a query generating unit that extracts signature data from the content being reproduced, generates a query including the signature data, transmits the query to an identification server, and receives a response returned from the identification server in reply to the query, the response including right management information about an application, and the signature data indicating the features of the content; and an application executing unit that acquires and executes the application based on the application identifier included in the received response, and manages the application and the content cited by the application based on the right management information about the application, the application being designated to be executed in conjunction with progress of the content being reproduced.

[0033]

The application executing unit may decrypt the application based on the right management information, the application being encrypted.

[0034]

The application executing unit may manage copying of the application and the cited content based on the right management information.

[0035]

According to a fourth aspect of the present invention, there is provided an information processing method implemented in an information processing device, the information processing method comprising: a transmitting step of extracting signature data from the content being reproduced, generating a query including the signature data, and transmitting the query to an identification server, the signature data indicating the

features of the content; a receiving step of receiving a response returned from the identification server in reply to the query, the response including right management information about an application; and a managing step of acquiring and executing the application based on the application identifier included in the received response, and managing the application and the content cited by the application based on the right management information, the application being designated to be executed in conjunction with progress of the content being reproduced, the transmitting step, the receiving step, and the managing step being carried out by the information processing device.

[0036]

In the above aspect of the present invention, the first information processing device generates reference data and turns the generated reference data into a database by associating the first signature data extracted from the first content with a content identifier, an application identifier,

CLAIMS

1. An information processing device comprising:

a query generating unit configured to extract signature data from content being reproduced, generate a query including the signature data, transmit the query to an identification server, and receive a response returned from the identification server in reply to the query, the response including rendering control information associated with the signature data, and the signature data indicating a feature of the content; and

an application executing unit configured to acquire and execute an application based on an application identifier included in the received response, and control rendering of the application based on the rendering control information, the application being designated to be executed in conjunction with progress of the content being reproduced.

2. The information processing device according to claim 1, wherein, based on the rendering control information, the application executing unit performs at least one of a process for limiting a device serving as a destination of output of an image from the application, and a process for restricting superimposition of an image from the application and an image of the content.

3. An information processing method implemented in an information processing device, the information processing method comprising:

a transmitting step of extracting signature data from content being reproduced, generating a query including the signature data, and transmitting the query to an identification server, the signature data indicating a feature

of the content;

a receiving step of receiving a response returned from the identification server in reply to the query, the response including rendering control information associated with the signature data; and

a controlling step of acquiring and executing an application based on an application identifier included in the received response, and controlling rendering of the application based on the rendering control information, the application being designated to be executed in conjunction with progress of the content being reproduced,

the transmitting step, the receiving step, and the controlling step being carried out by the information processing device.

4. An information processing device comprising:

a query generating unit configured to extract signature data from content being reproduced, generate a query including the signature data, transmit the query to an identification server, and receive a response returned from the identification server in reply to the query, the response including right management information about an application, and the signature data indicating a feature of the content; and

an application executing unit configured to acquire and execute the application based on an application identifier included in the received response, and manage the application and content cited by the application based on the right management information, the application being designated to be executed in conjunction with progress of the content being reproduced.

5. The information processing device according to claim 4, wherein the application executing unit decrypts the application based on the right management information, the application being encrypted.

6. The information processing device according to claim 4, wherein the application executing unit manages copying of the application and the cited content based on the right management information.

7. An information processing method implemented in an information processing device, the information processing method comprising:

a transmitting step of extracting signature data from content being reproduced, generating a query including the signature data, and transmitting the query to an identification server, the signature data indicating a feature of the content;

a receiving step of receiving a response returned from the identification server in reply to the query, the response including right management information about an application; and

a managing step of acquiring and executing the application based on an application identifier included in the received response, and managing the application and content cited by the application based on the right management information, the application being designated to be executed in conjunction with progress of the content being reproduced,

the transmitting step, the receiving step, and the managing step being carried out by the information processing device.