

Press Release

September 3, 2010
Interactive Program Guide, Inc.

Updates in Broadcaster Data Provided Every Five Minutes

Interactive Program Guide ('IPG', based in Chuo-ku, Tokyo, President: Keisuke Toji) has developed a scheme which allows an update every five minutes of program data acquired from digital broadcasters and BS digital broadcasters nationwide (SI*¹), to EPG services, via the internet, in upgrading the core systems.

Based on this scheme, SI from broadcasters will be updated on a near real-time basis for EPG services on internet and mobile phone sites, allowing users to receive the latest program data. Changes in broadcast times due to special programs, or overtime or extended innings in sport programs, can now be dealt with in a timely manner.

This scheme will first be deployed on September 3rd, on the EPG service provided on the site "TV Dogatch," operated by Presentcast, Inc. (based in Minato-ku, President: Hisaya Suga). Continued deployment in other EPG and program information services is also in schedule.

In approaching the complete transition to digital broadcasting in 2011, IPG will continue to strengthen its systems and improve user-convenience of TV program information services.

*1 About SI

SI stands for "Service Information," which refers to the official program data created by broadcasters. SI consists of data and EIT (Event Information Table), such as program titles, broadcast times, and casts, necessary for viewing digital broadcast programs.

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