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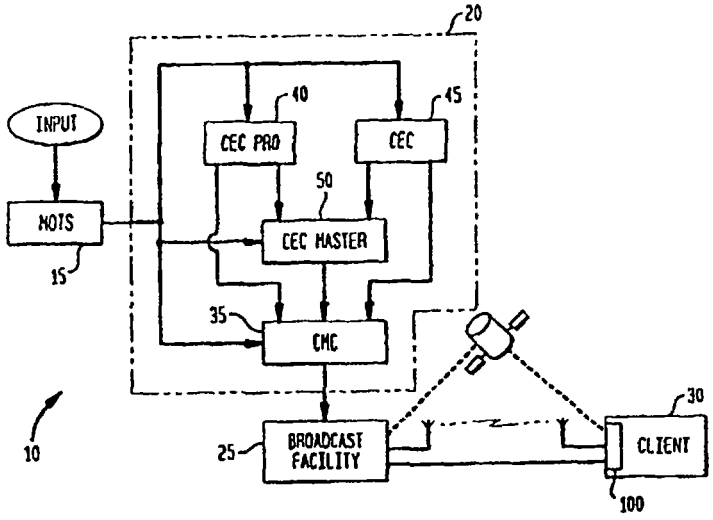


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(54) Title: METHOD AND SYSTEM FOR BROADCAST TRANSMISSION OF MEDIA OBJECTS



(57) Abstract

A distributed broadcast system for receiving, processing, scheduling and broadcasting a wide variety of media objects is disclosed. The system comprises: a media object tracking system, a channel editing segment, a broadcast facility, and a plurality of end-user PCs. The media object tracking system receives media objects from a plurality of distinct sources and tracks their distribution, modification, and use. Associated with the media-object tracking system are a plurality of editing stations, where received media objects may be processed to create broadcast-ready material. The channel editing segment preferably comprises a plurality of channel editing centers (CECs) and one or more channel management centers (CMCs) which aggregate broadcast-ready media objects and schedule them for broadcast. Each scheduled media object is encoded in accordance with subscription information associated with the service to which the media object belongs. The encoded media object is multiplexed onto a time-division-multiplex channel of a broadcast bit stream. The broadcast facility transmits the encoded bit stream via a broadcast channel. Appropriately equipped end-user PCs receive the transmission and provide the end-user with access to those portions of the broadcast which the end-user is authorized to receive.