DYNAMIC MODIFICATION OF MULTIMEDIA CONTENT

ABSTRACT

A method and system for modifying objects in a standard broadcast or Internet-based multimedia stream according to a control specification (237) and a content specification (248). Content can be independently specified on multiple dimensions to satisfy the content specification while minimizing blocking to the viewers. A "fuzz ball" control is provided for masking some portion of a video frame. Several specifications can be overlaid to address multidimensional content. Manipulation can take place at the client (209), intermediate node, content server (203) or a combination thereof. Proxy servers can modify content specifications for outgoing requests. Multicasting can be supported by using a single stream delivered to multiple clients, each modifying the video using a different specification. The specification can be done at different granularity levels and can be time-based. Various protocols can be used to provide the content and/or control specification.

Fig. 2