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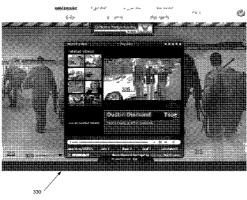
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(57) Abstract: A system and method of providing advertisements for video content in a packet based communication system is provided. In one embodiment, the method includes storing a plurality of advertisements in a memory, wherein each of the plurality of advertisements is configured to be displayed concurrently with a video player having a perimeter and each of the plurality of video advertisements is configured to be displayed adjacent the perimeter of the video player such as, for example, around the entire perimeter of the video player. The method further comprises receiving a plurality of requests for an advertisement from a plurality of clients and wherein each of the plurality of clients is displaying one of a plurality of web pages that form part of a plurality of web sites. Each of the plurality of web pages includes a hyperlink configured to cause video content to be presented in a video player and the plurality of requests are received as a result of actuation of the hyperlink included in the plurality of web pages. The method further includes transmitting one of the plurality of advertisements to each of the plurality of clients for display adjacent the perimeter of the video player. The video content, advertisements, and web pages may be transmitted to the clients via two or more different servers. A request for data resulting from actuation of a hyperlink associated with an advertisement may be logged and redirected to a content provider such as the advertiser.

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C. DOCUMENTS CONSIDERED TO BE RELEVANT			
Category*	Citation of document, with indication, where a	ppropriate, of the relevant passages	Relevant to claim No.
X Y	US220060026067 A1 (NICHOLAS θl at) 02 February 2006 (02.02.2006) entire document		1-42, 44, 46-54 and 57 43, 45 and 55-56
Y	US20050010475 A1 (PERKOWSKI, et al) 13 January,	2005 (13.01.2005) entire document	43, 45 and 55-56
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