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[Continued on next page]

(54) Title: METHOD FOR PROCESSING TARGETING DESCRIPTOR IN NON-REAL-TIME RECEIVER

[Fig. 20]

| Syntax | AA | No. of Bits | BB | CC | Format |
|-------------------------------------|----|------------------------------------|----|--------|--------|
| targeting_criterion_table_section() | | | | | |
| table_id | | 8 | | 0x(TB) | |
| section_syntax_indicator | | 1 | | '0' | |
| private_indicator | | 1 | | '1' | |
| reserved | | 2 | | '11' | |
| section_length | | 8 | | | uimsbf |
| table_id_extension { | | | | | |
| FCT_protocol_version | | 8 | | | uimsbf |
| targeting_criterion_type_code | | 5 | | | uimsbf |
| targeting_value_length_minus_1 | | 3 | | | uimsbf |
| } | | | | | |
| reserved | | 2 | | '11' | |
| version_number | | 5 | | | uimsbf |
| current_next_indicator | | 1 | | '1' | |
| section_number | | 8 | | | uimsbf |
| last_section_number | | 8 | | | uimsbf |
| criterion_type_text_length | | 8 | | | uimsbf |
| criterion_type_text() | | var | | | |
| num_values | | 8 | | | |
| for (i=0; i<num_values; i++) { | | | | | |
| value_code | | 8*(N+1), where | | | uimsbf |
| value_text_length | | N = targeting_value_length_minus_1 | | | uimsbf |
| value_text() | | 8 | | | string |
| } | | var | | | |
| } | | | | | |

(57) Abstract: A method of receiving a broadcast signal including a Non-Real-Time (NRT) Receiver Targeting service is disclosed herein. A method of receiving a broadcast signal including a Non-Real-Time (NRT) Receiver Targeting service, the method comprises receiving broadcast signal including first signaling information and second signaling information, identifying an NRT service based on the first signaling information, parsing a Receiver Targeting Descriptor from the second signaling information, determining validity of the NRT service or an NRT content based on a targeting_criterion_type_code included in the Receiver Targeting Descriptor, and downloading the NRT service or the NRT content when a receiver determines the NRT service or the NRT content to be valid.

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| C. DOCUMENTS CONSIDERED TO BE RELEVANT | | |
| Category* | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No. |
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| A | US 2005/166244 A1 (Moon) 28 July 2005 (28.07.2005) <i>whole document</i> | 1-9 |
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