia Broadcasting, and Apparatus and Method for Receiving Area-Based Broadcasting Service according to the same**

(57) Disclosed are a method for providing an area-based broadcasting service based on Digital Multimedia Broadcasting (DMB), and an apparatus and method for receiving the area-based broadcasting service according to the same by dividing service data for each relevant area, which may be a wide area or a local area, and transmitting the divided data through different sub-channels of a Main Service Channel (MSC). Accordingly, a terminal of a reception part receives only service data associated with the position of the terminal and provides the received data to a user to provide the area-based broadcasting service. The method for providing the area-based broadcasting service using DMB includes receiving a DMB transmission frame broadcasted from a DMB transmission server and a middle step to insert local area service-related data in the received DMB transmission frame to retransmit the frame.

FIG. 1



EP 2 120 375 A3



EUROPEAN SEARCH REPORT

Application Number
EP 09 15 9196

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Y	* paragraph [0021] * * paragraph [0011] - paragraph [0012] * * paragraph [0015] - paragraph [0017]; figures 2, 3 * * paragraphs [0006], [0014]; claim 2 *	2,5,7	
Y	EP 1 244 234 A2 (BOSCH GMBH ROBERT [DE]) 25 September 2002 (2002-09-25) * paragraph [0014] - paragraph [0015]; claim 1 * * paragraphs [0007], [0012] *	4,6,8	TECHNICAL FIELDS SEARCHED (IPC)
			H04H
The present search report has been drawn up for all claims			
Place of search The Hague		Date of completion of the search 29 August 2012	Examiner De Haan, Aldert
<p>CATEGORY OF CITED DOCUMENTS</p> <p>X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document</p> <p>T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document</p>			

2

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**ANNEX TO THE EUROPEAN SEARCH REPORT
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EP 09 15 9196

This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report.
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