

Title (en)
METHOD AND APPARATUS FOR PERFORMING DIGITAL-TO-DIGITAL VIDEO INSERTION

Title (de)
VERFAHREN UND GERÄT FÜR DIGITAL-DIGITALBILD-EINFÜGUNG

Title (fr)
PROCEDE ET DISPOSITIF POUR L'INSERTION VIDEO NUMERIQUE/NUMERIQUE

Publication
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Application
EP 00975371 A 20001024

Priority
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• US 16132099 P 19991025

Abstract (en)
[origin: WO0131918A1] Techniques for seamlessly inserting a second compressed video stream (e.g., for an advertisement) into a first compressed video stream (e.g., for a program video), which can be implemented in an ad insertion processor (112) that typically includes a real time encoder (202a) (e.g., an MPEG encoder), a buffer (204a), a profiler (112), a multiplexer (112), and a splicer (112). The profiler receives the first compressed video stream and provides a "profile" for the stream, which may include bit rate and other information about the stream. The real time encoder (202a) receives and encodes a second video in accordance with a particular encoding scheme to generate the second compressed video stream. The real time encoder further controls the encoding of the second video based at least in part on the profile of the first compressed video stream such that the profiles for the two streams are approximately similar at the point in time the second stream is inserted into the first stream. The buffer (204a) stores the first compressed video stream from the real time encoder until it is needed. The multiplexer inserts the second compressed video stream into the first compressed video stream, and the splicer splices the two streams together to form the output video stream.

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Citation (search report)
• [XY] EP 0944249 A1 19990922 - SONY CORP [JP]
• [Y] WO 9939506 A1 19990805 - GEN INSTRUMENT CORP [US]
• [A] EP 0739138 A2 19961023 - AT & T CORP [US]
• See references of WO 0131918A1

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