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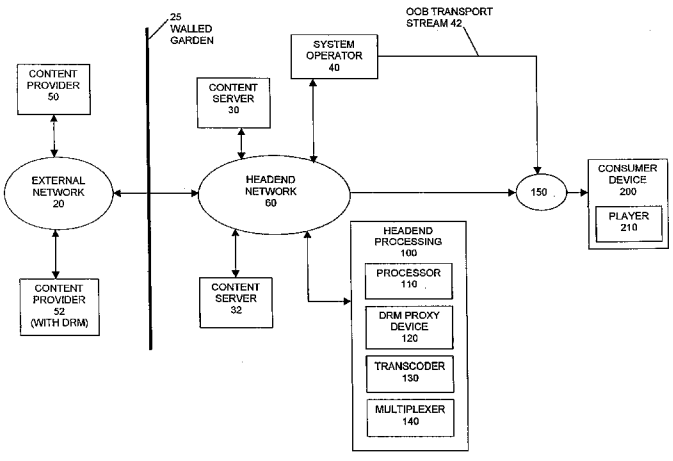
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(54) Title: METHODS AND SYSTEMS FOR PROVIDING STREAMING MEDIA CONTENT IN EXISTING VIDEO DELIVERY SYSTEMS



(57) Abstract: Methods and systems for the provision of streaming media content in existing video delivery systems are provided. Streaming media content may be delivered over an existing video delivery system by (1) downloading a streaming media player to a consumer device and processing the streaming media content for delivery over the existing delivery network for decoding and display by the player; and/or (2) transcoding the streaming media content for display on a consumer device and delivering the transcoded streaming media content over the existing delivery network to the consumer device. Processing of the streaming media content may comprise encapsulating the streaming media content in an MPEG-2 transport stream for delivery over the existing network. Transcoding of the streaming media content may comprise converting the content from an original format to another format compatible with the consumer device and/or a player resident at the consumer device, such as an MPEG-2 program stream. Various hybrid systems using features of both types of delivery methods may be developed and implemented in accordance with the invention.

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