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(54) **Title**: SELECTIVE ADVERTISING IN MEDIA CONTENT

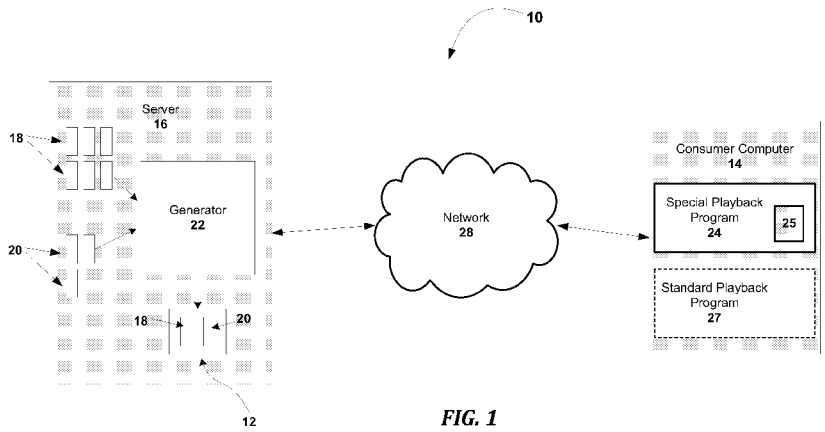


FIG. 1

(57) **Abstract**: Embodiments of techniques for distributing and rendering media content are provided. In response to a request for a first media file, a combined media file is generated having first and second segments that together include data from the first media file and from a second media file. The combined media file is then provided to a player module operable to render only data from the first media file during a first operating mode, and operable to render data from both the first and second media files during a second operating mode. For example, the first media file may be a music file, and the second media file an advertisement. A consumer may play the music portion without special software or a license, but the advertisement will be rendered as well. Alternatively, the consumer may purchase a license and use special playback software to render the music without the advertisement.

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SELECTIVE ADVERTISING IN MEDIA CONTENT

Priority

[001] The present application claims the benefit of copending United States Provisional Patent Application Serial No. 61/065,053, filed 7 February 2008, which application is incorporated herein by reference in its entirety.

Background

[002] A provider of digital media content may allow a consumer to purchase the right to use the media content in a particular authorized manner, and may employ a content-protection scheme to prevent the consumer from using the content in an unauthorized manner.

[003] Examples of media content include content digitally represented by a media file contains video data, audio data, text data, or any combination thereof, and that may be accessed or distributed as a single digital file, a group of digital files, or as a data stream, *i.e.*, via streaming.

[004] Examples of an authorized manner in which a consumer may use a media file include immediate audio or video playback (*e.g.*, streaming) and copying and storing the file (*e.g.*, on a computer disk, MP3 player, or other storage device) for future playback.

[005] An example of a content-protection scheme includes providing the media file in a proprietary format that can be rendered only by special playback software, for example software supplied by the provider. Examples of such file formats and corresponding playback software include Apple's® Apple Lossless® format, which only Apple's® iTunes® software can render, and RealNetworks'® RealAudio® format, which only RealNetworks'® RealPlayer®

can render. The types of protection provided by this scheme may include ensuring that the content provider has paid a fee to encode files in the proprietary format, that the consumer has paid a fee for the rendering software or rendering device, or that both the provider and consumer have respectively paid these fees.

[006] Another example of a content-protection scheme is a digital-rights-management (DRM) system, which includes a license for an authorized use of the media file, and DRM software that compares the consumer's attempted use of the media file with the use authorized by the license. If the consumer's attempted use of the media file is not authorized, then the DRM software prevents the attempted use. The DRM system is typically incorporated within the consumer's playback device.

[007] Protection schemes such as those discussed above are designed to ensure that the content provider is compensated for all of a consumer's uses of a media file by preventing uses for which the consumer has not paid.

[008] Unfortunately, the proprietary nature of many of today's protection schemes may limit the applications in which they may be used, and may limit content choices for consumers. For example, Apple's® iTunes® software cannot render media files that are in another proprietary format, such as RealNetworks'® RealAudio® format, and iTunes®-compatible content libraries may not have the same content available that RealAudio®-compatible content libraries have available. Therefore, if a specific media content item, such as a music recording, is unavailable as an iTunes®-compatible media file, an iTunes® user may be unable to purchase the music recording for use with iTunes®. Furthermore, certain DRM systems may need to communicate with the content provider or other external authority to confirm or update the consumer's license with respect to a media file, and may do so using encryption and/or other validation techniques. If a communication path

between the content renderer and the external authority is unavailable, then a consumer may be unable to use the media file until a communication path becomes available. And even if a communication path is available, the time required to execute the decryption and/or validation may cause a noticeable delay to the consumer when he or she attempts to use the media file.

Brief Description Of The Drawings

[009] **FIG. 1** is a schematic diagram of an embodiment of a system for distributing and rendering digital media content.

[010] **FIG. 2** is a diagram of an embodiment of media content in the form of a combined audio file, and of an embodiment of a program that can generate the audio file.

[011] **FIG. 3** is a flowchart depicting an embodiment of a method for rendering the audio file of **FIG. 2**.

[012] **FIGS. 4A** and **4B** are diagrams of the rendering modes of Fig. 3.

[013] **FIG. 5** is a diagram of an embodiment of media content in the form of a combined video file, and of an embodiment of a program that can generate the video file.

Detailed Description

[014] In an embodiment, a combined media file includes a first segment having data that represents media content that a consumer desires to use, and includes a second segment having data that represents advertising content that the provider (or the advertiser who paid the provider to include the advertising content in the combined media file) wants the consumer to perceive. For example, if the combined media file is an audio file, then the data

in the first segment may represent a song, and the second segment may represent an audio advertisement for a consumer product (*e.g.*, soda or an automobile) such as one would hear on the radio.

[015] When the combined media file is played, either the first segment is played alone, or both the first and second segments are played in a predetermined order (*e.g.*, the second, advertising segment first). If the consumer utilizes a special playback program and has purchased or has otherwise acquired a license to play the first segment (the music) alone, then the special playback program suppresses the second segment (the advertising content) when rendering the combined media file. For example, such a license may be included with membership in a content subscription service offered by the provider. If, however, the consumer does not have a license to play the first segment alone, or does not utilize the special playback program, then both the first and second segments of the media file are played.

[016] Such a combined media file may benefit both the content provider and the consumer.

