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(54) Title: TECHNIQUES FOR CLIENT-CONTROLLED PACING OF MEDIA STREAMING

(57) Abstract: In various embodiments, a media delivery application transmits encoded chunks of a media title to a playback application. In operation, the media delivery application receives, via a media channel, an encoded chunk request that has been transmitted over a TCP connection. The media delivery application also receives, via a side channel, a pacing specification that is associated with the encoded chunk request and has been transmitted over the TCP connection. As per the encoded chunk request, the media delivery application retrieves encoded chunk content. The media delivery application sets a parameter associated with the TCP connection equal to a parameter value based on the pacing specification. Subsequently, the media delivery application causes TCP segments corresponding to the encoded chunk content to be transmitted, via the media channel, over the TCP connection in accordance with the first parameter value.

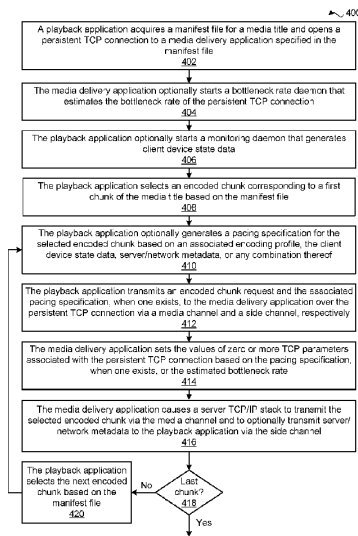


FIGURE 4

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