

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
Organization
International Bureau

(43) International Publication Date
19 May 2022 (19.05.2022)



(10) International Publication Number
WO 2022/101243 A1

(51) International Patent Classification:

H04N 21/266 (2011.01) H04N 21/81 (2011.01)
H04N 21/2668 (2011.01) H04N 21/8358 (2011.01)
H04N 21/6405 (2011.01) H04N 21/845 (2011.01)
H04N 21/6408 (2011.01)

(21) International Application Number:

PCT/EP2021/081192

(22) International Filing Date:

10 November 2021 (10.11.2021)

(25) Filing Language:

English

(26) Publication Language:

English

(30) Priority Data:

20306373.0 13 November 2020 (13.11.2020) EP

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(81) Designated States (*unless otherwise indicated, for every kind of national protection available*): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DJ, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IR, IS, IT, JO, JP, KE, KG, KH, KN, KP, KR, KW, KZ, LA, LC, LK, LR, LS, LU, LY, MA, MD,

(54) Title: METHOD AND SYSTEM FOR CUSTOMIZED AUDIO AND/OR VIDEO CONTENT DELIVERY

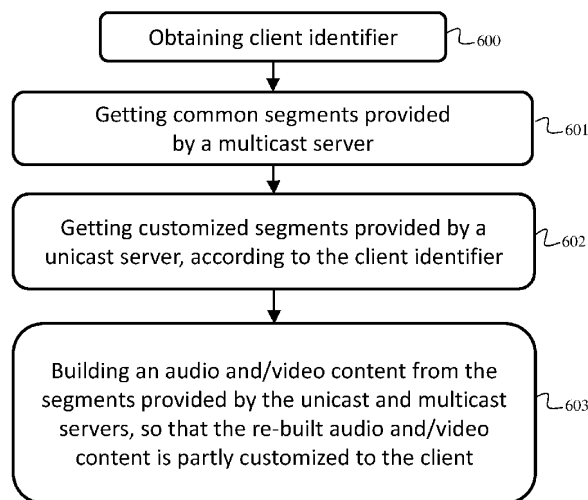


Fig. 6

(57) Abstract: For delivering a customized audio and/or video content from a server equipment to a plurality of clients, the audio and/or video content being segmented into data segments, a method comprises: delivering common data segments via a multicast communication, delivering customized data segments via unicast communications, and building, for each client according to an identifier of the client in question or information derived therefrom, one said customized audio and/or video stream from common data segments provided in multicast form by the server equipment and further including customized data segments provided in unicast form by the server equipment for customization to the client in question, wherein one or more customized data segments are interleaved between common data segments.

[Continued on next page]

ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO,
NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW,
SA, SC, SD, SE, SG, SK, SL, ST, SV, SY, TH, TJ, TM, TN,
TR, TT, TZ, UA, UG, US, UZ, VC, VN, WS, ZA, ZM, ZW.

(84) Designated States (*unless otherwise indicated, for every kind of regional protection available*): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, ST, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG).

Published:

- with international search report (Art. 21(3))
- before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))