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~~/or~~ use of the one or more applications ~~of the digital device~~, wherein the processing module ~~being~~ is configured to process the profile data to determine one or both of: timing data indicative of when to overlay content on ~~an~~ the active streaming window and~~/or to determine~~ what content to overlay; and

an overlay generation module for placing an overlaid window in front of an active streaming window ~~or application~~ 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 one or both of: the determined timing data and~~/or~~ the determined content.

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

3. A system according to claim 1 or 2, wherein monitoring events comprises monitoring streaming content players of the digital device.

4. A system according to any one of claims 1 to 3, wherein the ~~activation and/or use of~~ applications comprises an application for activation of and/or use of streaming content players of the digital device.

5. A system according to any one of claims 1 to 4, wherein further comprising a behaviour module for monitoring applications used on the digital device and using the monitoring of applications to generate the generated data that is processes to determine one or both of: the timing data and what content to overlay.

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

7. A system according to claim 5 or 6, wherein the behaviour module allocates at least one tag to each use of each application used.

8. A system according to claim 7, wherein the tags are an indication of user behaviour.

9. A system according to claim 7 or 8, wherein a tag may be allocated for a time period.

10. A system according to claim 9, wherein the behaviour module is configured so that at the end of the time period the tag is removed.

11. A system according to any one of claims 7 to 10, wherein the behaviour module is configured so that tags are ranked according to time when the application that caused the tag to be allocated was last used.

12. A system according to any one of claims 7 to 11, wherein the behaviour module is configured so that the tags are accumulated according to the applications used until they each are removed due to age.

~~13. A system according to any one of claims 1 to 12, wherein the processing module sends the profile data to the overlaid content server and the overlaid content server provides content to be displayed to the overlay generation module.~~

~~14. A system according to claim 13, wherein the processing module requests the overlaid content server provide content to be displayed according to the profile data.~~

~~15. A system according to claim 13 or 14, wherein the overlaid content server provides content according to a content type.~~

~~16.~~13. A system according to any one of claims 1 to ~~15~~12, wherein the or each application provides the activity it is performing to the processing module.

~~17.~~14. A system according to any one of claims 1 to ~~16~~13, wherein the overlay generation module is configured to generate the~~comprises~~ overlaid window as an alert window created by an operating system or a software component bundled with an operating system.

~~18.~~15. A system according to claim ~~17~~14, wherein the overlaid window is configured as a web container.

~~19.~~16. A system according to claim ~~17~~ 14 or ~~18~~15, wherein the overlaid window is configured according to the profile data.

~~20.~~17. A system according to any one of claims ~~17~~ 14 to ~~19~~16, wherein the configuration of the overlaid window is made according to the profile data and/or a content type.

~~21. A system according to any one of claims 1 to 20, wherein a user module of the digital device is configured to create an account stored by the overlaid content server, and to store an identification to the user allocated by the overlaid content server.~~

~~22. A system according to any one of claims 1 to 21, wherein the location of the digital device is determined and the location is used to determine the overlaid content.~~

~~23.~~18. A system according to any one of claims 1 to ~~22~~17, wherein the system further comprises a control module configured to provide control signals to the ~~active~~ streaming content player for control of the display of the streamed content.

~~24.~~19. A system according to claim ~~23~~18, wherein the control signal is in the form of an injected key stroke or button press/tap.

~~25.~~20. A system according to claim ~~23~~ 18 or ~~24~~19, wherein the control module intercepts key strokes or button presses/taps received from a user.

~~26.~~21. A system according to claim ~~25~~20, wherein the intercepted key strokes are stored for later injection into an input of the streaming content player.

~~27.~~22. A system according to any one of claims ~~23~~ 18 to ~~26~~21, wherein the control module is configured to parse in-application inputs of the streaming content player and initiates overlaid content, ~~which~~ where upon completion of the overlaid content the~~n~~ controller provides the input to the streaming content player~~application~~.

