Claims

1. A method for distributing video content across a network; the method comprising:

providing video data on a first device (15),

associating control data with the video data on the first device (15); wherein the control data contains information for creating auxiliary data,

relaying the video data and control data from the first device (15) to a control system (20);

associating modified control data with the video data at the control system for creating modified auxiliary data;

broadcasting the video data and control data from the control system (20) to one or more second devices (25) across the network,

providing a media player on the respective second devices (25) which is operable in response to reading the control data to create the auxiliary data locally on the respective second devices (25), and

launching the auxiliary data and modified auxiliary data while the media player is playing the video data.

2. A method as claimed in claim 1, wherein the control data comprises machine executable instructions encapsulated by tags.

3. A method as claimed in claim 1 or 2, wherein the control data comprises meta data.

4. A method as claimed in any one of claims 1 to 3, wherein the control data comprises machine readable mark-up language.

5. A method as claimed in any one of claims 1 to 4, wherein the auxiliary data comprises at least one display segment.

6. A method as claimed in any one of claims 1 to 5, wherein the auxiliary data comprises a plurality of display segments.

7. A method as claimed in claim 5 or 6, wherein the media player performs a calculation to determine buffering time required for the video data to be downloaded to the respective second devices.

8. A method as claimed in claim 7, wherein the calculated buffering time is incorporated into the control data received by the respective second devices.

9. A method as claimed in claim 8, wherein the video data comprises at least one video section.

10. A method as claimed in claim 9, wherein the control data comprises machine readable instructions detailing how the at least one display segment is to be displayed with respect to the at least one video section.

11. A method as claimed in claim 10, wherein the period for displaying the at least one display segment is determined by the buffering time incorporated into the control data.

12. A method as claimed in claim 10, wherein the period for displaying the at least one display segment is proportional to the buffering time incorporated into the control data.

13. A method as claimed in claim 10, wherein the period for displaying the at least one display segment is associated with the buffering time incorporated into the control data such that the at least one display segment and the at least one video section are displayed sequentially without a time delay interruption there between.

14. A method as claimed in claim 10, wherein the control data comprises machine readable instructions detailing how a plurality of display segments are to be displayed with respect to a plurality of video sections.

15. A method as claimed in claim 10, wherein the combined period for displaying a plurality of display segments is set by the buffering time.

16. A method as claimed in claim 10, wherein the period for displaying at least one display segment is varied in response to the calculated buffering time.

17. A method as claimed in claim 10, wherein the period for displaying two or more display segments are varied in response to the calculated buffering time.

18. A method as claimed in claim 9, wherein each video section corresponds to a particular video selected by the user on the first device.

19. A method as claimed in any one of claims 1 to 18, wherein the media player on the respective second devices is operable in response to reading the control data to initate a fetch process for retrieving data from a local or remote location.

20. A method as claimed in claim 19, wherein a first database is provided on the first device for storing the control data.

21. A method as claimed in claim 20, wherein a second database is provided on the respective second device for storing data elements which are referenced in the control data.

22. A method as claimed in any one of the preceding claims, wherein the control data includes instructions for applying at least one specified effect, a graphic, text data, a special effect, or audio data to the video data when the video data is being played on the media player on the respective second devices.

23. A method as claimed in any one of the preceding claims, wherein a first user interface is provided on the first device for facilitating a user selecting the control data to be associated with the video data.

24. A method as claimed in any preceding claim, wherein the control data associated with the video data is synchronised with the video data on the first device.

25. A method as claimed in any one of claims 1 to 24, wherein the control data associated with the video data is synchronised with the video data on the on a second device with synced video data from the first device.

26. A method as claimed in any one of the preceding claims, wherein a data structure is generated on the first device
containing the video data and the associated control data.

27. A method as claimed in claim 26, wherein the first device is configured to transmit the data structure to a control system.

28. A method as claimed in claim 27, wherein the control system is configured for communicating the data structure to the one or more second devices.

29. A method as claimed in claim 27 or 28, wherein the control system is operable for modifying the control data associated with the video data.

30. A method as claimed in claim 29, wherein the control system is operable to approve or disapprove the video data in advance of broadcasting.

31. A method as claimed in any one of claims 28 to 30, wherein the media player is configured to read the data structure.

32. A method as claimed in any one of claims 27 to 31, wherein a remote device is in communication with the control system for facilitating remote approval of the video data and associated control data.

33. A method as claimed in any preceding claim, wherein the control data comprises one or more tags for facilitating searching by a search engine.

34. A method as claimed in any preceding claim, wherein the control data comprises a plurality of control parameters which represent corresponding effects.

