Claims

1. A content overlay system for a digital device that displays streamed content in an active streaming window, the content overlay system comprising:

a processing module configured to monitor events of the digital device to build profile data indicative of one or both of: the activation of one or more applications of the digital device, and use of the one or more applications, wherein the processing module is configured to process the profile data to determine both of: timing data indicative of when to overlay content on the active streaming window and what content to overlay;

an overlay generation module for placing an overlaid window in front of the active streaming window and for displaying content in the overlaid window; the overlay generation module being configured to generate the overlaid window and display overlaid content in the overlaid window from an overlaid content server according to both of: the determined timing data and the determined content; and

a behaviour monitor module for monitoring applications used on the digital device and using the monitoring of applications to generate the profile data that is processed to determine one or both of: the timing data and what content to overlay, wherein the behaviour monitor module is configured to allocate at least one tag to each use of each application used, and wherein the behaviour monitor module is configured so that tags are ranked according to a time when the application that caused the tag to be allocated was last used.

2. A system according to claim 1, wherein the one or more applications comprise a streaming content player.

3. A system according to claim 2, wherein monitoring events comprises monitoring streaming content players of the digital device.

4. A system according to claim 2 or 3, wherein the applications comprise an application for activation of and/or use of streaming content players of the digital device.

5. A system according to claim 1, wherein the monitoring comprises determining which applications are used and when they are used.

6. A system according to claim1, wherein the tags are an indication of user behaviour.

7. A system according to claim 1 or 6, wherein a tag may be allocated for a time period.

8. A system according to claim 7, wherein the behaviour monitor module is configured so that at the end of the time period the tag is removed.

9. A system according to any one of claims 1 to 8, wherein the behaviour monitor module is configured so that the tags are accumulated according to the applications used until they each are removed due to age.

10. A system according to any one of claims 1 to 9, wherein the or each application provides the activity it is performing to the processing module.

11. A system according to any one of claims 1 to 10, wherein the overlay generation module is configured to generate the overlaid window as an alert window created by an operating system or a software component bundled with an operating system.

12. A system according to claim 11, wherein the overlaid window is configured as a web container.

13. A system according to claim 11 or 12, wherein the overlaid window is configured according to the profile data.

14. A system according to any one of claims 11 to 13, wherein the configuration of the overlaid window is made according to the profile data and/or a content type.

15. A system according to any one of claims 1 to 14, wherein the system further comprises a control module configured to provide control signals to the streaming content player for control of the display of the streamed content.

16. A system according to claim 15, wherein the control signal is in the form of an injected key stroke or button press/tap.

17. A system according to claim 15 or 16, wherein the control module intercepts key strokes or button presses/taps received from a user.

18. A system according to claim 17, wherein the intercepted key strokes are stored for later injection into an input of the streaming content player.

19. A system according to any one of claims 15 to 18, wherein the control module is configured to parse in-application inputs of the streaming content player and initiates overlaid

content, where upon completion of the overlaid content the controller provides the input to the streaming content player.

20. A system according to any one of claims 1 to 19, wherein the processing module is configured such that key strokes or button presses/taps received by a media player device are intercepted and later injected as input to the streaming content player to facilitate presentation of the overlaid content.

21. A system according to any one of claims 1 to 20, wherein the system comprises a connection to a mobile device.

22. A system according to claim 21, wherein the overlaid content, or related content, is transmitted to the mobile device via the connection.

23. A system according to claim 21 or 22, wherein the mobile device is configured to generate a user profile by monitoring applications used on the mobile device.

24. A system according to claim 23, when dependent on claim 6, wherein the user profile is sent to the behaviour monitor module for inclusion in the indication of user behaviour.

25. A system according to claim 24, wherein the monitoring comprises determining which applications are used and when they are used and the mobile device allocates at least one tag to each use of each application used.

26. An overlaid content server for serving overlaid content to a digital device, said server comprising:

a receiver of data from one or more digital devices, the data indicative of behaviour of a respective user of the corresponding digital device and one or both of the activation of one or more applications, and use of one or more applications;

a processor for building profile data based on a plurality of received data;

a processor for determining overlaid content to be transmitted to the respective digital device based on the profile data, wherein the determination comprises selecting and/or configuring overlaid content according to one or more of behaviour of a respective user of the corresponding digital device, and one or both of the activation of one or more of the applications of the corresponding digital device, and use of one or more of the applications of the corresponding digital device;

a transmitter of the respective overlaid content to the corresponding digital device.

27. A method of providing overlaid content on a digital device, comprising:

monitoring one or more applications of the digital device to build profile data indicative of the activation of one or more of the applications, and use of one or more of the applications;

determining, based on the profile data,: timing of when to overlay content on an active streaming window of an active one of the applications, and what content to overlay; and

placing an overlaid window in front of the active streaming window;

receiving overlaid content from an overlaid content server according to both of the determined timing and the determined content;

displaying the overlaid content in the overlaid window.