~~28.~~23. A system according to any one of claims 1 to ~~27~~22, wherein the processor module is configured such that key strokes or button presses/taps received by the media player device are intercepted and later injected as input to the streaming content player to facilitate presentation of the overlaid content.

~~29. A system according to any one of claims 1 to 28, wherein the processing module is also configured to generate data based on the content to be or being streamed.~~

~~30. A system according to claim 29, wherein the generated data is used to select the overlaid content.~~

~~31.~~24. A system according to any one of claims 1 to ~~30~~23, wherein the system comprises a connection to a mobile device.

~~32.~~25. A system according to claim ~~31~~24, wherein the overlaid content, or related content, is transmitted to the mobile device via the connection.

~~33.~~26. A system according to claim ~~31~~ 24 or ~~32~~25, wherein the mobile device is configured to generate a user profile by monitoring applications used on the mobile device.

~~34.~~27. A system according to ~~any one of~~ claim~~s 1 to 34~~6, wherein the user profile is sent to the behaviour module for inclusion in the indication of user behaviour.

~~35.~~28. A system according to claim ~~34~~27, 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.

~~36.~~29. 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~~/or~~ use of one or more applications~~, and behaviour of a respective user of the corresponding digital device~~;

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~~/or~~ use of one or more of the applications of the corresponding digital device~~, and behaviour of a respective user of the corresponding digital device~~;

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

~~37. A server according to claim 36, wherein the behaviour comprises tags that are an indication of user behaviour and the tags are used to select overlaid content to be transmitted to the corresponding digital device.~~

~~38. A server according to claim 36 or 37, wherein the receiver also receives information from the digital device to create an account.~~

~~39. A server according to any one of claims 36 to 38, wherein the server allocates an identification to the user and the transmitter transmits the identification to the digital device.~~

~~40. A server according to any one of claims 36 to 39, wherein the server comprises a database for storing the respective user behaviour in association with the identification of the corresponding user.~~

~~41. A server according to any one of claims 36 to 40, wherein the receiver also receives the location of the respective digital device and this is stored in the database in association with the identification of the corresponding user.~~

~~42. A server according to any one of claims 36 to 41, wherein the processor is configured to use the information stored in the database to determine the overlaid content and/or the configuration of the respective overlaid content to be transmitted to the corresponding digital device.~~

~~43. A server according to any one of claims 36 to 42, wherein the receiver receives data indicative of the content to be or being streamed where the application is a media streaming player of the corresponding digital device, and the processor is configured to select and/or configure the respective overlaid content to be transmitted to the corresponding digital device.~~

~~44.~~30. 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 one or both of the activation of one or more of the applications, and~~/or~~ use of one or more of the applications;

determining, based on the generated data, one of both of: timing of when to overlay content on an active window of an active one of the applications, and~~/or~~ what content to overlay~~,~~ ~~based on the profile data~~; and

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

receiving overlaid content from an overlaid content server according to one or both of the determined timing and~~/or~~ the determined content;

displaying the overlaid content in the overlaid window.

45. A method according to claim 44, wherein the method further comprises monitoring applications used on the digital device and/or another device connectable to the digital device and determining which applications are used and when they are used and allocating at least one tag to each use of each application used.

46. A method according to claim 45, wherein the method further comprises expiring a tag that is older than a time period.

47. A method according to any one of claims 44 to 46, wherein the method further comprises ranking the tags according to a time when the application that caused the tag to be allocated was last used.

48. A method according to any one of claims 44 to 47, wherein the method further comprises sending the profile data to the overlaid content server and receiving overlaid content to be displayed from the overlaid content server.

49. A method according to any one of claims 44 to 48, wherein the method further comprises requesting overlaid content to be displayed from the overlaid content server according to the profile data.

50. A method according to any one of claims 44 to 49, wherein the method further comprises receiving from the application the activity it is performing and determining the timing of when to overlay content, and/or what content to overlay, based on the activity.

