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 centre (20);

implementing a content approval process by the control centre (20) remotely of the first device (15);

broadcasting the video data and control data from the control centre (20) to one or more second devices (25) across the network if the content is approved during the content approval process,

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 while the media player is playing the video data.

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

(a) machine executable instructions encapsulated by tags; or

(b) meta data; or

(c) machine readable mark-up language.

3. A method as claimed in claims 1 or 2, wherein the auxiliary data comprises at least one display segment or a plurality of display segments.

4. A method as claimed in claim 3, wherein the media player performs

a calculation to determine buffering time required for the video data to be downloaded to the respective second devices; or

a calculation to determine buffering time required for the video data to be downloaded to the respective second devices (25); wherein the calculated buffering time is incorporated into the control data received by the respective second devices (25).

5. A method as claimed in claim 4, wherein the video data comprises at least one video section.

6. A method as claimed in claim 5, 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; or

machine readable instructions detailing detailing how a plurality of display segments are to be displayed with respect to a plurality of video sections.

7. A method as claimed in claim 6, wherein the period for displaying the at least one display segment is

(a) determined by the buffering time incorporated into the control data; or

(b) proportional to the buffering time incorporated into the control data; or

(c) 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.

8. A method as claimed in claim 6, wherein

the combined period for displaying a plurality of display segments is set by the buffering time; or

the period for displaying at least one display segment is varied in response to the calculated buffering time; or

the period for displaying two or more display segments are varied in response to the calculated buffering time.

9. A method as claimed in any one of claims 1 to 8, 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;

operable in response to reading the control data to initate a fetch process for retrieving data from a local or remote location; wherein a first database is provided on the first device for storing the control data; and/or a second database is provided on the respective second device for storing data elements which are referenced in the control data.

10. 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 (25); or

associated with the video data is synchronised with the video data on the first device; and/or 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 (15).

11. 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; or

containing the video data and the associated control data; wherein the first device (15) is configured to transmit the data structure to the control centre (20); or

containing the video data and the associated control data; wherein the first device (15) is configured to transmit the data structure to the control centre (20); wherein the control centre is configured for communicating the data structure to the one or more second devices (25); or

containing the video data and the associated control data; wherein the first device is configured to transmit the data structure to the control centre (20) operable for modifying the control data associated with the video data.

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

a plurality of control parameters which represent corresponding effects; and/or

a plurality of control parameters which represent corresponding effects; wherein one or more of the control pararmeters are selectable on the first device.

13. A method as claimed in any one of claims 1 to 12, wherein the control centre (20) is configured

to provide a user profile for each second device; or

to provide a user profile for each second device; 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.

14. 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 centre (20) in communication with the first application for receiving the video data and the associated control data from the first device (15), the control centre being operable to implement a content approval process remotely of the first device (15);

broadcasting the video data and the associated control data to one or more second devices if the content is approved during the content approval process, 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 .

15. 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 13.