35. A method as claimed in claim 34, wherein one or more of the control pararmeters are selectable on the first device.

36. A method as claimed in claim 34, wherein the selected one or more control parameters on the first device are associated with the video data such that the one or more control parameters are applied by the media player as it is being played on the respective second devices.

37. A method as claimed in any preceding claim, wherein the video data is captured on the first device using an in-built camera.

38. A method as claimed in any one of claims 1 to 36, wherein the video data is received at the first device via a network.

39. A method as claimed in any one of claims 1 to 38, wherein the media player is configured to create and layer specified effects linked to the control data onto the video data.

40. A method as claimed in any one of claims 1 to 38, wherein the control system is configured to provide a user profile for each second device.

41. A method as claimed in claim 40, wherein the control system is operable to modify the control data associated with the video data for delivery to a particular second device based on the user profile.

42. A method as claimed in any preceding claim, wherein a template is provided on the first device for facilitating the placing of a video subject within a template.

43. A method as claimed in claim 42, wherein the template contains a designated minimal resolution area where the video data is to be inserted.

44. A method as claimed in any preceding claim, wherein the network bandwidth of the respective second devices are monitored such that a video resolution is selected for broadcasting based upon the available network bandwidth.

45. A system for distributing video content; the system comprising:

a first device (15) having video data provided thereon,

a first application operable on the first device (15) and being configured for associating control data with the video data, wherein the control data contains information for creating auxiliary data which is to be presented with the video data subsequent to the video data being broadcast to one or more second devices (25) across the network;

a control systemsystem (20) in communication with the first application for receiving the video data and the associated control data from the first device (15), the control system systembeing operable to associate modified control data with the video data for creating modified auxiliary data;

broadcasting the video data and the associated control data to one or more second devices, and

a media player being provided on the respective second devices which is operable in response to reading the control data to create the auxiliary data and the modified auxiliary data on the respective second device; the media player being operable to launch the auxiliary data and the modified auxiliary data while the media player is playing the video data .

46. A system as claimed in claim 45, wherein the control data comprises machine executable instructions encapsulated by tags.

47. A system as claimed in claim 45 or 46, wherein the control data comprises meta data.

48. A system as claimed in any one of claims 45 to 47, wherein the control data comprises machine readable mark-up language.

49. A system as claimed in any one of claims 45 to 48, wherein the auxiliary data comprises at least one display segment.

50. A system as claimed in any one of claims 45 to 49, wherein the auxiliary data comprises a plurality of display segments.

51. A system as claimed in claim 49 or 50, wherein the media player performs a calculation to determine buffering time required for the video data to be downloaded to the respective second devices.

52. A system as claimed in claim 51, wherein the calculated buffering time is incorporated into the control data received by the respective second devices.

53. A system as claimed in claim 52, wherein the video data comprises at least one video section.

54. A system as claimed in claim 53, wherein the control data comprises machine readable instructions detailing how the at least one display segment is to be displayed with respect to the at least one video section.

55. A system as claimed in claim 52, wherein the period for displaying the at least one display segment is determined by the buffering time incorporated into the control data.

56. A system as claimed in claim 52, wherein the period for displaying the at least one display segment is proportional to the buffering time incorporated into the control data.

57. A system as claimed in claim 52, wherein the period for displaying the at least one display segment is associated with the buffering time incorporated into the control data such that the at least one display segment and the at least one video section are displayed sequentially without a time delay interruption there between.

58. A system as claimed in claim 52, wherein the control data comprises machine readable instructions detailing how a plurality of display segments are to be displayed with respect to a plurality of video sections.

59. A system as claimed in claim 52, wherein the combined period for displaying a plurality of display segments is set by the buffering time.

60. A system as claimed in claim 52, wherein the period for dispalying at least one display segment is varied in response to the calculated buffering time.

61. A system as claimed in claim 62, wherein the period for displaying two or more display segments are varied in response to the calculated buffering time.

62. A media player operable for playing video data on a portable device, the player comprising:

a means for receiving video data and associated control data,

a means for reading the control data,

a means for creating auxiliary data on the portable device based on the control data, and

a means for launching the auxiliary data while the video data is playing.

63. A computer readable medium comprising a data carrier having encoded thereon machine readable instructions which, when executed in a computerised system implements the method of any one of claims 1 to 44.

Claims

1. A method for distributing video content across a network; the method comprising:

providing video data on a first device,

associating control data with the video data on the first device; wherein the control data contains information for creating auxiliary data,

broadcasting the video data and control data to one or more second devices across the network,

providing a media player on the respective second devices which is operable in response to reading the control data to create the auxiliary data locally on the respective second devices, and

launching the auxiliary data while the media player is playing the video data.

