What is claimed is:

1.   (Cancelled)

2.   (Cancelled)

3.   (Cancelled)

4.   (Cancelled)

5.   (Cancelled)

6.   (Currently Amended) A method for reserving media for a viewer, comprising:

at a switch management system device, receiving a program comprising at least one
media reference identifying at least one media of the program and an order
comprising at least one order rule associated with the at least one media of the
program;

receiving a communication at a reservation system of the switch management system
device, the communication identifying the at least one media;

using the at least one order rule associated with the at least one media of the program
and the at least one media reference identifying the at least one media of the
program to generate a presentation for the at least one media at the reservation
system;

at the reservation system, determining if a system resource is available to stream the at
least one media of the presentation at the reservation system and, if so, creating
a reservation for the presentation; and

assigning a reservation identification to the reservation at the reservation system.

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.   (Previously Presented) 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 communication.

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.   (Currently Amended) 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 <u>third</u> member of a <u>third</u> 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.   (Previously Presented) The method of claim 6 further comprising processing the presentation and the communication to determine if the system resource is available.

19.   (Currently Amended) The method of claim ~~18~~ 6 further comprising selecting the system resource to stream the at least one media of 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.   (Currently Amended) The method of claim ~~18~~ 6 further comprising identifying a different system resource configured to stream the at least one media of the presentation if the system resource is not available and passing the communication 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.   (Currently Amended) The method of claim 24 wherein generating the play script 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.   (Currently Amended) The method of claim 28 wherein the determining if the viewer is authorized further comprises verifying that ~~an~~ the 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.   (Previously Presented) The method of claim 28 wherein the determining if the viewer is authorized further comprises validating that the communication is received from a valid communication system.

34.   (Previously Presented) The method of claim 28 wherein the determining if the viewer is authorized further comprises accessing data of an external system to determine if the communication is valid.

35.   (Original) The method of claim 6 further comprising validating a financial transaction for streaming the at least one media prior to creating the reservation.

36.   (Cancelled)

37.   (Cancelled)

38.   (Cancelled)

39.   (Cancelled)

40.   (Cancelled)

41.   (Currently Amended) A system for reserving media for a viewer comprising:
a switch management system <u>device</u> to receive a program comprising at least one
    media reference identifying the at least one media of the program and an order
    comprising at least one order rule associated with the at least one media of the
    program and to receive a communication, the communication identifying the at
    least one media, the switch management system <u>device</u> comprising a
    reservation system comprising:
a presentation creator to use the at least one order rule associated with the at
        least one media of the program and the at least one media reference
        identifying the at least one media of the program to generate a
        presentation for the at least one media; and
a reservation generator to determine if a system resource is available to stream
        <u>the at least one media of</u> the presentation and, if so, to create a

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