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SUPERINTENDENCIA DE INDUSTRIA Y COMERCIO



No. 12-175594- -00007-0000

Fecha: 2014-02-28 14:42:28 Dep. 2020 DIR.NUEVASCR
Tra. 11 PATENTEIYII Eve: 378 FASENACIONALI
Act. 412 REPOSRESRECU Folios: 33

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P-3517

SUPERINTENDENCIA DE INDUSTRIA Y COMERCIO
DIVISION DE NUEVAS CREACIONES
E. S. D.

Re: Expediente No. **12-175.594**
Solicitud de patente a nombre de **THE DIRECTV GROUP, INC.**

Yo, SILVANA MARIA LOPEZ DIAZ identificada como aparece al pie de mi firma, domiciliada en la Carrera 11 No. 86-53, piso 6, obrando como apoderada sustituta de acuerdo con la sustitución presentada el 16 de octubre de 2013 de la sociedad **THE DIRECTV GROUP, INC.** domiciliada en California, Estados Unidos de América, solicitante de la patente de la referencia, interpongo recurso de reposición contra la resolución No. **905** del día 17 de enero de 2014, expedida por el Superintendente de Industria y Comercio, por medio de la cual se niega el privilegio de patente para la solicitud contenida en el expediente de la referencia

1. FUNDAMENTOS DEL RECURSO

1.1 Actos administrativos previos

En primer lugar, mi mandante se permite manifestar a ese despacho que se reafirma en todos y cada uno de los argumentos que hacen parte integrante de la respuesta al oficio de fondo No. 13416 notificado por fijación en lista el 30 de julio de 2013, presentada ante ese despacho el 05 de diciembre de 2013.

1.2 Modificación a la solicitud

Considerando las disposiciones del artículo 34 de la Decisión 486 para que el solicitante pueda modificar la solicitud de patente en cualquier momento del trámite, me permito adjuntar al presente recurso de reposición un nuevo capítulo reivindicatorio, en el cual se realizaron las siguientes modificaciones:

- 1.2.1 Como primera medida, se modificó la reivindicación independiente 1 con el fin de fusionar las características allí definidas con las de la antigua reivindicación independiente 8, al tiempo que esta nueva reivindicación independiente 1 se limitó con las características definidas en las antiguas cláusulas 5 y 12.
- 1.2.2 Así mismo, se modificó todo el capítulo reivindicatorio con el fin de eliminar la mención de características que pueden ser consideradas como posibles usos, ventajas y similares.

Con relación a las modificaciones anteriormente mencionadas, el solicitante manifiesta

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que las mismas no amplían de ninguna manera la materia objeto de la solicitud en estudio y se realizaron con el fin de superar las objeciones de novedad, planteadas por el examinador en la resolución contra la cual se está presentando recurso de reposición.

1.3 El indebido análisis de la novedad

Ahora bien, el examinador indicó en la resolución No. 905 que las antiguas reivindicaciones 1 a 16 carecen de novedad a la luz del documento D1 (WO 2009/156973), a lo cual el solicitante muy respetuosamente manifiesta que, como se indicó en el punto 1 del presente recurso de reposición, el capítulo reivindicatorio ha sido modificado en su totalidad con el fin de definir una única reivindicación independiente 1 dirigida a un aparato para insertar la marcación de agua en un programa de medios que está compuesto únicamente por una serie de elementos tangibles, tal como se demostrará a continuación.

En este sentido, la nueva reivindicación independiente 1 define un *“Aparato para insertar la marcación de agua en un programa de medios, caracterizado porque comprende: un receptor que comprende: un módulo de selección, y un módulo de sustitución que además comprende unos medios para ajustar los identificadores de los paquetes de programa de medios; medios para recibir múltiples paquetes de programa de medios en el receptor; medios para seleccionar un conjunto de paquetes de programa de medios; medios de sustitución de conjunto de paquetes de programa de medios; y un extremo de cabecera, en donde el extremo de cabecera comprende: medios para segmentar el programa de medios en múltiples porciones, un módulo de generación de versiones, un módulo de cifrado para las primeras versiones generadas, un módulo de generación de paquetes que genera el primer conjunto de paquetes de programa de medios”*, donde las características resaltadas corresponden a un elemento denominado “extremo de cabecera”, el cual no es sugerido ni divulgado por ningún documento en el estado del arte, específicamente, el documento D1 mencionado por el examinador.

Por el contrario, el solicitante considera conveniente mencionar que el documento D1 se limita a enseñar *“un método para la incorporación de una huella dactilar en un contenido de medios, dicha huella digital comprende elementos que pertenecen a un alfabeto de símbolos, comprendiendo dicho procedimiento los actos de: recibir un número de flujos espacialmente desincronizados de los datos derivados del contenido de los medios, la división de cada flujo espacialmente desincronizado en una pluralidad de segmentos siguiendo un esquema idéntico de segmentación, seleccionar segmentos secuencialmente consecutivos desde el número de flujos espacialmente desincronizados de manera que dichos segmentos seleccionados consecutivos forman una versión espacialmente desincronizada del contenido de los medios, e incrustación en los segmentos seleccionados marcas de agua correspondientes a dichos elementos de la huella digital (resumen)”*, tal como lo indica ese despacho en las páginas 2 y 3 de la mencionada resolución, pero donde es claro para un experto en la materia que aunque el documento D1 efectivamente menciona un aparato para llevar a cabo el método de incorporar una huella dactilar en un contenido de medios, dicho aparato no incluye ni sugiere el uso de un extremo de cabecera que a su vez está compuesto por unos elementos que corresponden a:

- Medios de segmentación,
- Módulo de generación de versiones,

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- Módulo de cifrado de las versiones, y
- Módulo de generación de paquetes.