2. A method as claimed in claim 1, wherein the control data comprises machine executable instructions encapsulated by tags.

3. A method as claimed in claim 1 or 2, wherein the control data comprises meta data.

4. A method as claimed in any one of claims 1 to 3, wherein the control data comprises machine readable mark-up language.

5. A method as claimed in any one of claims 1 to 4, wherein the auxiliary data comprises at least one display segment.

6. A method as claimed in any one of claims 1 to 5, wherein the auxiliary data comprises a plurality of display segments.

7. A method as claimed in claim 5 or 6, wherein the media player performs a calculation to determine buffering time required for the video data to be downloaded to the respective second devices.

8. A method as claimed in claim 7, wherein the calculated buffering time is incorporated into the control data received by the respective second devices.

9. A method as claimed in claim 8, wherein the video data comprises at least one video section.

10. A method as claimed in claim 9, wherein the control data comprises machine readable instructions detailing how the at least one display segment is to be displayed with respect to the at least one video section.

11. A method as claimed in claim 10, wherein the period for displaying the at least one display segment is determined by the buffering time incorporated into the control data.

12. A method as claimed in claim 10, wherein the period for displaying the at least one display segment is proportional to the buffering time incorporated into the control data.

13. A method as claimed in claim 10, wherein the period for displaying the at least one display segment is associated with the buffering time incorporated into the control data such that the at least one display segment and the at least one video section are displayed sequentially without a time delay interruption there between.

14. A method as claimed in claim 10, wherein the control data comprises machine readable instructions detailing how a plurality of display segments are to be displayed with respect to a plurality of video sections.

15. A method as claimed in claim 10, wherein the combined period for displaying a plurality of display segments is set by the buffering time.

16. A method as claimed in claim 10, wherein the period for displaying at least one display segment is varied in response to the calculated buffering time.

17. A method as claimed in claim 10, wherein the period for displaying two or more display segments are varied in response to the calculated buffering time.

18. A method as claimed in claim 9, wherein each video section corresponds to a particular video selected by the user on the first device.

19. A method as claimed in any one of claims 1 to 18, wherein the media player on the respective second devices is operable in response to reading the control data to initate a fetch process for retrieving data from a local or remote location.

20. A method as claimed in claim 19, wherein a first database is provided on the first device for storing the control data.

21. A method as claimed in claim 20, wherein a second database is provided on the respective second device for storing data elements which are referenced in the control data.

22. A method as claimed in any one of the preceding claims, wherein the control data includes instructions for applying at least one specified effect, a graphic, text data, a special effect, or audio data to the video data when the video data is being played on the media player on the respective second devices.

23. A method as claimed in any one of the preceding claims, wherein a first user interface is provided on the first device for facilitating a user selecting the control data to be associated with the video data.

24. A method as claimed in any preceding claim, wherein the control data associated with the video data is synchronised with the video data on the first device.

25. A method as claimed in any one of claims 1 to 24, wherein the control data associated with the video data is synchronised with the video data on the on a second device with synced video data from the first device.

26. A method as claimed in any one of the preceding claims, wherein a data structure is generated on the first device containing the video data and the associated control data.

27. A method as claimed in claim 26, wherein the first device is configured to transmit the data structure to a control centre.

28. A method as claimed in claim 27, wherein the control centre is configured for communicating the data structure to the one or more second devices.

29. A method as claimed in claim 27 or 28, wherein the control centre is operable for modifying the control data associated with the video data.

30. A method as claimed in claim 29, wherein the control centre is operable to approve or disapprove the video data in advance of broadcasting.

31. A method as claimed in any one of claims 28 to 30, wherein the media player is configured to read the data structure.

32. A method as claimed in any one of claims 27 to 31, wherein a remote device is in communication with the control centre for facilitating remote approval of the video data and associated control data.

33. A method as claimed in any preceding claim, wherein the control data comprises one or more tags for facilitating searching by a search engine.

34. A method as claimed in any preceding claim, wherein the control data comprises a plurality of control parameters which represent corresponding effects.

35. A method as claimed in claim 34, wherein one or more of the control pararmeters are selectable on the first device.

36. A method as claimed in claim 34, wherein the selected one or more control parameters on the first device are associated with the video data such that the one or more control parameters are applied by the media player as it is being played on the respective second devices.

37. A method as claimed in any preceding claim, wherein the video data is captured on the first device using an in-built camera.

38. A method as claimed in any one of claims 1 to 36, wherein the video data is received at the first device via a network.

39. A method as claimed in any one of claims 1 to 38, wherein the media player is configured to create and layer specified effects linked to the control data onto the video data.

40. A method as claimed in any one of claims 1 to 38, wherein the control centre is configured to provide a user profile for each second device.

