

DELIVERING COMPOSITE MEDIA TO A CLIENT APPLICATION

ABSTRACT

An approach is provided for generating composite media and delivering the composite media to a client application. Data is received from one or more external
5 sources, and a portion of the data is selected to be used in the composite media according to the time period of delivery of the client application, user information, or the type of client application requesting the media, if a request has been made. The selected data is integrated into a pre-created template to generate the composite media, such as an advertisement, special offers, or weather and stock information. The composite media
10 may be modified prior to being delivered to the client application. The selection of the pre-created template and the modification of the composite media are made according to requirements of the client application, user information, or the type of client application (e.g., gaming application) requesting the media.

15 **FIG. 2.**