

What is claimed is:

1. (Withdrawn) A method for providing media for routing comprising:
enabling entry of a program at a service processor, the program comprising at least one media reference for at least one media and at least one order component for an order;
assigning a program identification to the program;
publishing the program with the program identification and the order from the service processor;
receiving the program with the program identification and the order at a management system; and
tracking use of the at least one media reference in the program via the program identification.
2. (Withdrawn) The method of claim 1 further comprising enabling entry of at least one rule for the program, the at least one rule comprising at least one member of a group consisting of a program creation rule and a program routing rule.
3. (Withdrawn) The method of claim 1 further comprising selecting for the at least one order component at least one member of a group consisting of a service rule identifying how a media viewing should be paid, a storage rule identifying where the at least one media and the program will be located for physical storage, a collection rule identifying an entity collecting a payment for services rendered, a viewing rule identifying acceptable viewers that can receive the at least one media and the program, and a settlement rule identifying how a collection is divided among participating entities.
4. (Withdrawn) A method for providing media for routing comprising:
enabling entry of a program at a service processor, the program comprising at least one media reference and at least one order component for an order;
assigning a program identification to the program;
publishing the program with the program identification and the order from the service processor;

- receiving the published program at a switch; and
streaming media identified by the at least one media reference upon receiving a
valid reservation for the program.
5. (Withdrawn) The method of claim 4 further comprising:
enabling entry of a plurality of media references for the program and a plurality of
order components for the order at the service processor; and
streaming media from the switch identified by at least a portion of the plurality of
media references upon receiving the valid reservation for the program.
6. (Original) A method for reserving media for a request from a viewer
comprising:
generating a presentation for at least one media based on a program identifying
the at least one media, the program comprising at least one media
reference identifying the at least one media and an order having at least
one order component, the at least one media corresponding to at least a
portion of the request;
determining if a system resource is available to stream the presentation and, if so,
creating a reservation for the presentation; and
assigning a reservation identification to the reservation.
7. (Original) The method of claim 6 further comprising processing a viewer
profile of the viewer with a program rule for the program to generate the presentation.
8. (Original) The method of claim 7 further comprising dynamically
selecting another media for the presentation based upon the viewer profile.
9. (Original) The method of claim 8 wherein dynamically selecting another
media for the presentation further comprises selecting at least one member of a group
consisting of an advertisement and a selected one of a plurality of media clips associated
with the request.

10. (Original) The method of claim 9 wherein dynamically selecting another media for the presentation further comprises selecting the selected media clip based on at least one second member of a second group consisting of a presentation criteria and an attribute of the viewer profile.

11. (Original) The method of claim 10 wherein dynamically selecting another media for the presentation further comprises selecting the selected media clip based on the attribute, the attribute comprising at least one member of a group consisting of an age, a gender, a marital status, an income, a geographic location, a hobby, a preference, and a job grade.

12. (Original) The method of claim 10 wherein the attribute comprises a collected data of the viewer and wherein selecting the selected media clip based on the attribute comprises selecting the selected media clip based on the collected data of the viewer.

13. (Original) The method of claim 12 wherein the collected data comprises at least one third member of a third group consisting of a viewing history and a purchasing history, and wherein selecting the selected media clip based on the collected data of the viewer comprises selecting the selected media clip based on the at least one third member of the third group consisting of the viewing history and the purchasing history.

14. (Original) The method of claim 10 wherein the attribute comprises a configurable attribute based on the viewer and wherein selecting the selected media clip based on the attribute comprises selecting the selected media clip based on the configurable attribute.

15. (Original) The method of claim 6 further comprising dynamically selecting at least one other media for the presentation based on a level of revenue to be generated by streaming the at least one other media.

16. (Original) The method of claim 6 further comprising dynamically selecting at least one other media for the presentation based on a viewer attribute.
17. (Original) The method of claim 6 further comprising tracking the reservation identification for the reservation.
18. (Original) The method of claim 6 further comprising processing the presentation and the request to determine if the system resource is available.
19. (Original) The method of claim 18 further comprising selecting the system resource to stream the presentation from at least one member of a group consisting of a switch, a media server software of the switch, and a stream caster of the switch.
20. (Original) The method of claim 18 further comprising identifying a different system resource configured to stream the presentation if the system resource is not available and passing the request to the different system resource.
21. (Original) The method of claim 20 wherein the different system resource comprises at least one member of a group consisting of a streaming management system and an external system.
22. (Original) The method of claim 6 further comprising selecting a routing processor to handle routing the at least one media and transmitting the reservation, including the reservation identification, to the routing processor.
23. (Original) The method of claim 22 wherein the transmitting the reservation further comprises transmitting the reservation, including the reservation identification, to the routing processor at a configurable time before a start time of the presentation.
24. (Original) The method of claim 6 further comprising generating a play script corresponding to the presentation for the viewer.

25. (Original) The method of claim 24 wherein generating the play script further comprises generating the play script with the at least one media reference and the reservation identification.

26. (Original) The method of claim 24 wherein generating the play script further comprises generating the play script with a plurality of media references and the reservation identification.

27. (Original) The method of claim 24 wherein generating the play script step comprises generating at least one universal resource locator containing the at least one media reference and the reservation identification.

28. (Original) The method of claim 6 further comprising determining if the viewer is authorized to request the at least one media.

29. (Original) The method of claim 28 wherein the determining if the viewer is authorized further comprises authenticating the viewer to determine if the viewer is authorized to make the request.

30. (Original) The method of claim 28 wherein the determining if the viewer is authorized further comprises comparing a viewer profile against a service rule to determine if the viewer profile complies with the service rule.

31. (Original) The method of claim 28 wherein the determining if the viewer is authorized further comprises verifying that an order for the program is in effect and that the program is available for viewing by the viewer.

32. (Original) The method of claim 28 wherein the determining if the viewer is authorized further comprises authorizing any viewer for making the request.

33. (Original) The method of claim 28 wherein the determining if the viewer is authorized further comprises validating that the request is received from a valid communication system.

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