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(54) **METHOD AND APPARATUS FOR
SELECTING STREAMING MEDIA IN
REAL-TIME**

ation-in-part of application No. 09/625,443, filed on
Jul. 26, 2000, now abandoned.

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Publication Classification

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(57) **ABSTRACT**

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Streaming media over a packet switched network includes processes for tracking which users are receiving a particular media stream and how long each of the users receives in order to collect time line information. Advertisements are preferably selected in real-time based on predefined criteria and switched, in response to a trigger, in place of a source signal during a streaming session.

Related U.S. Application Data

(63) Continuation of application No. 09/642,037, filed on Aug. 18, 2000, now abandoned, which is a continu-

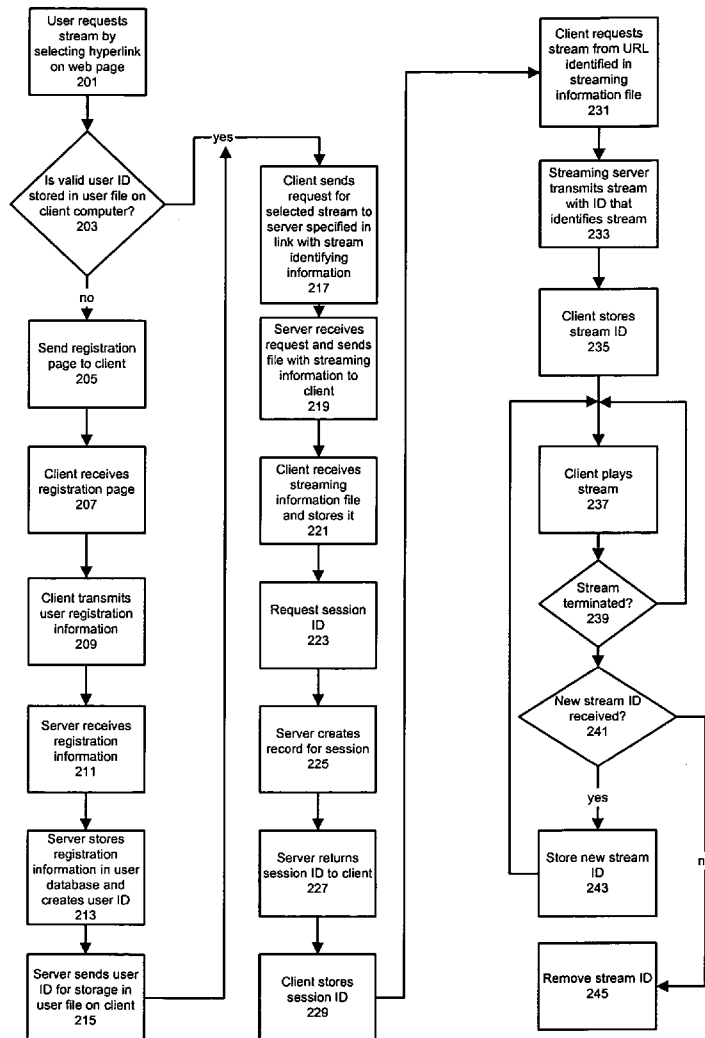


FIG. 1A

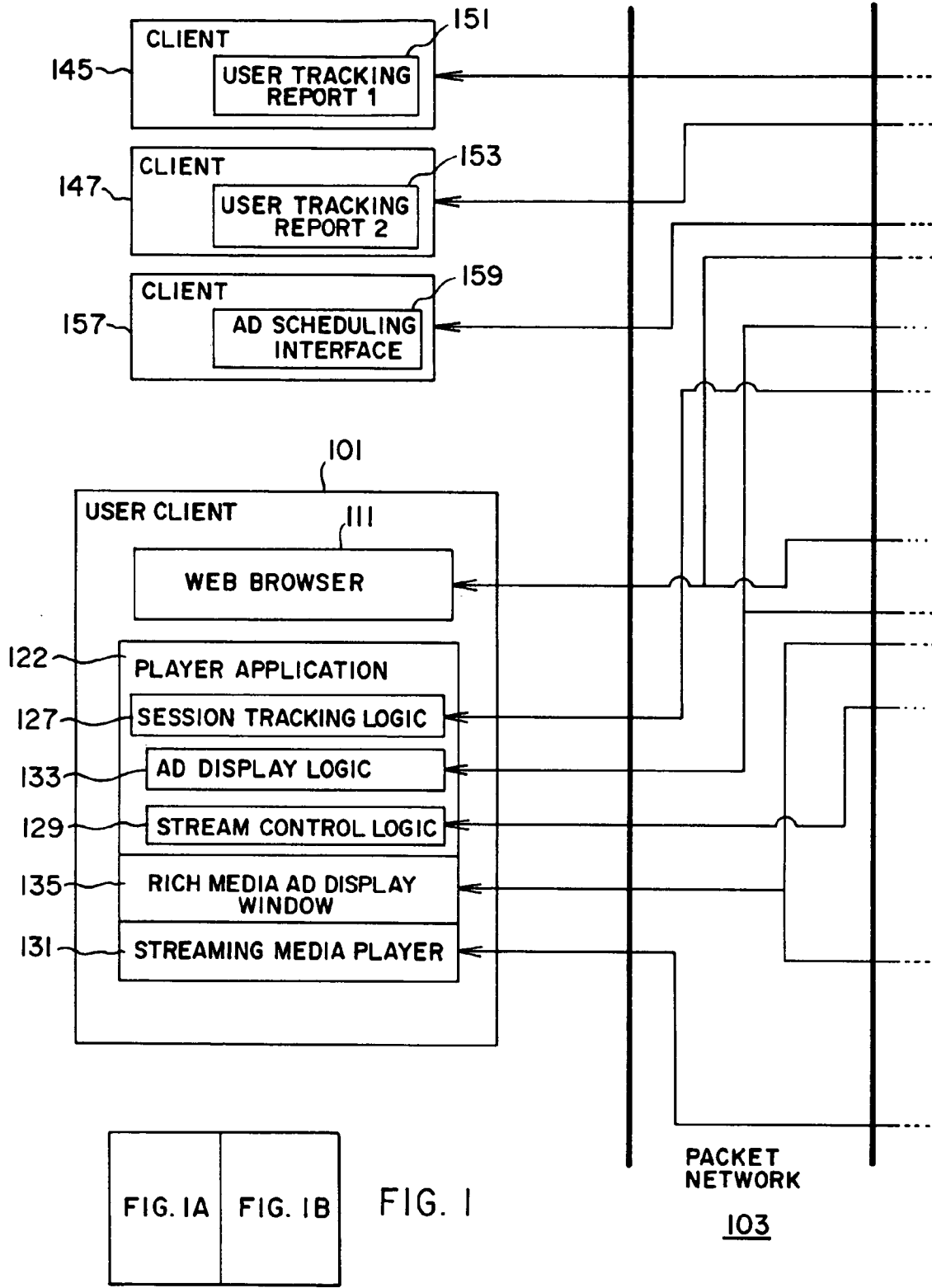


FIG. 1B

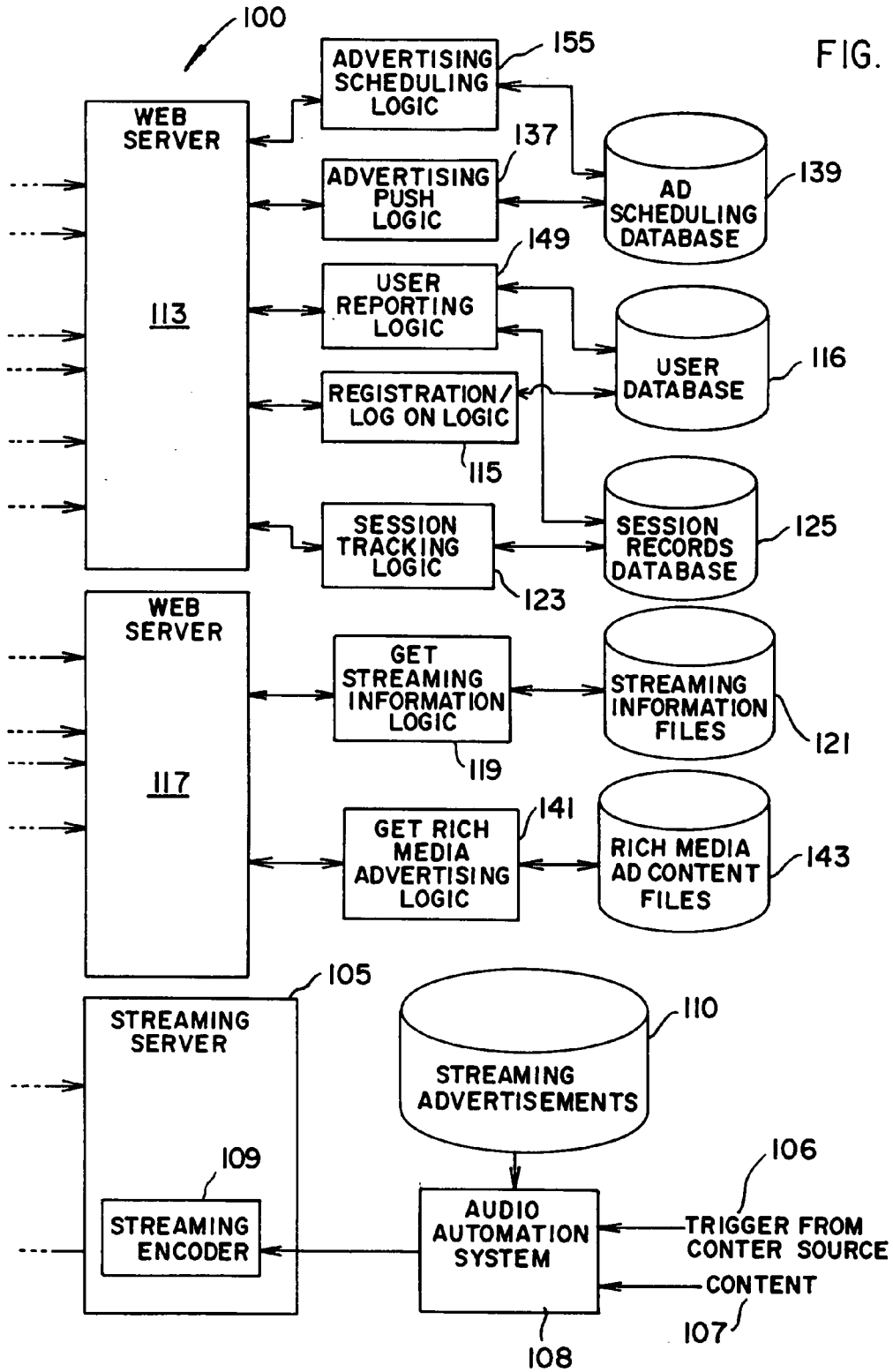
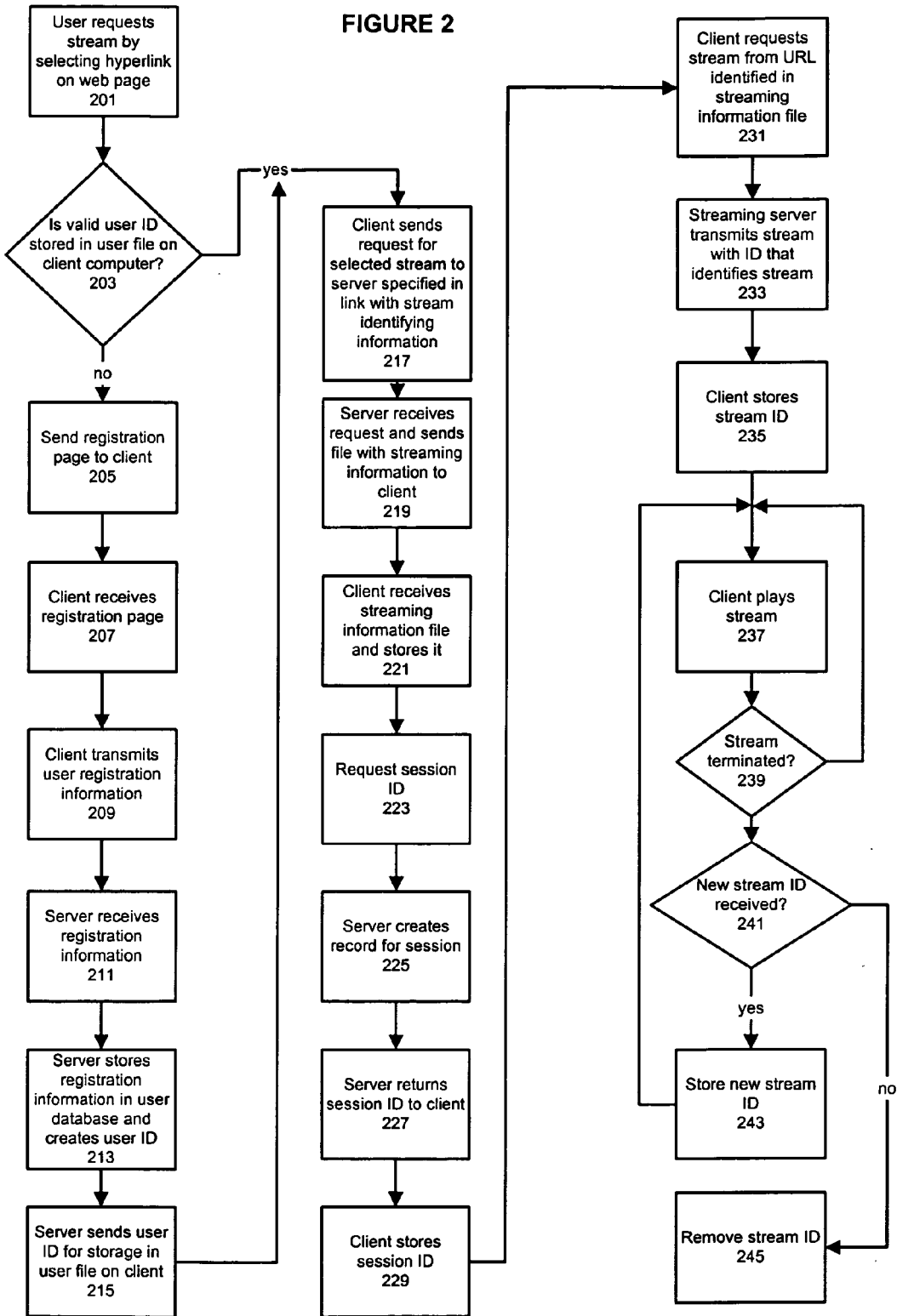