[017] Because the combined media file may be rendered by either the special playback program or by a standard playback program, and may be rendered with or without the advertising content in the second segment depending on the existence of a user's license, the content provider may derive revenue in either circumstance. That is, if a consumer utilizes the special playback program and has purchased a license to enable playback without the advertising content, then the content provider derives revenue in the form of the consumer's license fee. If, however, the consumer utilizes a standard playback program to render the combined media file, and/or has not purchased a license, then the content provider derives revenue from selling the advertising content rendered when the second segment of the media file is played.

[018] Furthermore, because more consumers may choose to use a media file when there is a no-license option, the content provider may experience an overall increase in revenue from use of the media file as compared to license-only access.

[019] But by also allowing a consumer the option to suppress the advertising, the provider may still retain higher-end customers who are both willing to pay (or to pay more) for a license to use the media file and to use a dedicated renderer, *i.e.*, a special playback program, to do so.

[020] Moreover, by including the advertising content in the media file but allowing suppression of that content under certain circumstances, the provider need not make available multiple versions (*i.e.*, separate versions with and without the advertising content) of the media file.

[021] A consumer may also benefit from a combined media file, because the media content he desires may be rendered even in the absence of special playback software or of a purchased license. So, for the "price" of perceiving advertising, the consumer may render a media file that he might otherwise have been unable to render without special playback software or a license. In addition, consumer frustration may be mitigated by not preventing a consumer's use of a media file merely because a standard playback program is being used or because a license has not been purchased.

[022] As used herein, the term "license" generally refers to any access control mechanism or policy, including requirements for use and/or the scope of the use, associated with access to a media file. A license may be defined or created with the aid of a DRM system. In such cases, the license may be referred to as being predefined or preconfigured under the DRM system, and the media file associated with the license may be referred to as being governed by the license or DRM system. The license, as well as any media files governed

thereby, may or may not be encrypted. Furthermore, the license may be stored in the same system as a media file governed by the license, or in a different system. For example, the license may be created remotely and then delivered to a consumer's computer or other playback device and stored locally. In another example, the license may be stored on a remote system, and the consumer's computer or other playback device may thereafter verify with the remote system the appropriate permission to render the associated media file.

[023] **FIG. 1** is a diagram of an embodiment of a system ***10*** for distributing and rendering media content. The system ***10*** includes a consumer computer ***14***, and includes a server ***16*** for storing a plurality of media files ***18*** and ***20***. Consumer computer ***14*** and server ***16*** are connected to each other via a computing network ***28***, where the connectivity between the network and the server, and between the network and the consumer computer, may be, for example, via modem, Ethernet (IEEE 802.3), Token Ring (IEEE 802.5), Fiber Distributed Datalink Interface (FDDI), or Asynchronous Transfer Mode (ATM). The connectivity between the server ***16*** and the network ***28*** need not be via the same device or protocol as the connectivity between the consumer computer ***14*** and the network. Furthermore, computing devices in the network ***28***, the consumer computer ***14***, and the server ***16*** may be desktop, server, portable, hand-held, set-top, or any other desired type of device configuration.

[024] The consumer computer ***14*** and the server ***16*** may each have one or more input devices. Examples of such input devices include a keyboard, trackball, pen and stylus, mouse, voice-recognition system, a touch screen, or any combination thereof.

[025] Furthermore, the consumer computer ***14*** and the server ***16*** may be used in connection with various operating systems such as: UNIX, LINUX,

Disk Operating System (DOS), OS/2, Palm OS, the Macintosh operating system, OSX, VxWorks, Windows 3.X, Windows 95, Windows 98, Windows NT, Windows ME, Windows Mobile, Windows XP, and Windows Vista.

[026] The network ***28*** may include the public Internet, a private network within or outside of the Internet, a secure network within or outside of the Internet, a public network, a value-added network, an intranet, and the like. Examples of networks other than the Internet include a local area network (LAN) and a wide area network (WAN).

[027] Each media file ***18*** includes digital data that represents consumer-desired content, such as audio (*e.g.,* music) or audiovisual content, and each media file ***20*** includes digital data that represents advertising content.

[028] The server ***16*** includes and is operable to execute a generator program ***22***, which is operable to combine one or more of the consumer-desired media files ***18*** with a respective one or more of the advertising media files ***20*** to generate a combined media file ***12*** containing both a content media file ***18*** and an advertising media file ***20***. That is, the media file ***18*** composes a first segment of the combined media file ***12***, and the advertising media file ***20*** composes a second segment of the combined media file. The media files ***18*** and ***20*** and the combined media file ***12*** may include any media content in any desired form such as video, audio, graphics, text, or any combination thereof. Examples of the combined media file ***12*** are discussed below in conjunction with **FIGS. 2, 3,** and **5**.

[029] The consumer computer ***14*** includes a special playback program ***24*** to render the combined media file ***12*** received from the server ***16***. The special playback program ***24*** includes an authorization module ***25*** for determining whether the consumer has a valid license for the combined media

file ***12***, and therefore whether the special playback program is to play the second segment of the combined media file (corresponding to advertising media file ***20***) when the special playback program renders the combined media file. In an embodiment, the consumer computer ***14*** may also include a standard playback program ***27***, or may include the standard playback program without also including the special playback program ***24***. While both the special playback program ***24*** and the standard playback program ***27*** are operable to render the combined media file ***12***, the standard playback program does not include the authorization module ***25***.

[030] The generator program ***22***, the special playback program ***24***, the authorization module ***25***, and the standard playback program ***27*** may each comprise a plurality of components or modules implemented in hardware, in firmware, and/or in software that is embodied in hardware, firmware, or a tangible computer-readable medium. These components or modules may comprise various sub-routines, procedures, definitional statements, and macros. If the components or modules are implemented in software embodiments, they may be written in any scripting or programming language such as C, C++, BASIC, Pascal, Java, JavaScript, Perl, Ruby, Python, and Fortran and executed by any appropriate operating system. The processes associated with these components or modules may be arbitrarily redistributed to other components or modules, combined together in a single component or module, or made available in a shareable dynamic link library.

