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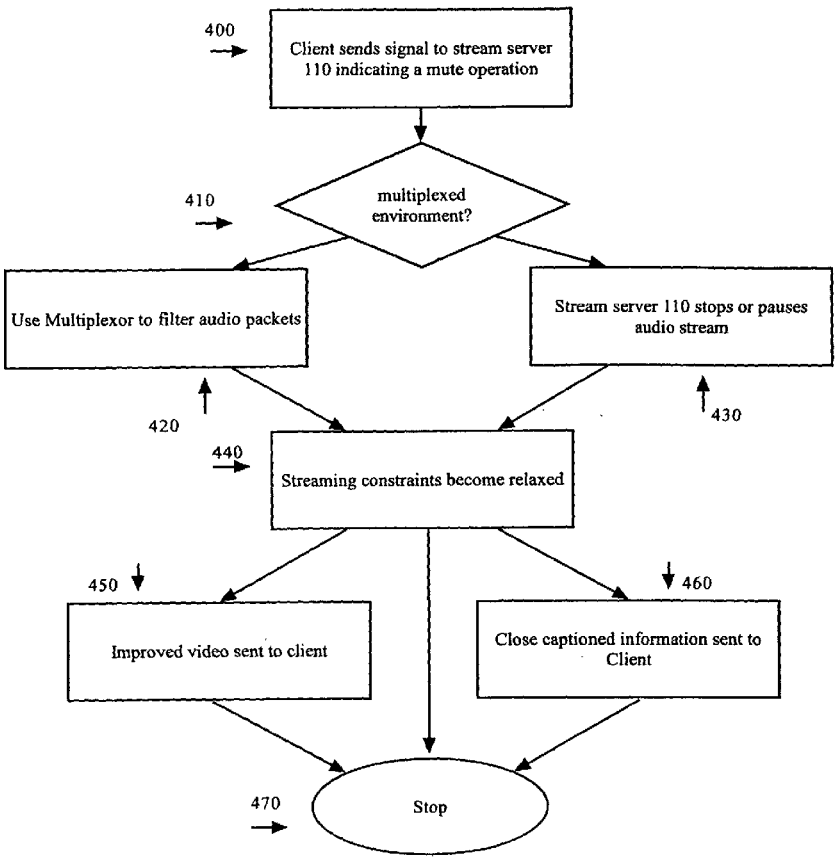
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(54) Title: DYNAMIC QUALITY ADJUSTMENT BASED ON CHANGING STREAMING CONSTRAINTS



(57) Abstract: A method and apparatus for dynamic quality adjustment of digital media based on changing streaming constraints is provided. A digital media server sends a digital media stream according to a set of streaming constraints to a requesting client. A client sends a request (400) over a control network to the digital media server indicating information of a particular type is no longer desired. In response to receiving the signal, the video server ceases transmission of that particular type of information (430) to the signaling client, thus relaxing streaming constraints (440). when a viewer signals that a particular type of information is not desired, that particular type of information is not transmitted to the client, which thereby reduces the streaming constraints on a video streaming service, and improved quality digital media information (450) may be sent to any client using the freed-up portion of the bandwidth previously allocated to the signaling client.

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