CLAIMS

What is claimed is:

1. A computerized method for personalizing video content comprising:

receiving, by a computing device, a request for digital video content, the request including authentication data associated with a user of a client device;

generating, by the computing device, personalized data to be inserted into the requested video content; and

combining, by the computing device, the personalized data and the requested video content by replacing one or more frames of requested video content with the personalized data to generate personalized video content.

2. The method of claim 1, wherein the personalized data do not contain any video or audio associated with the requested video content.

3. The method of claim 1, wherein the personalized data are unrelated to the requested video content.

4. The method of claim 1, further comprising encrypting the personalized data prior to combination with the requested video content.

5. The method of claim 1, wherein a portion of the personalized data is associated with each of a plurality of different users.

6. The method of claim 4, further comprising:

extracting, by the client device, the portion of personalized data associated with the user of the client device; and

decrypting the portion of personalized data for display on the client device, the decrypting based on the authentication data associated with the user.

7. The method of claim 1, further comprising authenticating the user of the client device based on the authentication data.

8. The method of claim 1, further comprising encrypting the personalized video content based on the authentication data to allow only the user to access the personalized data associated with the user that is included in the personalized video content.

9. The method of claim 1, wherein the personalized data and the requested video content share a common characteristic, genre, subject matter, or any combination thereof.

10. The method of claim 1, wherein the personalized data is based on a financial portfolio of the user.

11. A computerized system for personalizing video content, the system comprising:

a computing device configured to:

receive a request for digital video content, the request including authentication data associated with a user of a client device;

generate personalized data to be inserted into the requested video content; and

combine the personalized data and the requested video content by replacing one or more frames of requested video content with the personalized data to generate personalized video content.

12. A computerized system for personalizing video content, the system comprising:

means for receiving a request for digital video content, the request including authentication data associated with a user of a client device;

means for generating personalized data to be inserted into the requested video content; and

means for combining the personalized data and the requested video content by replacing one or more frames of requested video content with the personalized data to generate personalized video content.

13. A computer program product, tangibly embodied in a computer readable storage medium, the computer program product including instructions operable to cause a data processing apparatus to:

receive a request for digital video content, the request including authentication data associated with a user of a client device ;

generate personalized data to be inserted into the requested video content; and

combine the personalized data and the requested video content by replacing one or more frames of requested video content with the personalized data to generate personalized video content.

14. A computerized method for displaying personalized video content comprising:

receiving, by a digital media player, a personalized video content stream comprising personalized data associated with a user that replaces one or more frames of requested video content;

extracting, by the player, the personalized data from the one or more replaced frames of the video content stream; and

displaying, by the player, the personalized data and the video content stream to a user.

15. The method of claim 14, wherein the personalized data is displayed to the user within the boundaries of an area displaying the video content stream.

16. The method of claim 15, wherein the personalized data is displayed in a pop-in window associated with the media player.

17. The method of claim 14, wherein the personalized data is displayed to the user outside of the boundaries of an area displaying the video content stream.

18. The method of claim 17, wherein the personalized data is displayed in a fly-out window associated with the media player.

19. The method of claim 17, wherein the personalized data is displayed in a separate pop-up window associated with the media player

20. The method of claim 14, wherein the extracting comprises identifying one or more frames of the video content stream containing the personalized data and decompressing,

decrypting, or both, the personalized data according to a specialized compression protocol.

21. A computerized system for displaying personalized video content comprising:

a computing device with a digital media player configured to:

receive, by the player, a personalized video content stream comprising personalized data associated with a user that replaces one or more frames of requested video content;

extract, by the player, the personalized data from the one or more replaced frames of the video content stream; and

display, by the player, the personalized data and the video content stream to a user.

22. A computerized system for displaying personalized video content comprising:

means for receiving, by a digital media player, a personalized video content stream comprising personalized data associated with a user that replaces one or more frames of requested video content;

means for extracting, by the player, the personalized data from the one or more replaced frames of the video content stream; and

means for displaying, by the player, the personalized data and the video content stream to a user.

