CLAIMS

What is claimed is:

1. A method for use by a cloud based content assembly system having a memory and a processor for assembling a plurality of customized linear channel streams from an assembly template, the method comprising:

selecting, using the processor, the assembly template from the memory;

identifying the plurality of customized linear channel streams to be assembled using the assembly template;

generating a virtualized assembly environment for each of the customized linear channel streams;

provisioning each virtualized assembly environment with content assets corresponding respectively to its customized linear channel stream; and

assembling the plurality of customized linear channel streams using the respective virtualized assembly environments by merging each of a plurality of instantiations of the assembly template with the content assets corresponding to each of the customized linear channel streams.

2. The method of claim 1, wherein the cloud based content assembly system is further configured to produce at least one of the plurality of customized linear channel streams.

3. The method of claim 1, wherein the cloud based content assembly system is configured to enable substantially concurrent use of shared infrastructure resources by the virtualized assembly environments.

4. The method of claim 1, wherein the selecting comprises selecting the assembly template from a template library of the cloud based content assembly system.

5. The method of claim 1, wherein the provisioning comprises receiving a live content feed for inclusion in the customized linear channel stream.

6. The method of claim 1, wherein the provisioning comprises acquiring at least a subset of the content assets from a content storage of the cloud based content assembly system.

~~7. The method of claim 1, wherein assembling the plurality of customized linear channel streams comprises merging each of a corresponding plurality of instantiations of the assembly template with the content assets corresponding respectively to each customized linear channel stream.~~

8. The method of claim 1, further comprising playing-out at least one of the customized linear channel streams to a content distributor.

~~98~~. The method of claim ~~87~~, wherein the customized linear channel streams comprise real-time content assets provisioned during the playing-out.

~~109~~. The method of claim 1, further comprising closing the virtualized assembly environments after the assembling.

~~1110~~. The method of claim 1, wherein the content assets comprise at least one of advertising content and promotional content.

~~1211~~. A cloud based content assembly system capable of assembling a plurality of customized linear channel streams from an assembly template, the cloud based content assembly system comprising:

a virtual assembly platform having a memory and processor and being accessible over a communication network;

infrastructure resources interactively linked to the virtual assembly platform;

the processor configured to:

select the assembly template from the memory;

identify the plurality of customized linear channel streams to be assembled using the assembly template;

generate a virtualized assembly environment for each of the customized linear channel streams;

provision each virtualized assembly environment with content assets corresponding respectively to its customized linear channel stream; and

produce the plurality of customized linear channel streams using the respective virtualized assembly environments by merging each of a plurality of instantiations of the assembly template with the content assets corresponding to each of the customized linear channel streams.

~~13~~12. The cloud based content assembly system of claim ~~12~~11, wherein the processor is further configured to produce at least one of the plurality of customized linear channel streams.

~~14~~13. The cloud based content assembly system of claim ~~12~~11, wherein the cloud based content assembly system is configured to enable substantially concurrent use of the shared infrastructure resources by the virtualized assembly environments.

~~15~~14. The cloud based content assembly system of claim ~~12~~11, wherein the assembly template is selected from a template library of the virtual assembly platform.

~~16~~15. The cloud based content assembly system of claim ~~12~~11, wherein the processor is configured to provision a virtualized assembly environment by receiving a live content feed for inclusion in the customized linear channel stream.

~~17~~16. The cloud based content assembly system of claim ~~12~~11, wherein the processor is configured to provision the virtualized assembly environments by

acquiring at least a subset of the content assets from a content storage of the virtual assembly platform.

~~18. The cloud based content assembly system of claim 12, wherein the processor is configured to produce the plurality of customized linear channel streams by merging each of a corresponding plurality of instantiations of the assembly template with the content assets corresponding respectively to each customized linear channel stream.~~

~~19~~17. The cloud based content assembly system of claim ~~12~~11, wherein the processor is further configured to play-out at least one of the customized linear channel streams to a content distributor.

~~20~~18. The cloud based content assembly system of claim ~~19~~17, wherein the customized linear channel streams comprise real-time content assets provisioned during the play-out.

~~21~~19. The cloud based content assembly system of claim ~~12~~11, wherein the processor is further configured to close the virtualized assembly environments after the customized linear channel streams are produced.

~~22~~20. The cloud based content assembly system of claim ~~12~~11, wherein the content assets comprise at least one of advertising content and promotional content.