

The invention relates to field of terrestrial and satellite digital broadcasting. A method and an apparatus of digital broadcasting with service information transmission (SI) via a data transmission steganography channel based on audio information of radio programmes being translated, which are intended for transmission of high-quality audio programmes and service data to stationary, auto and portable digital signal receivers. The technical result is elimination of necessity of a secondary open channel for service information transmission and broadcasting service improvement, increase of channel capacity that is attained by that using audiosteganocoder (ASC) at transmitting side and audiosteganodecoder (ASDC) at receiving side, channels for transmission of service information data flows are created into data flows of radio programmes audio data.