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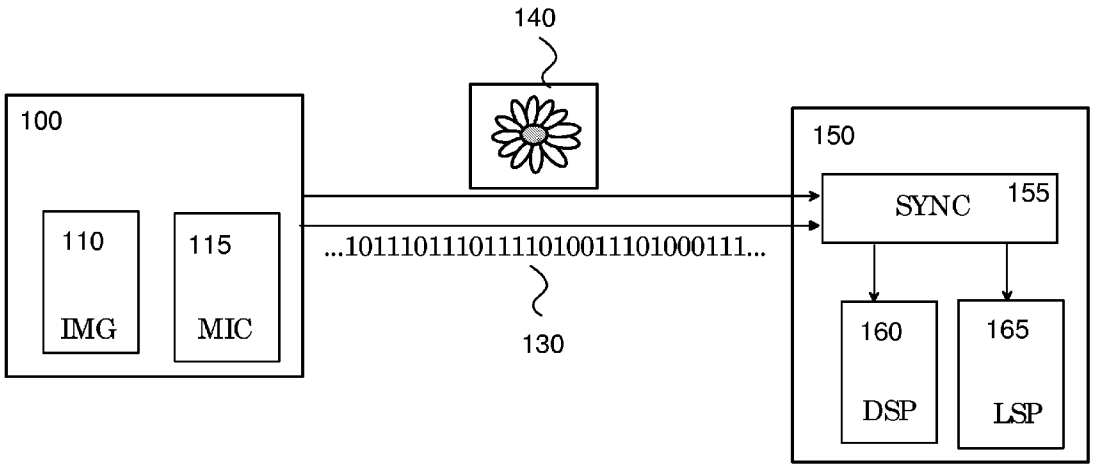
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(54) **Title:** AUDIO AND VIDEO SYNCHRONIZATION



(57) **Abstract:** The present invention relates to media synchronization. The invention is mainly addressed to synchronization of continuous media streams that are provided in data transfer systems. In a sending device, at least one of media components being transferred is provided, by means of data hiding, with synchronization information relating to one other of the media components. In a receiving device the media components are received, and synchronization information relating to one of the media component and being hid in at least one other media component is recovered from the at least one other media component, by means of which synchronization information the at least two media components are synchronized to be played.

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