In the Claims

Please amend the Claims as follows.

1.   (Cancelled)

2.   (Cancelled)

3.   (Cancelled)

4.   (Cancelled)

5.   (Cancelled)

6.   (Previously Presented) A method comprising:

receiving, by a management system via a communication network and from a
communication device, a request associated with a user of the communication
device to have media content streamed to the communication device, the
requested media content comprising a plurality of media content segments and
the management system comprising a combination of hardware and software;
and

for each one of the plurality of media content segments, (i) determining, by the
management system, a plurality of resources available to facilitate streaming
the media content segment to the communication device and (ii) transmitting,
from the management system to the communication device, an indication of
the media content segment and information instructing the communication
device how to communicate with each of the plurality of resources to cause the
media content segment to be streamed to the communication device in
accordance with at least one rule associated with the requested media content
to control how the plurality of media content segments are to be streamed to
the communication device, a capability of the communication device, and an
attribute of the user.

7.   (Previously Presented) The method of claim 79 further comprising processing
a viewer profile of the user to select the attribute of the user.

8.   (Previously Presented) The method of claim 79 further comprising (i) selecting, based upon a viewer profile of the user, other media content, wherein the other media content is not requested by the user of the communication device to be streamed to the communication device, (ii) transmitting at least one identification of the other media content to the communication device, and (iii) transmitting information to the communication device to enable the communication device to cause the other media content to be streamed to the communication device.

9.   (Previously Presented) The method of claim 8 wherein the other media content comprises an advertisement.

10.   (Previously Presented) The method of claim 8 wherein selecting the other media content comprises selecting a media clip based on an attribute of the viewer profile.

11.   (Previously Presented) The method of claim 8 wherein selecting the other media content comprises selecting a media clip based on an attribute of the viewer profile, the attribute comprising at least one of an age, a gender, a marital status, an income, a geographic location, a hobby, a preference, and a job grade.

12.   (Previously Presented) The method of claim 10 wherein the attribute of the viewer profile comprises collected data associated with the user and wherein selecting the media clip based on the attribute of the viewer profile comprises selecting the media clip based on the collected data associated with the user.

13.   (Previously Presented) The method of claim 12 wherein the collected data comprises at least one of a viewing history and a purchasing history for the user.

14.   (Previously Presented) The method of claim 10 wherein the attribute of the viewer profile comprises a configurable attribute based on the user and wherein selecting the media clip based on the attribute of the viewer profile comprises selecting the media clip based on the configurable attribute.

15.   (Previously Presented) The method of claim 79 further comprising selecting other media content for streaming to the communication device based on a level of revenue to

be generated by streaming the other media content and transmitting at least one identification of the other media content to the communication device.

16.	(Previously Presented) The method of claim 79 further comprising selecting other media content based on a viewer profile for the user and transmitting at least one identification of the other media content to the communication device.

17.	(Previously Presented) The method of claim 79 further comprising tracking streaming of the plurality of media content segments using a program identification.

18.	(Previously Presented) The method of claim 79 further comprising processing the request to determine the plurality of resources.

19.	(Previously Presented) The method of claim 79 further comprising selecting at least one of the plurality of resources to stream at least one of the plurality of media content segments from at least one of a switch, a media server, and a stream caster of the switch.

20.	(Previously Presented) The method of claim 19 further comprising selecting a different resource to facilitate streaming the at least one of the plurality of media content segments if the at least one of the plurality of resources is not able to stream the at least one of the plurality of media content segments and transmitting an identification of the different resource to the communication device.

21.	(Previously Presented) The method of claim 20 wherein the different resource comprises at least one of a different media server, a routing processor, and an external system.

22.	(Previously Presented) The method of claim 79 further comprising selecting a routing processor as at least one of the resources to handle routing at least one of the plurality of media content segments to the communication device.

23.	(Previously Presented) The method of claim 22 further comprising generating a reservation associated with streaming each of the plurality of media content segments to the communication device, the reservation being associated with a unique reservation identification.

24.   (Previously Presented) The method of claim 79 further comprising generating the indication of each of the plurality of media content segments with at least one universal resource locator (URL).

25.   (Previously Presented) The method of claim 79 further comprising generating the indication of each of the plurality of media content segments in a play script, and transmitting the play script to the communication device.

26.   (Previously Presented) The method of claim 25 further comprising generating the play script with a plurality of media references identifying the plurality of media content segments.

27.   (Previously Presented) The method of claim 79 further comprising generating a plurality of universal resource locators, each of the plurality of universal resource locators identifying one or more of the plurality of media content segments.

28.   (Previously Presented) The method of claim 79 further comprising determining if the communication device is authorized to have the request fulfilled.

29.   (Previously Presented) The method of claim 28 wherein determining if the communication device is authorized to have the request fulfilled comprises authenticating the communication device.

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

31.   (Previously Presented) The method of claim 28 wherein determining if the communication device is authorized comprises verifying that each of the plurality of media content segments is available for the streaming to the communication device.

32.   (Previously Presented) The method of claim 28 wherein determining if the communication device is authorized comprises authorizing any communication device for making the request.

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

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

35.   (Previously Presented) The method of claim 79 further comprising validating a financial transaction for streaming the plurality of media content segments prior to streaming the plurality of media content segments.

36.   (Cancelled)

37.   (Cancelled)

38.   (Cancelled)

39.   (Cancelled)

40.   (Cancelled)

41.   (Previously Presented) A system comprising:

a management system comprising a combination of hardware and software to:

receive, via a communication network and from a communication device, a request associated with a user of the communication device to have media content streamed to the communication device, the requested media content comprising a plurality of segments; and

for each one of the plurality of media content segments, (i) determine a plurality of resources, other than the management system, available to facilitate streaming the media content segment and (ii) transmit to the communication device an indication of the media content segment and information instructing the communication device how to communicate with each of the plurality of resources to cause the media content segment to be streamed to the communication device in accordance

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