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(54) Title: METHOD AND SYSTEM FOR CUSTOMIZED AUDIO AND/OR VIDEO CONTENT DELIVERY

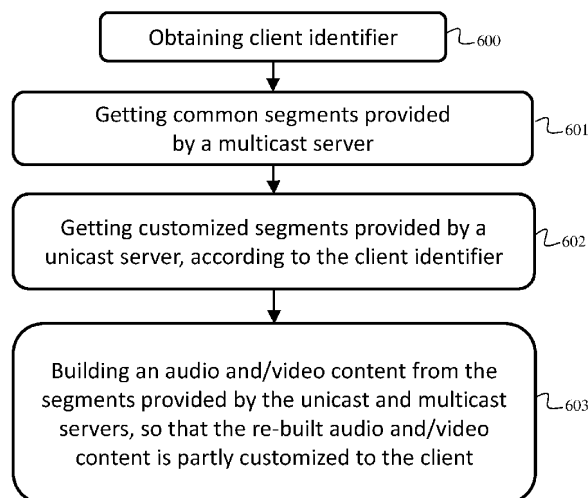


Fig. 6

(57) Abstract: For delivering a customized audio and/or video content from a server equipment to a plurality of clients, the audio and/or video content being segmented into data segments, a method comprises: delivering common data segments via a multicast communication, delivering customized data segments via unicast communications, and building, for each client according to an identifier of the client in question or information derived therefrom, one said customized audio and/or video stream from common data segments provided in multicast form by the server equipment and further including customized data segments provided in unicast form by the server equipment for customization to the client in question, wherein one or more customized data segments are interleaved between common data segments.

[Continued on next page]

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