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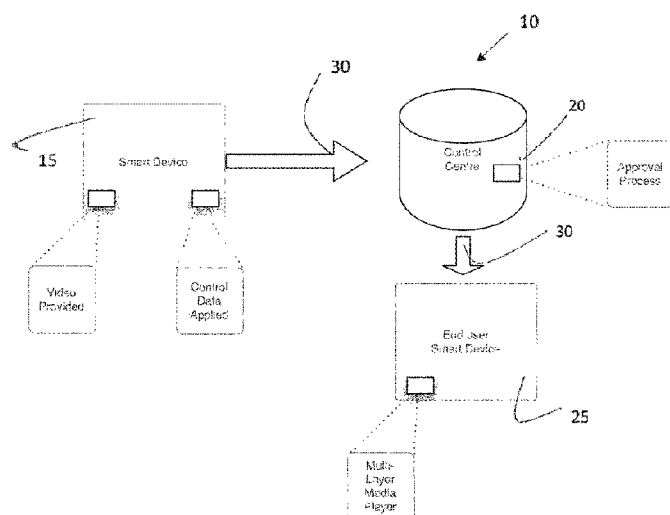


Fig.1

(57) Abstract: A method and system for distributing video content across a distributed network are described. The system comprises a first device having video data provided thereon. A first application is operable on the first device and is configured for associating control data with the video data, wherein the control data contains information for creating auxiliary data which is to be presented with the video data subsequent to the video data being broadcast to one or more second devices across the network. A control centre is in communication with the first application for receiving the video data and the associated control data from the first device. The control centre is operable to broadcast the video data and the associated control data to one or more second devices. A media player is provided on the respective second devices which is operable in response to reading the control data to create the auxiliary data on the respective second device. The media player is operable to launch the auxiliary data while the media player is playing the video data.