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(54) **Recording medium and menu control**

(57) A recording medium retaining data for menu control, a menu control method and an apparatus are provided for creating a menu (1) highly expressive and attractive to the viewer. When operation of a menu button (2) is determined on a menu created with a moving picture with sound, the menu button turns into action highlighting and the color of the button changes into a highlight color. In order to emphasize action highlighting of the menu button, a specific short moving picture (3) with a sound is automatically replayed. After the replay of the moving picture, the display jumps to a chapter of a title selected with the menu button and a replay is started (4).

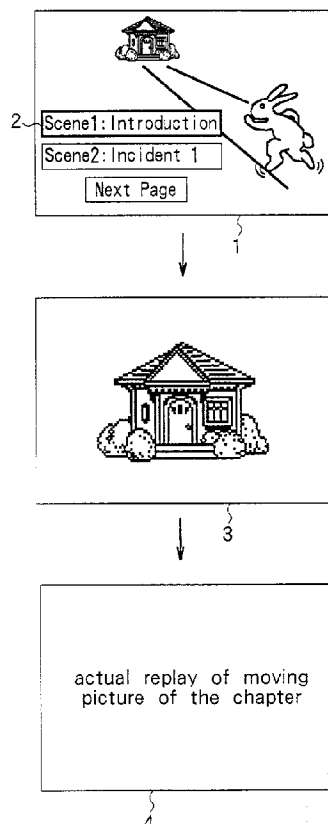


FIG.3

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