[031] Still referring to FIG. 1, in operation of the system ***10***, when a consumer requests a desired media file ***18***, the generator program ***22*** combines one or more advertising media files ***20*** with the desired media file ***18*** to generate the combined media file ***12*** for providing to the consumer. Determining which advertising media file(s) ***20*** is (are) combined with the requested media file ***18*** may be accomplished in a variety of ways. For

example, the generator program ***22*** may randomly select the advertising media file ***20*** at the time that the combined media file ***12*** is generated. Alternatively, advertisers may pay different amounts for the placement of an advertising media file ***20*** based on the popularity of a particular media file ***18*** with which it is combined. For example, a content provider may charge an advertiser a higher fee for combining an advertising media file ***20*** with a media file ***18*** when that media file represents a song that is listed within the Billboard® Top Ten (a prominent tracking service for popular music) for the previous week or month. The generator program ***22*** therefore selects one of these higher-fee media files ***20*** for combining with a top-ten song. In addition, the matching of an advertising media file ***20*** with a particular media file ***18*** may be based on a perceived or previously-determined correlation between audience characteristics for the media file ***18*** and a targeted demographic group for a particular advertising media file ***20***. For instance, a song from the teen band 'The Jonas Brothers" may be intentionally paired with an advertisement for a brand of hair spray marketed to teen-aged female consumers.

[032] The consumer request for a media file ***18*** is transmitted from the consumer computer ***14*** to the server ***16*** via the computer network ***28***. Similarly, the combined media file ***12*** is distributed to the consumer computer ***14*** from the server ***16*** via the computer network ***28***. The server ***16*** may provide the combined media file ***12*** to the consumer upon the consumer's request alone, or after the consumer submits money, information, or any other specified items to the provider. Once the server ***16*** transmits the combined media file ***12***, the special playback program ***24*** may render the combined media file either by playing only the first segment of the combined media file (the segment that includes the data representing requested media file ***18***), or by playing back both the first segment and the second segment (which includes the data representing advertising media file ***20***) as discussed below in

conjunction with **FIGS. 3-5**. Alternatively, the standard playback program ***27*** may render the combined media file ***12*** by playing both segments of the file.

[033] Other techniques for distributing the combined media file ***12*** are possible. For example, the file may be streamed to the consumer computer ***14*** while either the special playback program ***24*** or the standard playback program ***27*** is rendering the file. As another example, the combined media file ***12*** may be distributed via a removable storage medium such as a compact disc, floppy disk, MiniDisc, DAT, removable hard drive, portable flash drive, and the like. The combined media file 12 may also be distributed by a peer-to-peer file sharing system, such as Gnutella®, Limewire®, BitTorrent®, or other such systems.

[034] **FIG. 2** is a diagram of an embodiment where the combined media file *12* of **FIG. 1** is a combined audio file ***30*** in the MP3 format, and of an embodiment of a generator program ***32*** that generates the combined audio file.

[035] The combined audio file ***30*** includes a first segment ***34*** with data representing a consumer-desired music file ***40***, a second segment ***36*** with data representing an audio advertising file ***42***, and a third segment ***38*** with data that identifies the location, in the form of an offset address, of the music segment ***34*** within the combined audio file ***30***. The offset address data in the third segment ***38*** may be encrypted or otherwise protected to hinder a consumer's attempt to extract the offset data, to discover the location of the music segment ***34***, and to suppress the advertising segment ***36*** without authorization.

[036] The generator program ***32*** is operable to combine, as desired, one or more consumer-desired music files ***40*** (only one shown) with one or more advertising files ***42*** (only one shown) to generate the combined audio file ***30***.

For example, the generator program ***32*** may combine the two media files ***40*** and ***42*** by placing the data from the advertising file ***42*** before (or, in another embodiment, after) the data from the music file ***40***. In this way, when a standard playback program (such as the standard playback program ***27*** in **FIG. 1**) plays back the combined audio file ***30***, it plays the contents of the advertising file ***42*** before playing back the music file ***40***, thus increasing the chances that the consumer will listen to the contents of advertising file. The generator program ***32*** then generates offset address data that may instruct a special playback program (such as the special playback program ***24*** in **FIG. 1**) how to render only the music segment ***34***, and creates a third segment ***38*** containing the offset address data.

[037] In an embodiment, the generator program ***32*** receives audio files ***40*** and ***42*** as uncompressed WAV files, encodes each WAV file using an MP3 audio codec, concatenates the two encoded files, determines the address in the combined audio file ***30*** where the second segment ***34*** (containing music file ***40***) begins, and stores this offset address data in the third segment ***38.***

[038] In another embodiment, the consumer-desired music file ***40*** may be received by the generator program ***32*** already encoded into an MP3 or other compressed audio format, and the advertising file ***42*** may similarly be encoded when received.

[039] In still another embodiment, the generator program ***32*** may encode the advertising file ***42*** to match the encoding of the music file ***40*** before generating the combined audio file ***30*** from the two component files ***40*** and ***42***.

[040] In yet another embodiment, the generator program ***32*** may combine the two audio files ***40*** and ***42*** by mixing the data from the advertising file ***42*** with the data from the music file ***40*** so that it may be more difficult for a

consumer to locate a boundary between the two files. For example, the combined audio file ***30*** may include a series of 30-second segments, where the odd-numbered segments each include a respective portion of the advertising file ***42***, and the even-numbered segments each include a respective portion of the music file ***40***. If the combined audio file ***30*** is mixed in this or in a similar manner, then the location data in the third segment ***38*** of the audio file includes instructions for a special playback program to render only the segments including portions of the music file ***40***, and includes instructions for a standard playback program (or unauthorized special playback program) to render either all of the advertising content before or after all of the music content, or in some other desired sequence.

[041] In yet another embodiment, the third segment ***38*** may include instructions such that a special playback program may render portions of the advertising content before or after all of the music content, or in some other desired sequence, even without the generator program ***32*** explicitly sequencing the combined file ***30*** in a corresponding order. For example, if a user does not possess a valid license for the combined file ***30*** (and is therefore not authorized to suppress the advertising content in segment ***36***), the special playback program ***24*** may, according to instructions in the third segment ***38***, render a portion of the advertising segment before rendering the music segment ***34*** and render another portion of advertising segment after the music segment is rendered. A standard playback program may play back the combined file ***30*** in the same manner as an unlicensed special program.

[042] **FIG. 3** is a flowchart depicting an embodiment of a method for rendering the combined audio file ***30*** of **FIG. 2.**

[043] **FIGS. 4A** and **4B** are diagrams of the respective rendering modes of FIG. 3.

