

Abstract

A video broadcast system and a method of disseminating video content

A method and system for distributing video content across a distributed network are
5 described. The system comprises a first device having video data provided thereon. A
first application is operable on the first device and is configured for associating control
data with the video data, wherein the control data contains information for creating
auxiliary data which is to be presented with the video data subsequent to the video data
being broadcast to one or more second devices across the network. A control centre is in
10 communication with the first application for receiving the video data and the associated
control data from the first device. The control centre is operable to broadcast the video
data and the associated control data to one or more second devices. A media player is
provided on the respective second devices which is operable in response to reading the
control data to create the auxiliary data on the respective second device. The media
15 player is operable to launch the auxiliary data while the media player is playing the
video data.

Fig. 1