

ABSTRACT

METHOD FOR PUBLISHING COMPOSITE MEDIA CONTENT AND
PUBLISHING SYSTEM TO PERFORM THE METHOD

A publishing system generates and provides webpage
5 data to a client device (3) via a network (4) in response
to a request from the client device (3) for experiencing
primary media content (51). The webpage data includes
a primary media presentation interface to reproduce the
primary media content (51), and a secondary media
10 presentation interface to present secondary media
content (52) having a predefined correspondence with
the primary media content (51). The secondary media
presentation interface presents the secondary media
content (52) when a predefined time point is reached
15 during reproduction of the primary media content (51).

Fig. 7