[044] Referring to **FIGS. 3 – 4B,** when a consumer wants to play the combined audio file ***30*** to listen to the music in the first segment ***34***, the consumer can use any desired playback program. Depending on the playback program used, and whether the consumer is authorized to omit playing back the advertising content in the file ***30***, the playback program may either render only the second segment ***34*** (containing data representing the music file ***40***), or the data in both the first and second segments ***34*** and ***36.***

[045] Referring to **FIG. 3**, beginning from ***START***, a playback program receives a user request to render a combined audio file ***30*** to which the playback program has access, either via local storage, data streaming, or network transmission. If the playback program has a compatible authorization module (such as authorization module ***25*** in **FIGS. 2** and **4B**), then the method proceeds to step ***310*** and determines whether the user has a license for the particular combined audio file ***30*** (or for the music file ***40*** of **FIG. 2**) to be rendered. If the consumer has no such license, or if the playback program does not possess a compatible authorization module(such as with the standard playback program ***27*** depicted in **FIG. 4A**), then the method proceeds to step ***320.***

[046] In step ***320***, the playback program renders the combined file ***30*** from the beginning. That is, per **FIG. 4A**, both the music segment ***34*** and the advertising segment ***36*** are played in sequence (with the advertising segment playing before the music segment, after the music segment, or in some other sequence depending on the order determined by the generator program ***32*** of **FIG. 2** when the combined file ***30*** was created). If, however, the consumer has a license for the combined file ***30***, then the special playback program ***24*** proceeds to step ***330***, and reads (and possibly decrypts, if necessary) the offset address data from the third segment ***38*** (**FIGS. 2** and **4A-4B**) in the

combined file. Once the special playback program ***24*** has read the offset address data, it proceeds to step ***340***.

[047] In step ***340***, and as depicted in **FIG. 4B**, the special playback program renders the combined file ***30***, but rather than rendering the file from the beginning, it begins playing the file starting at the offset address, which is the start address for the music segment ***34***. In this way, the special playback program ***24*** suppresses the content of the advertising segment ***36*** so that the consumer hears only the contents of the music segment ***34***.

[048] Still referring to **FIGS. 2-4B**, a similar protocol may apply when a consumer wants to use the combined audio file ***30*** in a different manner. For example, suppose a consumer wants to make a copy of the combined audio file ***30***. If the consumer has a license authorizing her to make a copy of the content in music file ***40*** (**FIG. 2**), and if the program used to make the copy has an authorization module ***25***, then the consumer may use that program to make a copy of the music file ***40*** that does not include the advertising file ***42***. However, if the combined audio file ***30*** is not copy-protected and the consumer uses a program with an unlicensed authorization module or a program without an authorization module to make the copy, then the program can make a copy of only the entire combined audio file ***30***, which includes both the advertising segment ***36*** and the music segment ***34***.

[049] In another embodiment, a consumer may be authorized to play the combined audio file ***30*** without the advertising content, but not permitted to make a copy of the combined audio file ***30*** that does not include the advertising segment ***36***. Any copies the consumer makes will include the advertising content, but as long as her license remains valid and she uses a special playback program to render those copies, she will never actually hear that advertising content. Of course, if at some point the consumer's license becomes invalid (for example, if the license expires after a predetermined

time) then all of her subsequent uses of the combined audio file ***30*** would revert to include playback of the advertising content.

[050] In yet another embodiment, the special playback program ***24*** includes a tracking module (not shown) for tracking the advertising files ***20*** rendered over time as part of multiple combined audio files ***30***. This module may be separate from or included within the authorization module ***25***. The information tracked by the tracking module may include the title of the rendered advertising file, an advertising file ID, which combined file(s) ***30*** incorporated the advertising file, how many times the advertising file was rendered, with which media files ***40*** the advertising file ***42*** was paired, and so on. This information may be sent to the content provider under a number of circumstances. For example, the tracking module may store such information on the consumer computer ***14*** or other playback device and send such information to the content provider at regular intervals or whenever the consumer send a request for a media file to the server ***16*** (**FIG. 1**). If the playback device is, for example, an MP3 player, then the tracking module may store this information on the player, and cause the player to upload this information to the consumer computer ***14*** when the MP3 player is connected to the computer. Then, the tracking module on the MP3 player, or a similar module on the consumer computer ***14***, may cause the computer to upload this information to the server ***16*** the next time that the computer is connected to the network ***28***.

[051] Although the combined media file ***30*** is discussed as being an audio file with music and advertising segments, other embodiments of the combined media file are contemplated. For example, the combined media file ***30*** may include a video content segment in addition to or instead of the music segment, and may include a video advertising segment in addition to or instead of the audio advertising segment. The structure of such a combined

media file with one or more video segments may be similar to the structure of the combined audio file ***30*** described above in conjunction with **FIGS. 2-4B**, where the advertising segment ***36*** precedes, follows, or is interleaved with the consumer-desired content of segment ***34***. In another embodiment, such as that described below with respect to **FIG. 5**, the consumer-desired video content and advertising content may be rendered simultaneously.

[052] **FIG. 5** is a diagram of an embodiment where the combined media file ***12*** of **FIG. 1** is a combined video file ***50***, and of an embodiment of a generator program ***52*** that generates the combined video file.

[053] The combined video file ***50*** includes a first segment ***54***, which includes data representing a first portion of a consumer-desired video file ***60***, and includes a second segment ***56***, which includes data representing the remainder of the consumer-desired video file ***60*** spliced with an advertising file ***62***. Optionally, textual or graphical data from an advertising script file ***63*** may be used to overlay the data in the advertising file ***62*** and then spliced with the consumer-desired video file ***60*** to form the second segment ***56***. In this way, text or graphics for advertising content may be customized without needing to utilize a separate advertising video file ***62***. For example, an advertisement for a local car dealership may include both video content from a national automobile manufacturer, such as new car models racing around a desert track, and static content related to the local dealership, such as a local phone number and credit terms for purchasing an automobile. The advertising video file ***62*** may contain the video content showing the new cars from the manufacturer, while the advertising script file ***63*** may contain the static textual or graphical information regarding the local car dealership. For the remainder of this discussion, it shall be understood that when the advertising file ***62*** is used in generating the combined video file ***50***, the advertising file may also include data from the advertising script ***63***.

[054] The generator program ***52*** is operable to combine, as desired, one or more consumer-desired video files ***60*** (only one shown) with one or more advertising files ***62*** (only one shown) to generate the combined video file ***50***. The generator program ***52*** may combine the files ***60*** and ***62*** by first splitting the consumer-desired video file ***60*** into two portions. For example, one of the portions contains data representing the upper half of each frame in the video file ***60***, and the other portion contains data representing the lower half of each frame. The generator program ***52*** then combines one of the portions of the video file ***60*** with the advertising file ***62***. For example, the generator program ***52*** lays the advertising file ***62*** over the lower half of the video content in the video file ***60.***

[055] Next, the program ***52*** places data representing the portion of the consumer-desired video file ***60*** that is not combined with the advertising file ***62*** into the first segment ***54*** of the combined video file ***50***, and places data representing the portion of the consumer-desired video file that is combined with advertising file in the second segment ***56*** of the combined video file.

