

CLAIMS:

1. A system comprising:
 - a memory;
 - a processor; and
 - an application stored in the memory and executable by the processor for:
 - receiving over a communication network, from a plurality of devices, one or more requests to access live multimedia content;
 - providing, based on the one or more requests, a first subset of the plurality of devices access, over the communication network, to a stream comprising the live multimedia content, the stream generated by a plurality of cameras capturing a live event occurring in a physical location; and
 - iteratively selecting, among the first subset of devices, a second subset of the plurality of devices, causing a webcam feed signal of each device in the second subset of devices to be rendered, in real-time, at a given position on a screen provided at the physical location, and, as a function of the given position, providing the second subset of devices access, over the communication network, to a camera feed signal from a selected one of the plurality of cameras.
2. The system of claim 1, wherein, for each device in the second subset of devices, the application is executable by the processor for causing audio and video signals generated by the device to be directed at a performer performing the live event in the physical location, the audio and video signals directed at the performer as a function of the given position.
3. The system of claim 1, wherein the application is executable by the processor for selecting at least one device among the second subset of devices, and for enabling, through the at least one device and the at least one screen, real-time interaction between a user of the at least one device and a performer performing the live event in the physical location.

4. The system of claim 1, wherein the application is executable by the processor for providing the second subset of devices access, over the communication network, to camera feed signals from other ones of the plurality of cameras.
5. The system of claim 1, wherein the application is executable by the processor for selecting, among the first subset of devices, a new subset of devices to become the second subset of devices.
6. The system of claim 5, wherein the application is executable by the processor for selecting the new subset of devices after a predetermined time period has elapsed.
7. The system of claim 1, wherein the application is executable by the processor for receiving the one or more requests comprising receiving in real-time, during a bidding procedure, one or more bids for acquiring access to the live multimedia content based on user-specific criteria, and for selecting the first subset of devices and the second subset of devices and providing access to the stream based on the one or more bids.
8. The system of claim 1, wherein the application is executable by the processor for causing at least one streaming server to introduce a pre-determined time delay into the stream and broadcast the stream having the pre-determined time delay to the first subset of devices over the communication network, and for causing the at least one streaming server to remove the pre-determined time delay from the stream and broadcast the stream in which the pre-determined time delay is removed to the second subset of devices over the communication network.
9. The system of claim 1, wherein the application is executable by the processor for causing the live multimedia content to be rendered on a graphical user interface presented on each device of the first subset of devices and of the second subset of

devices, and for causing the webcam feed signal of each device in the second subset of devices to be rendered on the graphical user interface.

10. The system of claim 1, wherein the application is executable by the processor for transmitting to each device in the second subset of devices an invitation to share the webcam feed signal in real-time and for causing the webcam feed signal to be rendered at the given position on the screen and providing the second subset of devices access to the camera feed signal upon receiving an indication of acceptance of the invitation.

11. A computer-implemented method comprising, at a processor:
receiving over a communication network, from a plurality of devices, one or more requests to access live multimedia content;
providing, based on the one or more requests, a first subset of the plurality of devices access, over the communication network, to a stream comprising the live multimedia content, the stream generated by a plurality of cameras capturing a live event occurring in a physical location; and
iteratively selecting, among the first subset of devices, a second subset of the plurality of devices, causing a webcam feed signal of each device in the second subset of devices to be rendered, in real-time, at a given position on a screen provided at the physical location, and, as a function of the given position, providing the second subset of devices access, over the communication network, to a camera feed signal from a selected one of the plurality of cameras.

12. The method of claim 11, further comprising, for each device in the second subset of devices, causing audio and video signals generated by the device to be directed at a performer performing the live event in the physical location, the audio and video signals directed at the performer as a function of the given position.

13. The method of claim 11, further comprising selecting at least one device among the second subset of devices, and enabling, through the at least one device and the at least one screen, real-time interaction between a user of the at least one device and a performer performing the live event in the physical location.

14. The method of claim 11, further comprising providing the second subset of devices access, over the communication network, to camera feed signals from other ones of the plurality of cameras.

15. The method of claim 11, further comprising selecting, among the first subset of devices, a new subset of devices to become the second subset of devices.

16. The method of claim 15, wherein the new subset of devices is selected after a predetermined time period has elapsed.

17. The method of claim 11, wherein receiving the one or more requests comprises receiving in real-time, during a bidding procedure, one or more bids for acquiring access to the live multimedia content based on user-specific criteria, the first subset of devices and the second subset of devices selected and access to the stream provided based on the one or more bids.

18. The method of claim 11, further comprising causing at least one streaming server to introduce a pre-determined time delay into the stream and broadcast the stream having the pre-determined time delay to the first subset of devices over the communication network, and causing the at least one streaming server to remove the pre-determined time delay from the stream and broadcast the stream in which the pre-determined time delay is removed to the second subset of devices over the communication network.

19. The method of claim 11, further comprising causing the live multimedia content to be rendered on a graphical user interface presented on each device of the first subset of devices and of the second subset of devices, and causing the webcam feed signal of each device in the second subset of devices to be rendered on the graphical user interface.

20. The method of claim 11, further comprising transmitting to each device in the second subset of devices an invitation to share the webcam feed signal in real-time and causing the webcam feed signal to be rendered at the given position on the screen and providing the second subset of devices access to the camera feed signal upon receiving an indication of acceptance of the invitation.

21. A computer readable medium having stored thereon program code executable by a processor for:

receiving over a communication network, from a plurality of devices, one or more requests to access live multimedia content;

providing, based on the one or more requests, a first subset of the plurality of devices access, over a communication network, to a stream comprising the live multimedia content, the stream generated by a plurality of cameras capturing a live event occurring in a physical location; and

iteratively selecting, among the first subset of devices, a second subset of the plurality of devices, causing a webcam feed signal of each device in the second subset of devices to be rendered, in real-time, at a given position on a screen provided at the physical location, and, as a function of the given position, providing the second subset of devices access, over the communication network, to a camera feed signal from a selected one of the plurality of cameras.