An encoding scheme based on direct sequence spread spectrum technique, for conveying some extra bits in pay-TV services, with no increase in bandwidth is described in this paper. By adding small information into the encrypted video signal to generate the output signal for transmission, any subscriber is allowed to view this information, while only the subscribers with the decryption key can view the encrypted content. The scheme’s efficiency was improved by applying error control codes to the information bits before the encoding process. The scheme was examined by simulation method and its performances with various error control codes were measured. The improved scheme was tested for the practical use purpose by transmitting the encoded MPEG stream through an AWGN channel to observe its performance.