[056] Then, program ***52*** generates data that includes instructions and possibly decryption data that enables a special playback program (such as the special playback program ***24*** in **FIG. 1**) to render the first video segment ***54*** (which contains no data from advertising file ***62***). The generator program ***52*** adds this enabling data to the combined video file ***50*** as a third segment ***58***. The data in the third segment ***58*** may be encrypted or otherwise protected to hinder a consumer's unauthorized attempt to suppress the advertising within the second segment ***56***. The data in the third segment **58** may comprise instructions, resources (such as license and/or decryption data and/or encoded digital audio/video data), references to resources embodied in XML, SMIL, or another other markup language, or any combination of the above.

[057] When a consumer uses a standard playback program, or a special playback program without a valid license for the combined video file ***50***, the playback program renders the data in the second segment ***56*** of the file ***50***, and the consumer perceives the video as exemplified in the snapshot picture ***64***. The picture ***64*** includes a portion ***66*** (here an upper portion) of display data from the consumer-desired video file ***60***, and also includes a portion ***68*** (here the lower portion) of display data from containing the advertising file ***62***. The portion ***68*** may be displayed for either the entire duration of the consumer-desired video file ***60***, or may only be displayed for a portion of that duration. Furthermore, the portion ***68*** may remain in the same location relative to the portion ***66*** of the video frames, or the portion ***68*** may move relative to the portion ***66*** as the video file ***50*** is played.

[058] Alternatively, when the consumer is authorized to avoid rendering the advertising file ***62***, a special playback program containing authorization module ***25*** (**FIG. 1**) reads the data in the third segment ***58***, and uses that data to splice the data in the first segment ***54*** of the combined video file ***50*** with the data in the second segment ***56*** to generate the video as exemplified by the snapshot ***70***. That is, the playback program generates the video by retrieving the data representing the upper frame portion ***66*** from the second segment ***56***, and by retrieving the data representing the lower frame portion ***68*** from the first segment ***54***. In this way, the consumer perceives the video without any advertising, as exemplified in the snapshot picture ***70***. Furthermore, storing only the lower frame portions ***68*** of the video file ***60*** in the first segment ***54*** reduces the size of the first segment as compared to storing the frames of the video file in their entireties.

[059] While the above detailed description has shown, described, and pointed out novel features of the disclosed subject matter as applied to various embodiments, it will be understood that various omissions, substitutions, and

changes in the form and details of the device or process illustrated may be made by those skilled in the art without departing from the spirit of the disclosed subject matter.

What is claimed is:

1. A system for distributing media content, the system comprising:

a first module operable to receive a request for a first media file;

a second module operable to generate from the first media file and from a second media file a combined media file having a first segment that includes data from the first media file and a second segment that includes data from the second media file; and

a third module operable to provide the combined media file in response to the request.

2. The system of claim 1 wherein the first segment contains substantially all of the data from the first media file and the second segment contains substantially all of the data from the second media file.

3. The system of claim 1 wherein the second module is further operable to generate the combined media file having a third segment that includes data indicating the location of the first segment within the combined media file.

4. The system of claim 3 wherein at least a portion of the data included in the third segment is encrypted.

5. The system of claim 1 wherein the second module is further operable to arrange the combined media file such that the second segment precedes the first segment within the combined media file.

6. The system of claim 1 wherein the first segment contains data from only the first media file, and the second segment contains data from both the first and second media files.

7. The system of claim 3 wherein the data included by the first segment is encrypted, and the third segment further includes data related to the decryption of data within the first segment.

8. The system of claim 1 wherein the second media file includes advertising data.

9. The system of claim 1, further comprising a selection module operable to select the second media file from a plurality of available media files based on a set of criteria.

10. The system of claim 9 wherein the set of criteria includes information related to the content of the first media file.

11. The system of claim 9 wherein the set of criteria includes information related to the content of the second media file.

12. The system of claim 9 wherein the set of criteria includes one or more characteristics of a user issuing the request for the first media file.

13. The system of claim 1 wherein the third module is operable to provide the combined media file by streaming the combined media file over a network.

14. A method for distributing media, the method comprising:

receiving a request for a first media file;

generating from the first media file and from a second media file a combined media file having a first segment that includes data from the first media file and a second segment that includes data from the second media file; and

providing the combined media file in response to the request.

15. The method of claim 14 wherein generating the combined media file comprises generating the combined media file having a third segment that includes data indicating the location of the first segment within the combined media file.

16. The method of claim 15 wherein generating the combined media file further comprises including all of the data from the first media file in the first segment and including all of the data from the second media file in the second segment.

17. The method of claim 14 wherein generating the combined media file further comprises arranging the combined media file such that the second segment precedes the first segment within the combined media file.

18. The method of claim 14 wherein generating the combined media file further comprises including data from only the first media file in the first segment and including data from both the first and second media files in the second segment.

19. The method of claim 17 wherein the combined media file comprises a video file, and wherein:

data in the first segment represents substantially a first portion of each respective video frame included in the first media file; and

data in the second segment represents substantially a second portion of each respective video frame included in the first media file and substantially the contents of the second media file.

20. The method of claim 15 wherein generating the combined media file further comprises:

encrypting data included in the first segment; and

including data within the third segment that relates to the decryption of the data included in the first segment.

21. The method of claim 14 further comprising selecting the second media file from a plurality of available media files based on a set of criteria.

22. The method of claim 21 wherein the set of criteria includes information related to the content of the first media file.

23. The system of claim 21 wherein the set of criteria includes information related to the content of the second media file.

24. The system of claim 21 wherein the set of criteria includes one or more characteristics of a user issuing the request for the first media file.

25. A system, comprising:

a receiving module operable to receive a combined media file having a first segment and a second segment that together include data from first and second media files;

a player module operable to render only data from the first media file during a first operating mode and operable to render data from both the first and second media files during a second operating mode; and

an authorization module operable to set the operating mode of the player in response to an authorization level associated with the combined media file.

26. The system of claim 25, further comprising a request module operable to issue a request for the first media file.

27. The system of claim 25 wherein:

the authorization module is further operable to evaluate a license; and

the authorization level associated with the combined media file is included in the license.

