

CHART OF CLAIMS	
[1pre]	A digital content reproducing apparatus, comprising:
[1a]	a network communication circuitry configured to receive digital contents and related information from an outside server;
[1b]	a decoder configured to decode the digital contents received via the network communication circuitry;
[1c]	a display; and
[1d]	a controller configured to control reproduction of the digital contents decoded by the decoder and display of the reproduced digital contents on the display,
[1e]	wherein the controller is configured to alternatively display either of a first operation panel including at least one of linear operation buttons, receiving user-instructions regarding linear reproduction functions of the reproduced digital contents, or a second operation panel including at least one of interactive operation buttons, receiving user-instructions of interactive functions to the outside server, together with the reproduced digital contents,
[1f]	wherein the related information includes: time related information which represents a time during which the reproduced digital contents and at least one of the interactive operation buttons are displayed, and
[1g]	panel related information for deciding whether displaying the first operation panel including at least one of the linear operation buttons or the second operation panel including at least one of the interactive operation buttons,
[1h]	wherein the controller, when controlling reproduction of the digital contents, is further configured to:
[1i]	display at least one of the interactive operation buttons during the time represented by the time related information, and
[1j]	other than the time represented by the time related information, display at least one of the linear operation buttons or at least one of the interactive operation buttons based on the panel related information.
[2pre]	The digital content reproducing apparatus according to claim 1,
[2a]	wherein the controller is further configured to display either the first operation panel or the second operation panel in a substantially same panel rendering area as alternative operation panels.
[3pre]	The digital content reproducing apparatus according to claim 1,
[3a]	wherein the controller is further configured to display either the first operation panel or the second operation panel in a lower part of the display.
[4pre]	The digital content reproducing apparatus according to claim 1,

CHART OF CLAIMS	
[4a]	wherein the controller is further configured to adjust a rendering area size of the reproduced digital contents based on whether the display displays the first operation panel or the second operation panel.
[5pre]	The digital content reproducing apparatus according to claim 1,
[5a]	wherein the first operation panel or the second operation panel can be displayed independently from displaying the reproduced digital contents.
[6pre]	The digital content reproducing apparatus according to claim 1,
[6a]	wherein the controller is further configured to control to maintain a rendering area size of the reproduced digital contents, even when the first operation panel or the second operation panel is displayed.
[7pre]	The digital content reproducing apparatus according to claim 1,
[7a]	wherein all of one or more linear operation buttons and one or more interactive operation buttons provide mutually differing functions from each other.
[8pre]	The digital content reproducing apparatus according to claim 1,
[8a]	wherein the time related information is an appreciation term corresponding to one digital content of the digital contents.
[9pre]	The digital content reproducing apparatus according to claim 7,
[9a]	wherein the appreciation term is related to a predetermined date.
[10pre]	The digital content reproducing apparatus according to claim 2, wherein the controller further configured to:
[10a]	store the digital contents received from the outside server via the network communication circuitry into a storage; and
[10b]	reproduce the digital contents stored in the storage.
[11pre]	The digital content reproducing apparatus according to claim 1,
[11a]	wherein the first operation panel is a linear operation panel in which all of one or more displayed buttons are linear operation button.
[12pre]	The digital content reproducing apparatus according to claim 1,
[12a]	wherein the second operation panel is an interactive operation panel in which all of one or more displayed buttons are interactive operation button.
[13pre]	The digital content reproducing apparatus according to claim 1,
[13a]	wherein the outside server is a video on demand server.
[14pre]	A digital content reproducing apparatus, comprising:
[14a]	a network communication circuitry configured to receive digital contents and related information from a video on demand server;
[14b]	a decoder configured to decode the digital contents received via the network communication circuitry;
[14c]	a display; and

CHART OF CLAIMS
[14d] a controller configured to control reproduction of the digital contents decoded by the decoder and display of the reproduced digital contents on the display,
[14e] wherein the controller is configured to display at least one of linear operation buttons, receiving user-instructions regarding linear reproduction functions of the reproduced digital contents, or at least one of interactive operation buttons, receiving user-instructions of interactive functions to the video on demand server, together with the reproduced digital contents,
[14f] wherein the related information includes: time related information which represents a time during which the reproduced digital contents and at least one of the interactive operation buttons are displayed, and
[14g] panel related information for deciding to display at least one of the linear operation buttons or at least one of the interactive operation buttons,
[14h] wherein the controller, when controlling reproduction of the digital contents, is further configured to:
[14i] display at least one of the interactive operation buttons during the time represented by the time related information, and
[14j] other than the time represented by the time related information, display at least one of the linear operation buttons or at least one of the interactive operation buttons based on the panel related information.
[15pre] The digital content reproducing apparatus according to claim 14,
[15a] wherein the controller is further configured to display at least one of the linear operation buttons or at least one of the interactive operation buttons in a lower part of the display.
[16pre] The digital content reproducing apparatus according to claim 14,
[16a] wherein the controller is further configured to control to maintain a rendering area size of the reproduced digital contents, even when at least one of the linear operation buttons or at least one of the interactive operation buttons are displayed.
[17pre] The digital content reproducing apparatus according to claim 14,
[17a] wherein all of one or more linear operation buttons and one or more interactive operation buttons provide mutually differing functions from each other.
[18pre] The digital content reproducing apparatus according to claim 14,
[18a] wherein the time related information is an appreciation term corresponding to one digital content of the digital contents.
[19] The digital content reproducing apparatus according to claim 18, wherein the appreciation term is related to a predetermined date.

CHART OF CLAIMS
[20pre] The digital content reproducing apparatus according to claim 14, wherein the controller further configured to:
[20a] store the digital contents received from the video on demand server via the network communication circuitry into a storage; and
[20b] reproduce the digital contents stored in the storage.