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(54) Title: VIDEO ADVERTISEMENT AUGMENTATION WITH DYNAMIC WEB CONTENT

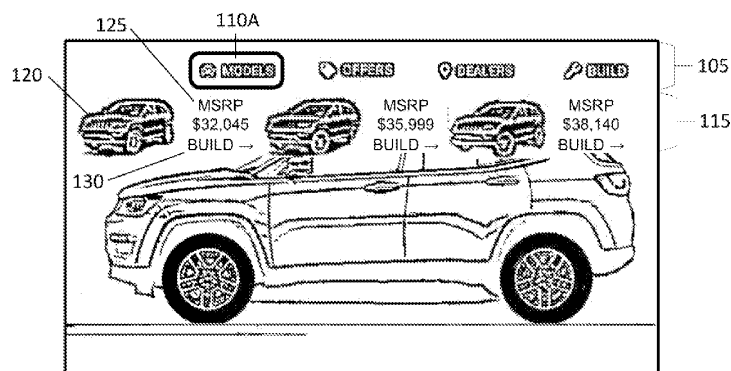


Fig. 1B

(57) Abstract: A system and method for augmenting video media displayed via web browser to add interactive functionality is disclosed. The method begins with adding elements to a structured media definition to cause the media to instantiate one or more new elements on a webpage when the media is played, including a script that includes instructions to generate an interactive menu, such that selection of any option from the interactive menu will call one or more application programming interface (API) functions provided by a remote server. The structured media definition is transmitted to the web browser to cause it to load a video and execute the instructions. A server backend receives and processes API calls from the script when executed by the web browser, and transmits a response to the API call to the web browser to be acted upon by the script.



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