28. The system of claim 25 wherein the player module is further operable to render a portion of the data from the first segment and a portion of the data from the second segment substantially simultaneously.

29. The system of claim 25 wherein:

the data included within the first segment is encrypted; and

the player module is further operable to decrypt the data included within the first segment.

30. The system of claim 29 wherein:

the combined media file has a third segment; and

the player module is further operable to decrypt the data based on information contained within the third segment.

31. The system of claim 25, wherein rendering comprises playing.

32. The system of claim 25 wherein rendering comprises copying.

33. A method for rendering media content, the method comprising:

receiving a combined media file having a first segment and a second segment that together include data from first and second media files;

setting an operating mode in response to an authorization level associated with the combined media file; and

rendering only data from the first media file if the operating mode has a first value and rendering data from both the first and second media files if the operating mode has a second value.

34. The method of claim 33, further comprising issuing a request for the first media file.

35. The method of claim 33, further comprising evaluating a license to determine the authorization level associated with the combined media file.

36. The method of claim 33 wherein:

the combined media file comprises a video file; and

rendering data from both the first and second media files comprises displaying on a first portion of a video output device a portion of the data from the first media file while displaying on a second portion of the video output device a portion of the data from the second media file.

37. The method of claim 33 wherein:

the combined media file comprises a video file; and

rendering data from both the first and second media files comprises displaying on a first portion of a video output device a portion of the data from the first media file while displaying on a second portion of the video output device substantially all of the data from the second media file.

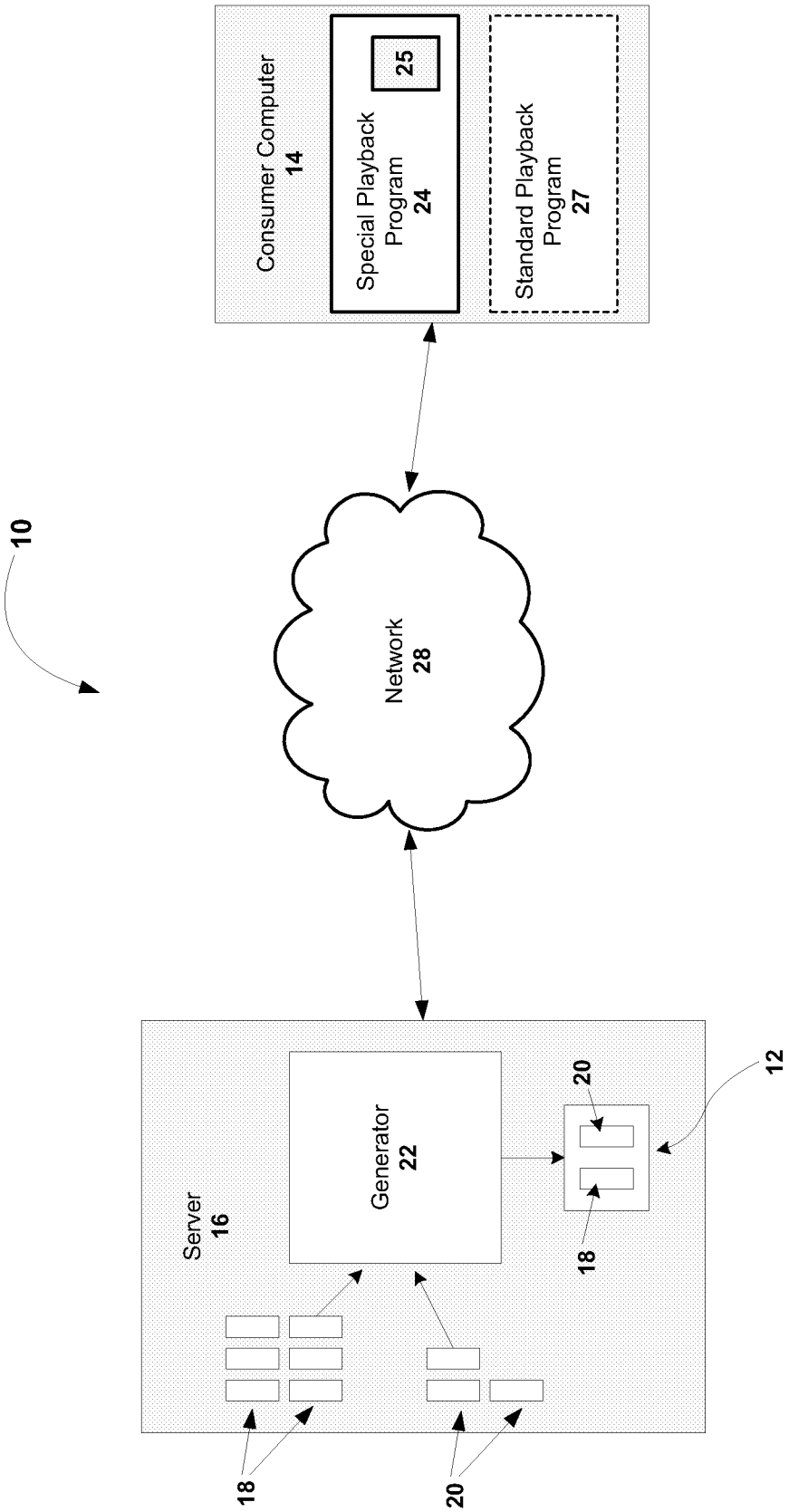

10
Consumer Computer
14
Special Playback Program
24
25
Standard Playback Program
27
Network
28
Server
16
Generator
22
20
12
18
18
20

