

ABSTRACT

It is generally known that there are two kinds of technology services from CATV namely distributive and interactive services. Distributive service is a service from headend to customers such as on TV broadcasting. Meanwhile, interactive service is a demand service from customer to headend such as on video streaming, audio streaming, VoD (Video on Demand), and internet. Various services offered by CATV can be equipped with running text application.

Running text is a media carrying dynamic content slot filled with up-to-date information in any contents of any categories. Having SMS server technology as the base, SMS sent to HP server can be delivered in the form of running text. Therefore, clients can fill in contents carried by running text, whether it is public services information, up-to-date local news, information on transaction, or even just greetings and messages, on their own. Thus, client's active role to participate on distribution service of CATV through application running text can be happened.