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The ASX file format is very rich. For example, media, such as banners, icons, images, and watermarks may be added to the streaming media.

Flowing to block 1550, the adlet playlist entity headers are inserted. The logical flow then ends.

The above specification, examples and data provide a complete description of the manufacture and use of the composition of the invention. Since many embodiments of the invention can be made without departing from the spirit and scope of the invention, the invention resides in the claims hereinafter appended.

We claim:

1. A method for delivering and monitoring an on-demand playlist over a network, comprising:

determining attributes of a requesting device;

creating a template based on the determined attributes that includes instructions to retrieve and play the playlist related to the requesting device;

delivering the template to the requesting device;

determining when a trigger associated with the playlist is executed, and when executed:

requesting the playlist from a location based on the template; and

delivering the playlist to the requesting device.

2. The method of claim 1, further comprising playing the playlist and monitoring the playing of the playlist.

3. The method of claim 1, wherein determining the attributes of the requesting device, further comprises:

determining basic operating characteristics of the requesting device; and

determining if the basic operating characteristics of the requesting device are supported; and if the basic operating characteristics are supported then retrieving additional attributes corresponding to the requesting device, otherwise informing the requesting device that the basic operating characteristics are not supported.

4. The method of claim 3, wherein retrieving the additional attributes corresponding to the requesting device, further comprises determining the additional attributes corresponding to a set of attributes including a language attribute, a bandwidth attribute, a firewall attribute, and a permissions attribute.

5. The method of claim 1, wherein delivering the playlist to the requesting device, further comprises:

determining if the playlist is cached; and

sending the playlist to the requesting device when the playlist is cached, otherwise sending a default adlet playlist to the requesting device.

6. The method of claim 5, wherein sending the default adlet playlist to the requesting device, further comprises:

creating a cliplet based on the attributes of the requesting device, the cliplet contained within the playlist;

creating an optimized playlist corresponding to the requesting device; and

caching the optimized playlist so that it may be retrieved by future requesting devices.

7. The method of claim 6, wherein creating the cliplet based on the attributes of the requesting device, further comprises:

determining a source for delivery of the cliplet; and

generating media instructions that are used by the requesting device to optimally perform actions associated with the playlist.

8. The method of claim 7, wherein determining the source for delivery of the cliplet, further comprises:

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determining a protocol to use to send the playlist to the requesting device; and

determining the source for delivery of the cliplet based on the protocol.

9. The method of claim 8, wherein determining the protocol to use to send the playlist to the requesting device, further comprises choosing the protocol from the set including a full download protocol, a chunking download protocol, and a streaming protocol, the protocol chosen relating to a set of attributes including a bandwidth attribute and a firewall attribute.

10. The method of claim 2, wherein monitoring the playing of the playlist, further comprises:

determining if a cliplet is playing properly, and if the cliplet is playing properly, continuing to monitor the playing of the cliplet, or otherwise, delivering another cliplet to the requesting device from an alternative location.

11. A computer data signal embodied in a carrier wave having computer executable instructions embodied thereon, comprising:

determining attributes of a requesting device;

creating instructions based on the attributes that correspond to a playing of a playlist;

delivering the instructions to the requesting device;

determining when a trigger associated with the playlist is executed, and when executed:

requesting the playlist from a location based on the instructions;

delivering the playlist to the requesting device;

performing the playlist; and

monitoring the playing of the playlist.

12. The modulated data signal of claim 11, wherein determining the attributes of the requesting device, further comprises:

determining basic operating characteristics of the requesting device; and

determining if the basic operating characteristics of the requesting device are supported; and if the basic operating characteristics are supported then retrieving additional attributes corresponding to the requesting device, the additional attributes relating to a bandwidth and protocol restriction attribute; otherwise informing the requesting device that the basic operating characteristics are not supported.

13. The modulated data signal of claim 12, wherein delivering the playlist to the requesting device, further comprises:

determining if the playlist is cached; and

sending the playlist when cached, otherwise sending a default playlist to the requesting device.

14. The modulated data signal of claim 13, wherein sending the default playlist to the requesting device, further comprises:

creating a cliplet based on the attributes of the requesting device, the cliplet contained within the playlist;

creating an optimized playlist corresponding to the attributes of the requesting device; and

caching the optimized playlist so that it may be retrieved by fixture requesting devices.

15. The modulated data signal of claim 14, wherein monitoring the playing of the playlist, further comprises determining if a cliplet is playing properly, and if the cliplet is playing properly, continuing to monitor the playing of the cliplet, or otherwise, delivering another cliplet to the requesting device from an alternative location.