FIG. 1

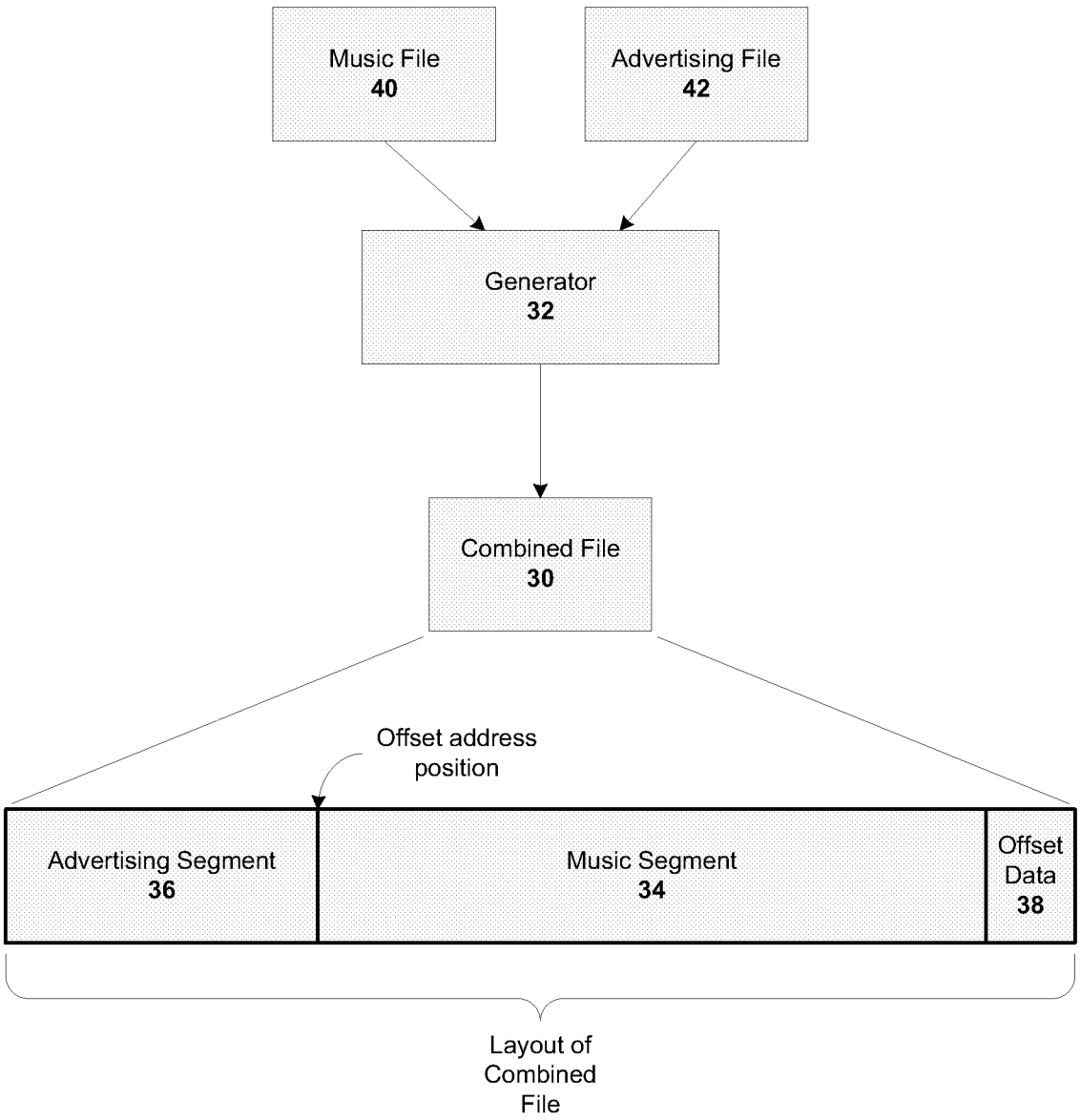

Music File
40
Advertising File
42
Generator
32
Combined File
30
Offset address
position
Advertising Segment
36
Music Segment
34
Offset
Data
38
Layout of
Combined
File

FIG. 2

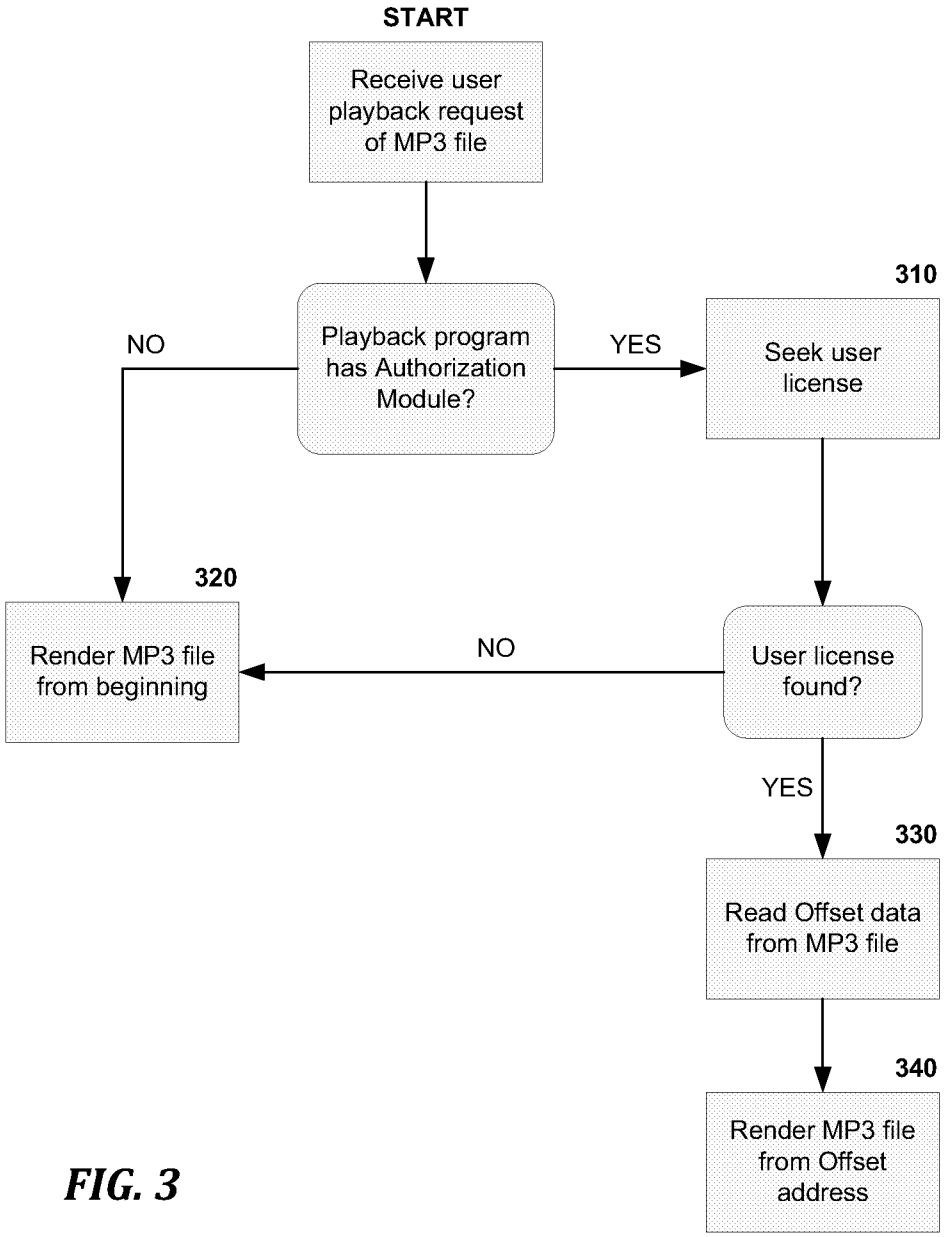

START
Receive user playback request of MP3 file
Playback program has Authorization Module?
NO
YES
310
Seek user license
320
Render MP3 file from beginning
NO
User license found?
YES
330
Read Offset data from MP3 file
340
Render MP3 file from Offset address