51. A method according to any one of claims 44 to 50, wherein the method further comprises configuring the overlaid window according to the profile data.

52. A method according to any one of claims 44 to 51, wherein the method further comprises providing control signals to the active streaming content player and providing the control signal comprises injecting a key stroke or button press/tap into the input of the streaming content player.

53. A method according to claim 52, wherein the method further comprises intercepting key strokes or button presses/taps received from a user.

54. A method according to claim 53, wherein the method further comprises delaying injecting intercepted key strokes into the input of the streaming content player such that the overlaid content can be provided without interruption of the overlaid content and/or without missing the streamed content.

55. A method according to any one of claims 44 to 54, wherein the method further comprises parsing in-application inputs, which initiates overlaid content, and upon completion of the overlaid content, then provides the input to the application.

56. A method according to any one of claims 44 to 55, wherein the method further comprises generating data based on the content to be or being streamed and selecting the overlaid content according to the profile data.

57. A method according to any one of claims 44 to 56, wherein the method further comprises transmitting the overlaid content or related content to a connected mobile device.

58. A method according to any one of claims 44 to 57, wherein the method further comprises generating a user profile by monitoring applications used on a mobile device.

59. A method according to claim 58, wherein the method further comprises sending the user profile from the mobile device to the digital device for inclusion in the data indicating user behaviour.

60. A method according to claim 58 or 59, wherein the method further comprises generating the user profile by determining which applications are used and when they are used.

61. A method according to any one of claims 58 to 60, wherein the method further comprises generating the user profile by allocating at least one tag to each use of each application used.

62. A method of controlling a digital device comprising:
receiving a command to operate the device to perform a task;
checking whether a condition is met;
when the condition is met deferring performing the task and performing an alternative task instead;
when the alternative task is completed performing the task that was deferred is resumed,

wherein the alternative task is overlaying content in an overlaid window in front of a window of the deferring task.

~~63. A method according to claim 63, wherein the deferred task is to playing streamed video content.~~

~~64. A method according to claim 64, wherein deferring the task comprises pausing playing the video content.~~

~~65. A method according to any one of claims 62 to 65, wherein further received commands to the deferred task are ignored until the deferred task is resumed.~~

~~66. A method according to claim 65, wherein pausing of the deferred task comprising injecting a pause command to an input of an application performing the deferred task.~~

~~67. A method according to any one of claims 62 to 67, wherein resuming the task comprises injecting a play or other activation command to the input of the application performing the deferred task.~~

~~68. A method according to any one of claims 62 to 68, wherein the condition comprises the command being to start an action on an application and the application being one which meets one or more criteria of a profile.~~

~~69. A digital device comprising a module configured to:~~
~~receive a command to operate the device to perform a task;~~
~~check whether a condition is met;~~
~~when the condition is met, defer performing the task and perform an alternative task instead;~~
~~when the alternative task is completed, resume the task that was deferred, wherein the alternative task is overlaying content in an overlaid window in front of a window of the deferring task.~~

~~70. A method of profiling a user of a digital device comprising:~~
~~monitoring applications user on the device;~~
~~where each monitored application on the device is allocated a category tag;~~
~~for each application used, adding a tag to the profile according to the category allocation to the respective application;~~
~~removing a tag from the profile when the application is unused for a period of time.~~

~~71. A method according to claim 71, wherein sub-categories of tag are allocated to the profile according to content of the used application.~~

~~72. A method according to claim 72, wherein the source of content, indexing information or other information is used to look up the sub-category tag.~~

~~73. A digital device comprising a module configured to:~~
~~monitor applications user on the device, where each monitored application on the device is allocated a category tag;~~
~~for each application used, add a tag to the profile according to the category allocation to the respective application;~~
~~remove a tag from the profile when the application is unused for a period of time.~~

~~74. A system according to claim 1, wherein the processing module is configured to determine both of: timing data indicative of when to overlay content on an active window and what content to overlay~~