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(54) **METHOD AND SYSTEM FOR DELIVERING AND MONITORING AN ON-DEMAND PLAYLIST OVER A NETWORK USING A TEMPLATE**

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(57) **ABSTRACT**

The present invention delivers a playlist to a requesting device over a network and monitors their performance on the device. Attributes of the requesting device are determined to increase performance of the playlist. The attributes may include information relating to the operating system of the requesting device; a media player; a bandwidth parameter; presence or absence of a firewall, permissions related to the requesting device, and the like. Media instructions are generated that direct the performance of the playlist on the requesting device and are based on the determined attributes. The playlist is retrieved from a location on the network picked to optimize performance. The playlist may be generated in real time or may be cached and stored at various locations on a network. The performance of the playlist is monitored to help ensure the proper performance of the playlist.

20 Claims, 15 Drawing Sheets

