

**METHOD, SYSTEM, AND APPARATUS FOR OPERATING A KINETIC
TYPOGRAPHY SERVICE****ABSTRACT**

The present inventive subject matter is drawn to method, system, and apparatus for generating video content related to an audio media asset. In one aspect of this invention, a method for operating a kinetic typography service on the audio media asset stored in a computer memory is presented, where a set of subtitle items belonging to the audio media asset is obtained; a plurality of preset animation items are produced; generating a plurality of video frames by applying a transformation effect of a preset animation to a corresponding subtitle item; and producing a video media asset.

FIG. 1