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12/508,503 23 July 2009 (23.07.2009) US(71) Applicant (for all designated States except US): **FMR LLC** [US/US]; 82 Devonshire Street, Boston, MA 02109 (US).

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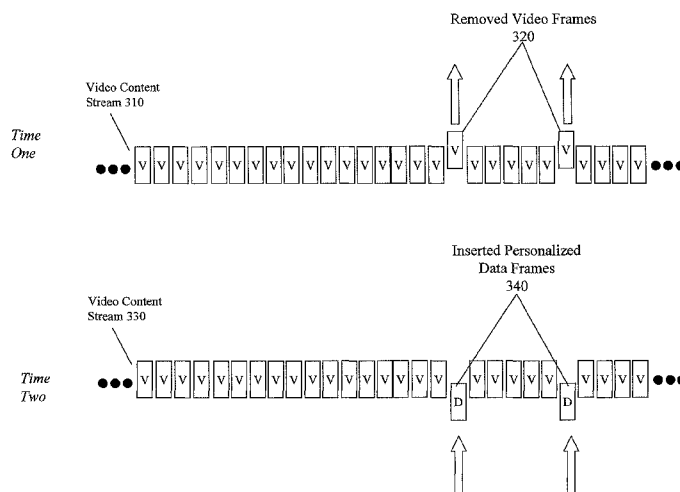
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(54) Title: INSERTING PERSONALIZED INFORMATION INTO DIGITAL CONTENT



(57) **Abstract:** Described are methods and apparatuses, including computer program products, for inserting personalized information into digital content. A request for digital video content is received by a computing device. The request includes authentication data associated with a user of a client device. Personalized data to be inserted into the requested video content is generated by the computing device. The personalized data and the requested video content are combined by the computing device. The combining includes replacing one or more frames of the requested video content with the personalized data to generate personalized video content.