METHOD AND APPARATUS FOR SYNAMIC TARGETING OF STREAMING MEDIA USING STATISTICAL DATA

ABSTRACT

A method and apparatus in a data processing system for targeting advertising to a multimedia system (400). Responsive to receiving user input (402) from the multimedia system, video streams and audio streams (406) are selected from a set of video streams and a set of audio streams for an event, wherein the selected video streams and selected audio streams are formed. An advertisement is selected from a set of advertisements based on the selected video streams and the selected audio to form a selected advertisement. The selected advertisement is sent to the multimedia system (400).

FIG 4