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**Lewis et al.**

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- (54) **SYSTEM AND METHOD FOR RULE BASED DYNAMIC SERVER SIDE STREAMING MANIFEST FILES**
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- (\*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 369 days.

(74) *Attorney, Agent, or Firm* — Farjami & Farjami LLP

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(51) **Int. Cl.**  
**H04N 7/173** (2011.01)

(52) **U.S. Cl.**  
USPC ..... 725/91; 725/36; 725/97

(58) **Field of Classification Search**  
USPC ..... 725/91, 97, 36  
See application file for complete search history.

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(57) **ABSTRACT**

There is provided a system and method for rule-based dynamic server-side streaming manifest files. There is provided a method comprising receiving a request to provide a first video content for playback, evaluating a plurality of rules for the first video content, generating a dynamic manifest file referencing the first video content, and providing the dynamic manifest file in response to the request, thereby enabling an application to playback the first video content for output on a display by interpreting the dynamic manifest file. The rules may implement various features such as dynamic advertisement insertion, load balancing, client customization, user and device targeting, enhanced security mechanisms, global announcements, and others. As streaming protocols are widely supported by default on many client platforms, the dynamic manifest files can be utilized in a user friendly and transparent manner compared to client-side solutions requiring cumbersome client software installations.

**18 Claims, 4 Drawing Sheets**

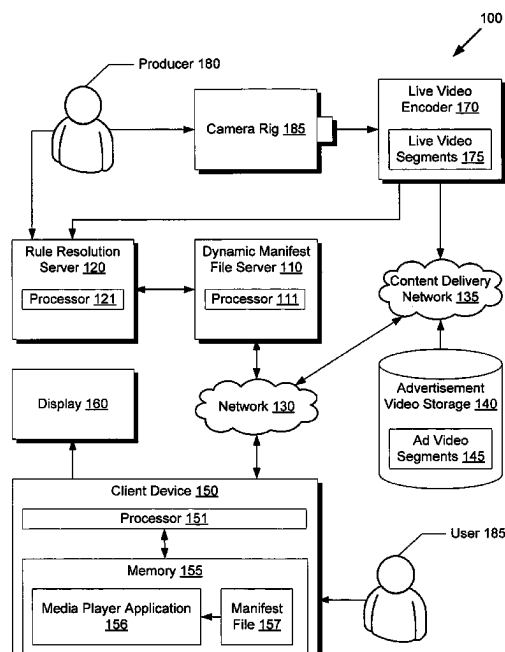


Fig. 1

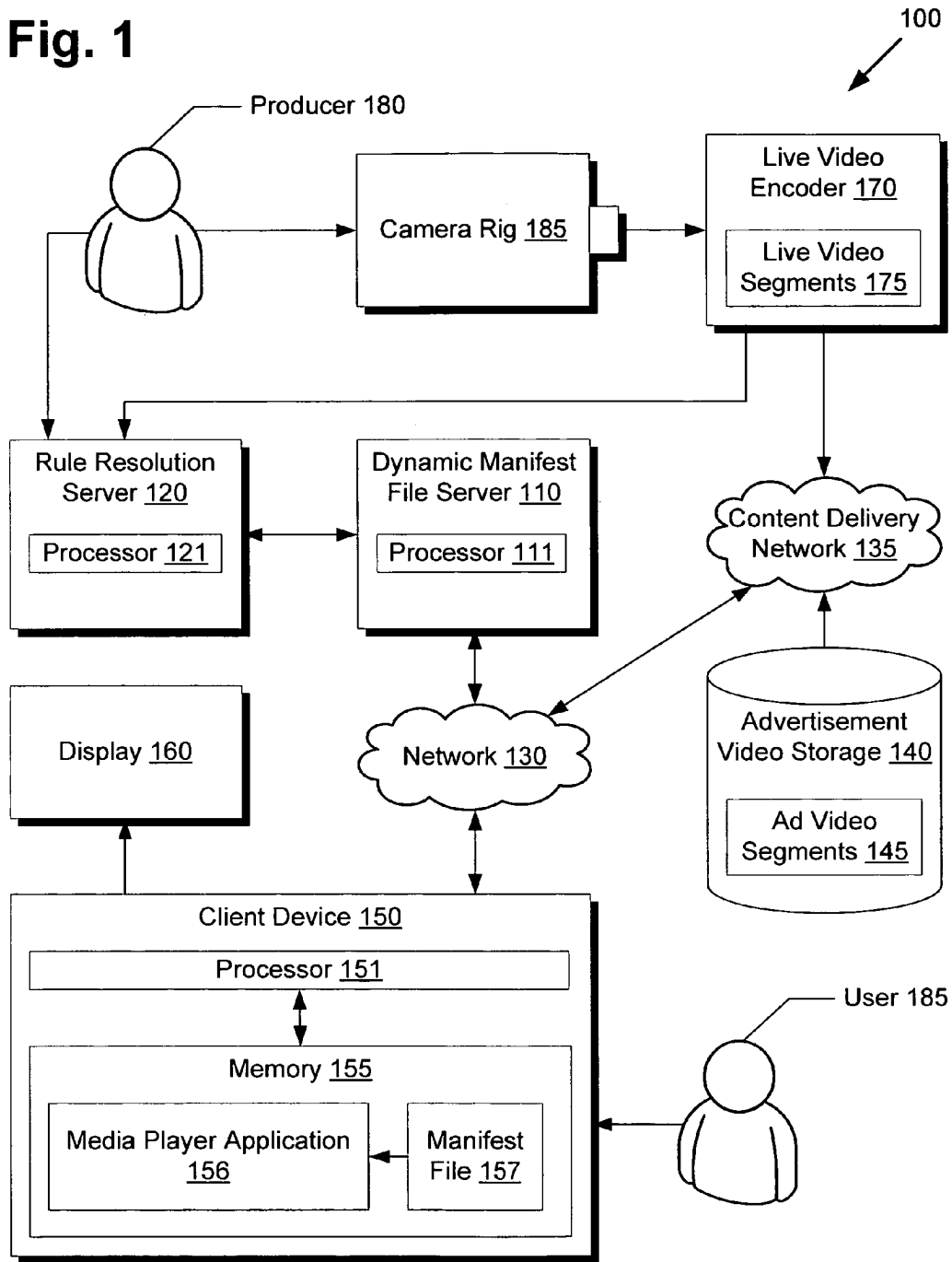


Fig. 2

200

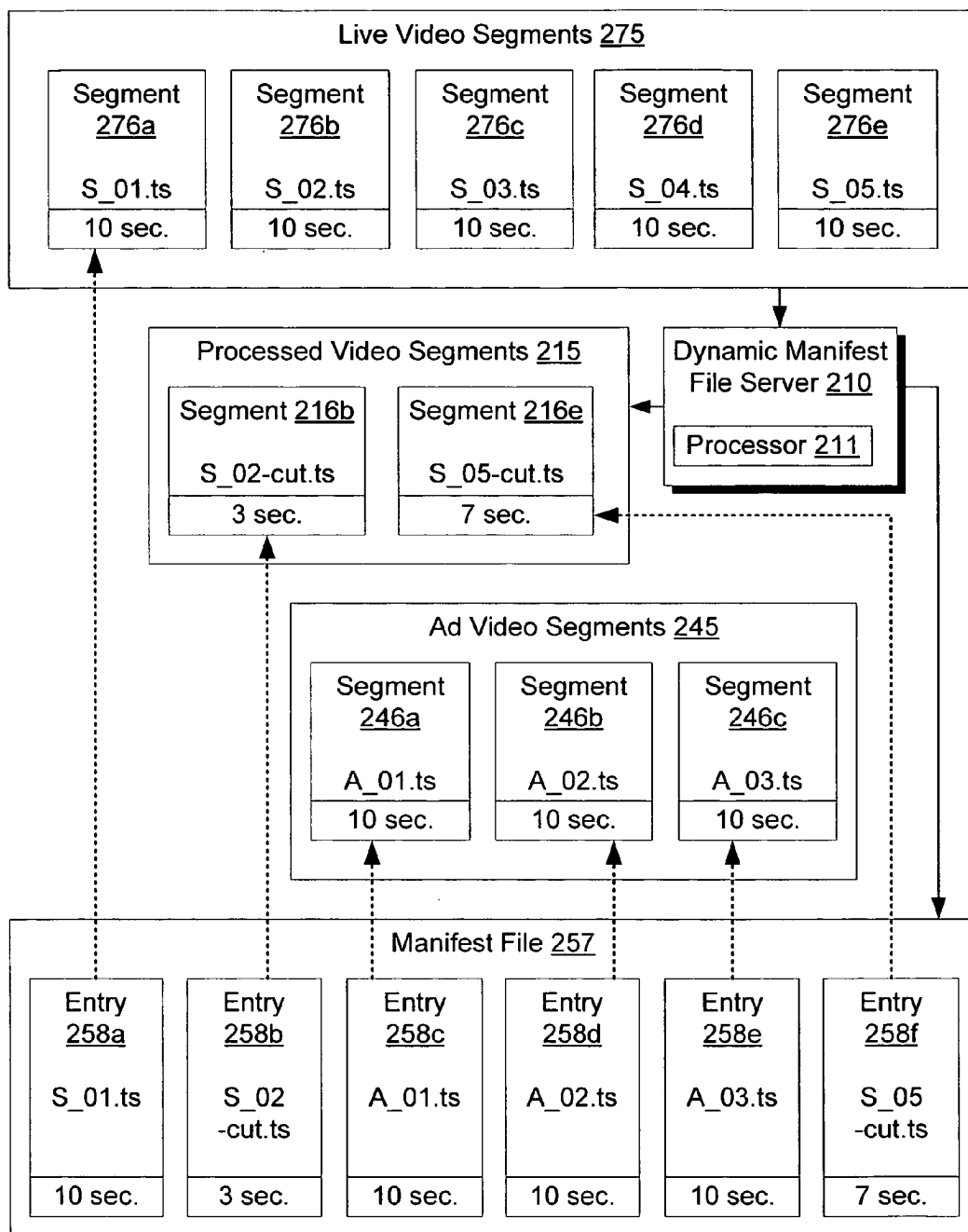


Fig. 3

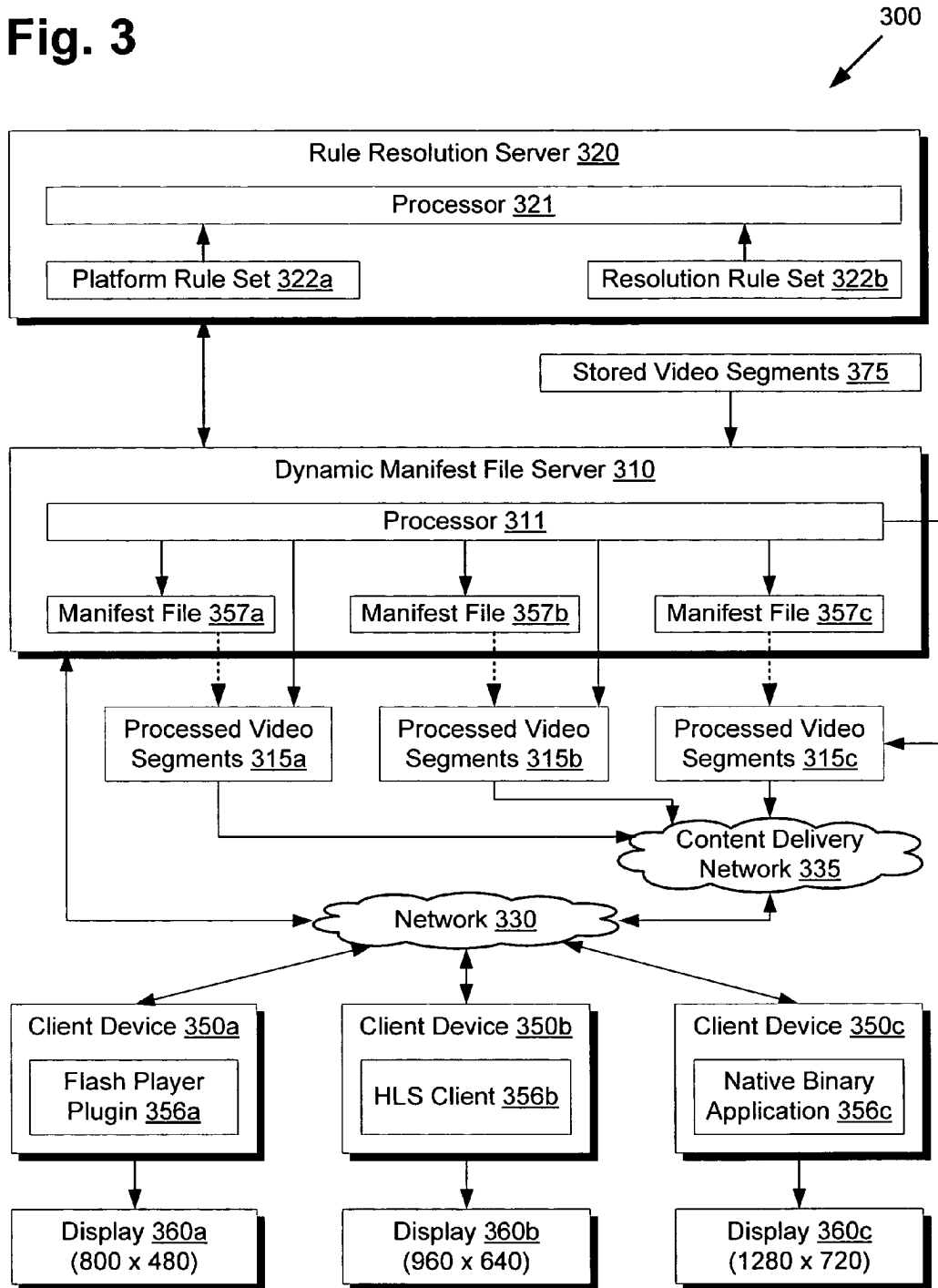
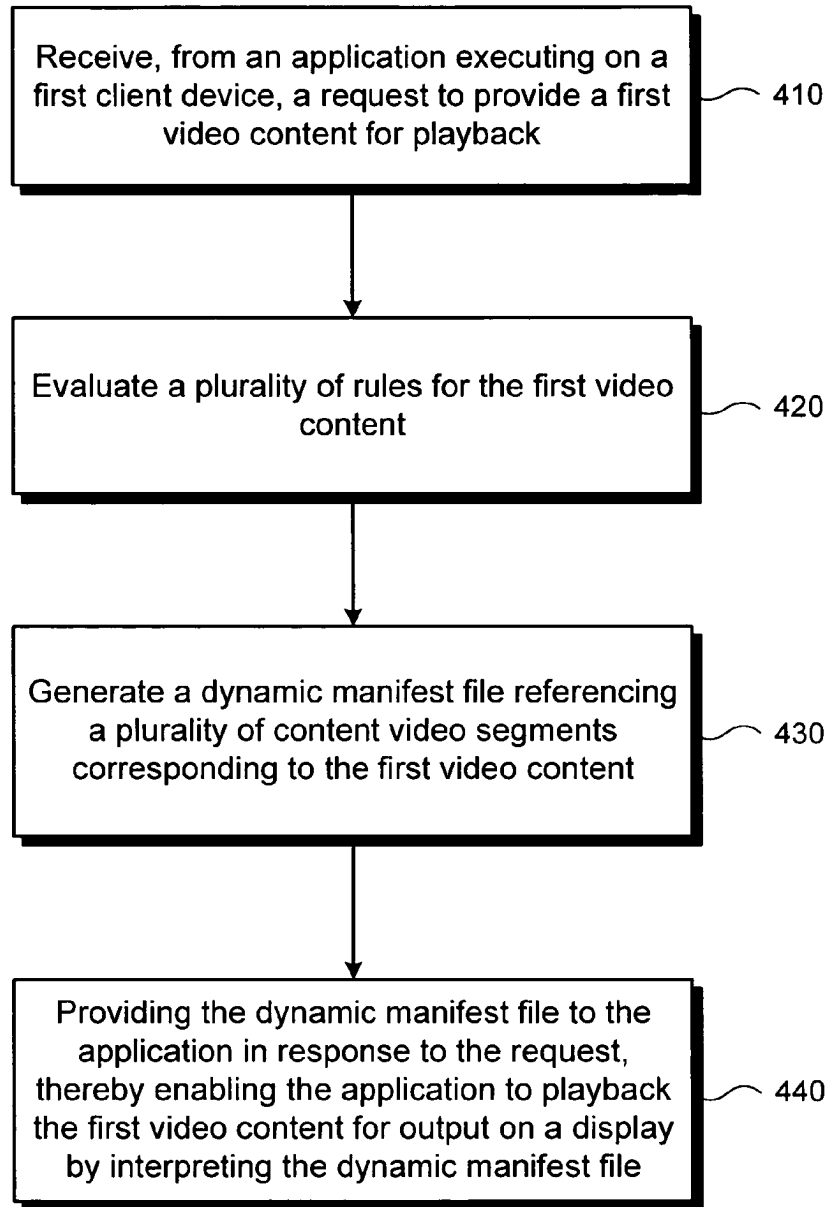


Fig. 4

400



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