

METHOD AND APPARATUS FOR DYNAMIC DISTRIBUTION OF CONTROLLED AND
ADDITIONAL SELECTIVE OVERLAYS IN A STREAMING MEDIA

ABSTRACT

A method and apparatus for providing a tailored content stream to respective clients (108, 110, 112) from a server (104). A client profile is generated for each of the respective clients (108, 110, 112). From a plurality of related streams, streams are selected to send to each respective client (108, 110, 112) based on the respective client profile. Each respective client (108, 110, 112) is sent only the respective selected streams for the client (108, 110, 112).

FIG 1