FIG. 3

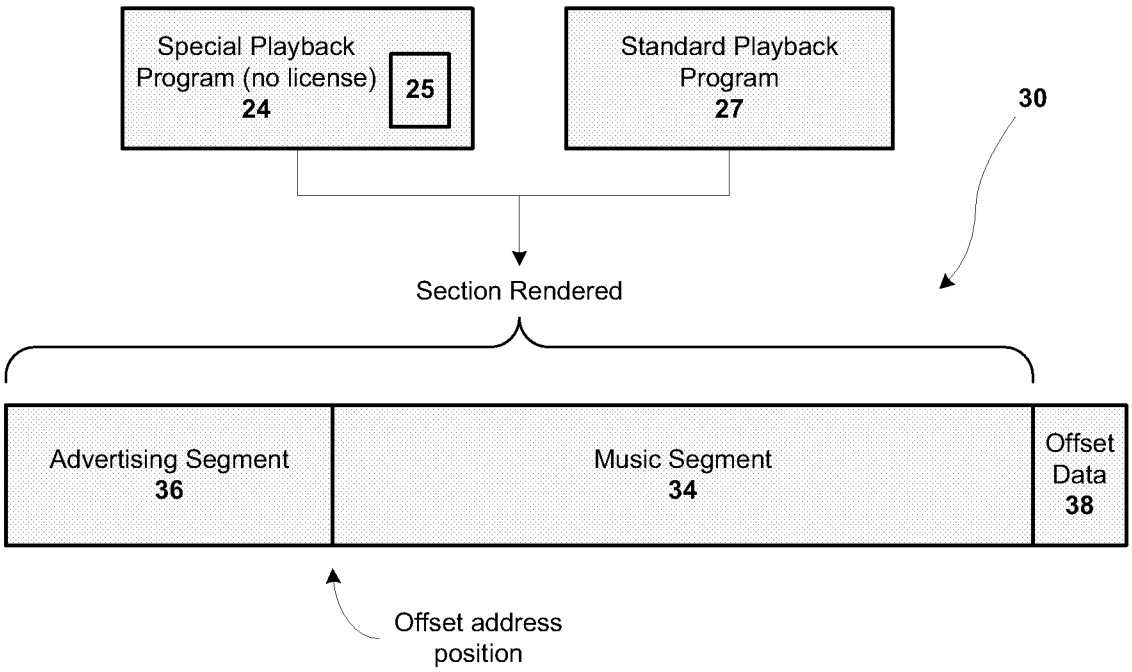

Special Playback Program (no license) 24
25
Standard Playback Program 27
30
Section Rendered
Advertising Segment 36
Music Segment 34
Offset Data 38
Offset address position

FIG. 4A

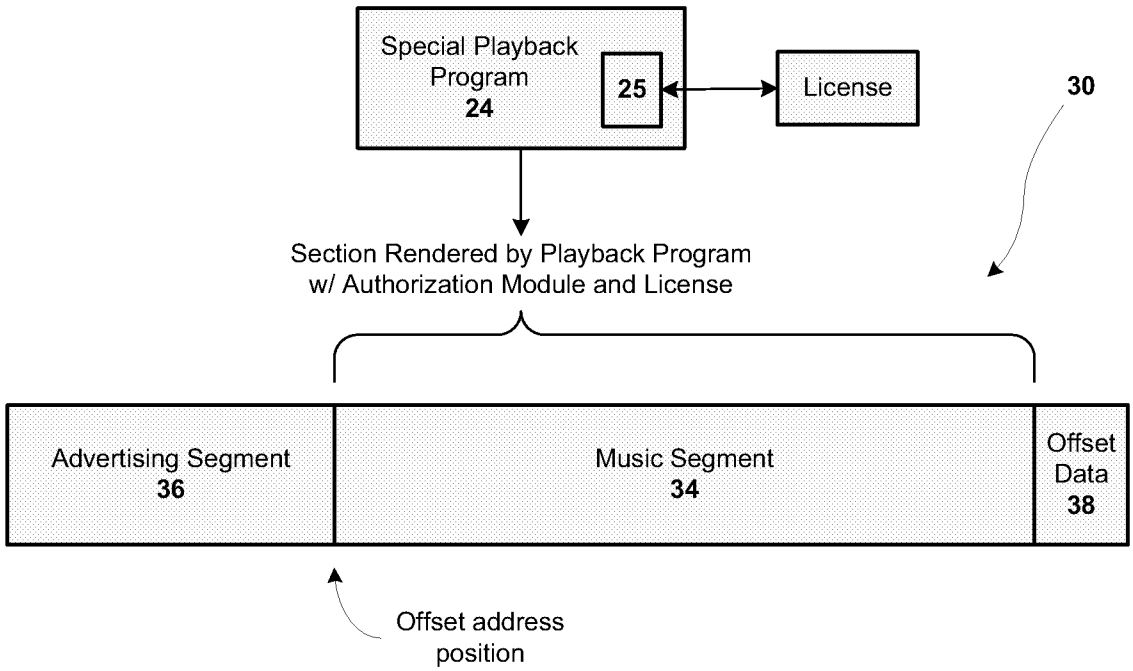

Special Playback Program 24
25
License
30
Section Rendered by Playback Program w/ Authorization Module and License
Advertising Segment 36
Music Segment 34
Offset Data 38
Offset address position

FIG. 4B

64
66
68
Eat at Bob's
Primary video stream
Private video stream
70
Original video stream
Video File
60
Advertising File
62
Advertising Script
63
Video Generator
52
Combined
Video File
50
Encrypted content of original Video File
54
Interleaved video data including advertising
56
Headers,
including key
for encrypted
content
58

FIG. 5