

U.S. Patent No. 9,762,639	
8[pre]:	A method of streaming media via a data communications network, the method comprising:
8[a]:	receiving a universal source locator (URL) in a first request from a first client, wherein the URL includes information indicative of a requested media source;
8[b]:	determining an identity of the first client;
8[c]:	determining a first device type based on the identity of the first client;
8[d]:	based at least in part on the determination of the first device type, generating, with a processor, a first manifest having information for streaming one or more segments of the requested media source in accordance with a first chunking protocol via the data communications network;
8[e]:	sending the first manifest to the first client;
8[f]:	receiving the URL in a second request from a second client;
8[g]:	determining an identity of the second client, the identity of the second client different from the identity of the first client;
8[h]:	determining a second device type based on the identity of the second client, the second device type different from the first device type;
8[i]:	based at least in part on the determination of the second device type, generating, with the processor, a second manifest having information for streaming the one or more segments of the requested media source in accordance with a second chunking protocol via the data communications network, wherein content of the second manifest is different from content of the first manifest; and
8[j]:	sending the second manifest to the second client.
13[pre]:	The method of streaming media via the data communications network as recited in claim 8, further comprising:
13[a]:	receiving data regarding the requested media source, wherein the data includes information indicative of at least one point, during playback of the requested media source, at which at least one other media source is to be shown;
13[b]:	receiving information regarding the at least one other media source; and
13[c]:	including, in either or both of the first manifest and the second manifest, information for streaming one or more segments of the at least one other media source at the at least one point during the playback of the requested media source.
14:	The method of streaming media via the data communications network as recited in claim 13, wherein either or both of the first manifest and the second manifest include at least one beaconing URL which, when used, is indicative of playback of at least one advertisement.

15: The method of streaming media via the data communications network as recited in claim 8, wherein either or both of the first manifest and the second manifest include at least one beaconing URL which, when used, is indicative of a certain point has been reached in playback of the requested media source.