FIGURE 2



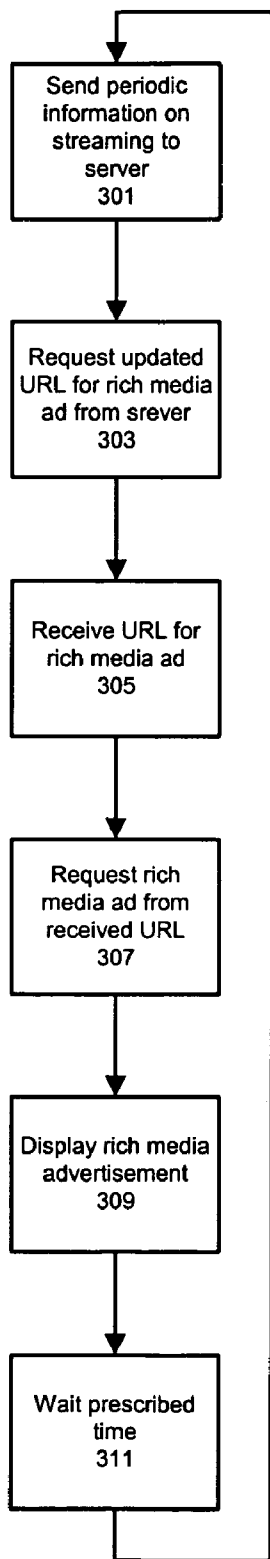


FIGURE 3

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