41. A method as claimed in claim 40, wherein the control centre is operable to modify the control data associated with the video data for delivery to a particular second device based on the user profile.

42. A method as claimed in any preceding claim, wherein a template is provided on the first device for facilitating the placing of a video subject within a template.

43. A method as claimed in claim 42, wherein the template contains a designated minimal resolution area where the video data is to be inserted.

44. A method as claimed in any preceding claim, wherein the network bandwidth of the respective second devices are monitored such that a video resolution is selected for broadcasting based upon the available network bandwidth.

45. A system for distributing video content; the system comprising:

a first device having video data provided thereon,

a first application operable on the first device and being configured for associating control data with the video data, wherein the control data contains information for creating auxiliary data which is to be presented with the video data subsequent to the video data being broadcast to one or more second devices across the network;

a control centre in communication with the first application for receiving the video data and the associated control data from the first device, the control centre being operable to broadcast the video data and the associated control data to one or more second devices, and

a media player being provided on the respective second devices which is operable in response to reading the control data to create the auxiliary data on the respective second device; the media player being operable to launch the auxiliary data while the media player is playing the video data .

46. A system as claimed in claim 45, wherein the control data comprises machine executable instructions encapsulated by tags.

47. A system as claimed in claim 45 or 46, wherein the control data comprises meta data.

48. A system as claimed in any one of claims 45 to 47, wherein the control data comprises machine readable mark-up language.

49. A system as claimed in any one of claims 45 to 48, wherein the auxiliary data comprises at least one display segment.

50. A system as claimed in any one of claims 45 to 49, wherein the auxiliary data comprises a plurality of display segments.

51. A system as claimed in claim 49 or 50, wherein the media player performs a calculation to determine buffering time required for the video data to be downloaded to the respective second devices.

52. A system as claimed in claim 51, wherein the calculated buffering time is incorporated into the control data received by the respective second devices.

53. A system as claimed in claim 52, wherein the video data comprises at least one video section.

54. A system as claimed in claim 53, wherein the control data comprises machine readable instructions detailing how the at least one display segment is to be displayed with respect to the at least one video section.

55. A system as claimed in claim 52, wherein the period for displaying the at least one display segment is determined by the buffering time incorporated into the control data.

56. A system as claimed in claim 52, wherein the period for displaying the at least one display segment is proportional to the buffering time incorporated into the control data.

57. A system as claimed in claim 52, wherein the period for displaying the at least one display segment is associated with the buffering time incorporated into the control data such that the at least one display segment and the at least one video section are displayed sequentially without a time delay interruption there between.

58. A system as claimed in claim 52, wherein the control data comprises machine readable instructions detailing how a plurality of display segments are to be displayed with respect to a plurality of video sections.

59. A system as claimed in claim 52, wherein the combined period for displaying a plurality of display segments is set by the buffering time.

60. A system as claimed in claim 52, wherein the period for dispalying at least one display segment is varied in response to the calculated buffering time.

61. A system as claimed in claim 62, wherein the period for displaying two or more display segments are varied in response to the calculated buffering time.

62. A media player operable for playing video data on a portable device, the player comprising:

a means for receiving video data and associated control data,

a means for reading the control data,

a means for creating auxiliary data on the portable device based on the control data, and

a means for launching the auxiliary data while the video data is playing.

63. A computer readable medium comprising a data carrier having encoded thereon machine readable instructions which, when executed in a computerised system implements the method of any one of claims 1 to 44.

64 A method for distributing video content across a distributed network; the method comprising

providing video data on a first device,

associating control data with the video data on the first device for specifying effects to be applied to the video data subsequent to the video data being broadcast to one or more second devices across the network,

providing a media player on the respective second devices which is operable in response to reading the control data to fetch specified effects from a local database on the respective second devices and apply the fetched specified effects as the video data is played by the media player.

65. A system for distributing video content; the system comprising:

a first device having video data provided thereon,

a first application operable on the first device and being configured for associating control data with the video data,

a control centre in communication with the first application for recieving the video data and the associated control data from the first device, the control centre being operable to broadcast the video data and the associated control data to one or more second devices, and

a media player being provided on the respective second devices which is operable in response to reading the control data to fetch specified effects from a local database on the respective second devices and apply the fetched specified effects as the video data is played by the media player.

66. A media player operable for playing video data on a portable device, the player comprising:

a means for receiving video data and associated control data,

a means for reading the control data,

a means for extracting specified data from a database on the portable device based on the control data, and

a means for layering the extracted specified data onto the video data in accordance with the control data as the video data is being played; and

a means for recreating the extracted specified data onto the video data in accordance with the control data as the video data is being played