23. A computer program product, tangibly embodied in a computer readable storage medium, the computer program product including instructions operable to cause a data processing apparatus to:

receive, by the data processing apparatus, a personalized video content stream comprising personalized data associated with a user that replaces one or more frames of requested video content;

extract, by the data processing apparatus, the personalized data from the one or more replaced frames of the video content stream; and

display, by the data processing apparatus, the personalized data and the video content stream to a user.

CLAIMS

1. A computerized method for personalizing video content, the method comprising:

receiving, by a computing device, one or more requests for a digital video stream, each request including authentication data associated with a different user;

generating, by the computing device, one or more frames of personalized data to be inserted into the requested digital video stream, wherein each frame of personalized data is divided into portions, each portion of the frame contains personalized data associated with a different user, the personalized data selected from the group of: investment account data, benefit account data, credit account data, and retirement account data;

combining, by the computing device, the personalized data and the requested digital video stream by extracting one or more preselected frames from the requested digital video stream and replacing the extracted frames with the frames of personalized data to generate a personalized video stream;

encrypting, by the computing device, the portions of personalized data in the personalized video stream that are applicable to each user, using the respective authentication data of each user, to allow each user to access only the portions of the personalized data associated with that user; and

transmitting, by the computing device, the personalized video stream to a client device associated with each of the different users.

2. The method of claim 1, wherein the personalized data do not contain any video or audio associated with the requested video content.

3. The method of claim 1, wherein the personalized data are unrelated to the requested video content.

4. The method of claim 1, further comprising:

extracting, by the client device, the portions of personalized data associated with the user of the client device; and

decrypting, by the client device, the portions of personalized data for display on the client device, the decrypting based on the authentication data associated with the user.

5. The method of claim 1, further comprising:

authenticating, by the computing device, the user of the client device based on the authentication data.

6. The method of claim 1, wherein the personalized data and the requested video content share a common characteristic, genre, subject matter, or any combination thereof.

7. A computerized system for personalizing video content, the system comprising:

a computing device configured to:

receive one or more requests for a digital video stream, each request including authentication data associated with a different user;

generate one or more frames of personalized data to be inserted into the requested digital video stream, wherein each frame of personalized data is divided into portions, each portion of the frame contains personalized data associated with a different user, the personalized data selected from the group of: investment account data, benefit account data, credit account data, and retirement account data;

combine the personalized data and the requested digital video stream by extracting one or more preselected frames from the requested digital video stream and replacing the extracted frames with the frames of personalized data to generate a personalized video stream;

encrypt the portions of personalized data in the personalized video stream that are applicable to each user, using the respective authentication data of each user, to allow each user to access only the portions of the personalized data associated with that user; and

transmit the personalized video stream to a client device associated with each of the different users.

8. A non-transitory computer readable storage medium including instructions operable to cause a data processing apparatus to:

receive one or more requests for a digital video stream, each request including authentication data associated with a different user;

generate one or more frames of personalized data to be inserted into the requested digital video stream, wherein each frame of personalized data is divided into portions, each portion of the frame contains personalized data associated with a different user, the personalized data selected from the group of: investment account data, benefit account data, credit account data, and retirement account data;

combine the personalized data and the requested digital video stream by extracting one or more preselected frames from the requested digital video stream and replacing the extracted frames with the frames of personalized data to generate a personalized video stream;

encrypt the portions of personalized data in the personalized video stream that are applicable to each user, using the respective authentication data of each user, to allow each user to access only the portions of the personalized data associated with that user; and

transmit the personalized video stream to a client device associated with each of the different users.

9. The method of claim 1, wherein the computing device transmits the personalized video stream to the client devices of each of the different users concurrently.

10. The method of claim 1, wherein the computing device transmits the personalized video stream to the client devices of each of the different users based on a time that the request associated with each user is received.

11. The method of claim 1, wherein generating one or more frames of personalized data comprises:

conducting, by the computing device, a speech analysis of the requested digital video stream to determine a characteristic associated with the video stream, wherein the characteristic is related to an entity identified in the video stream; and

retrieving, by the computing device, the personalized data based on the determined characteristic.

12. The method of claim 1, wherein generating one or more frames of personalized data comprises:

conducting, by the computing device, a text analysis of the requested digital video stream to determine a characteristic associated with the video stream, wherein the characteristic is related to an entity identified in the video stream; and

retrieving, by the computing device, the personalized data based on the determined characteristic.