Así las cosas, resaltamos el hecho que el artículo 16 de la Decisión 486 establece que “Una invención se considerará nueva cuando no está comprendida en el estado de la técnica” (el subrayado es nuestro), donde al aplicar lo establecido en el artículo 16 a la presente solicitud, para que las razones indicadas por el examinador para desvirtuar la novedad fuesen ciertas, sería obligatorio que se demuestre que la presente invención está comprendida en el estado de la técnica de forma total y completa, lo que no se presenta con la materia definida en las nuevas reivindicaciones 1 a 13, toda vez que existe por lo menos una diferencia entre el aparato allí definido y el método divulgado por la anterioridad D1.

Ahora bien, nos permitimos informar a esa Superintendencia que las nuevas reivindicaciones 1 a 13 fueron modificadas de forma que la materia allí definida incluye únicamente las características que se pueden considerar como tangibles y que hacen que la invención que se desea proteger sea diferente del estado del arte y tenga un efecto técnico sorprendente y superior al de los dispositivos similares existentes en el estado de la técnica.

Así, volvemos sobre el particular que el aparato de la presente invención definido en la nueva reivindicación independiente 1 comprende una serie de elementos físicos y tangibles que lo diferencian del estado del arte, tal como se muestra a continuación:

- un receptor que comprende:
 - un módulo de selección, y
 - un módulo de sustitución con medios de ajuste de identificadores
- medios para recibir paquetes en el receptor;
- medios para seleccionar los paquetes de programa de medios;
- medios de sustitución de paquetes; y
- un extremo de cabecera, que a su vez comprende:
 - medios de segmentación,
 - un módulo de generación de versiones,
 - un módulo de cifrado para versiones generadas, y
 - un módulo de generación de paquetes.

De este modo, es claro para una persona versada en la materia que los componentes, elementos y/o partes del aparato son tangibles y no pueden ser reconocidos o interpretados como ventajas o posibles usos de la invención, toda vez que tienen una función específica en el aparato de la reivindicación 1, específicamente el componente denominado “extremo de cabecera” no mencionado ni sugerido en D1, como se indicó previamente, con lo que se demuestra las disposiciones definidas en el artículo 16 de la Decisión 486.

Finalmente, aunque el solicitante es consciente de lo indicado en el artículo 4 bis del Convenio de París con relación a la independencia de cada Oficina de Patentes para

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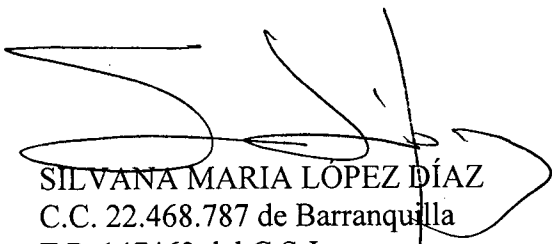
tomar decisiones con relación a la concesión o negación de una patente en el país o región, es importante mencionar que la presente invención ha sido concedida como patente y por lo tanto, obtenido protección en Estados Unidos, donde se emitió la patente No. US 8.611.531 B2 el 17 de diciembre de 2013, donde el examinador de patente en dicha oficina ha considerado que las reivindicaciones de la presente solicitud cumplen con los requisitos de novedad y nivel inventivo, los cuales se analizan a nivel mundial y con el estado del arte global. Copia de la patente No. US 8.611.531 B2 se presenta como anexo al presente memorial.

En resumen, me permito establecer nuevamente que debido a los argumentos expuestos anteriormente y los radicados ante esa Superintendencia el 05 de diciembre de 2013, la presente solicitud cumple cabalmente con los requisitos de patentabilidad respecto al aparato para insertar marcación de agua en un programa de medios, expuesto en las nuevas reivindicaciones 1 a 13.

Teniendo en cuenta lo dicho anteriormente, solicito a usted lo siguiente:

- a) Que de conformidad con lo previsto por los artículos 3 (inciso 3); 35 (inciso 2) y 59 (inciso 2) del Código Contencioso Administrativo se consideren y se resuelvan TODOS los argumentos y TODAS las cuestiones planteadas así como las que aparezcan con motivo de este recurso.
- b) Que se revoque la resolución No. 905 del día 17 de enero de 2014 expedida por el Superintendente de Industria y Comercio, y se proceda a conceder el privilegio de patente de invención a la solicitud de mi mandante

Señor Superintendente,


SILVANA MARIA LÓPEZ DÍAZ
C.C. 22.468.787 de Barranquilla
T.P. 147463 del C.S.J.
notificaciones@clarkemodet.com.co

DIRECCIÓN DE NUEVAS CREACIONES
MODIFICACIONES Y/O CORRECCIONES

1. Identificación del Trámite

☐ Error material

☒ Modificación a una Solicitud en trámite

☒ Patente de Invención

☐ Patente de Modelo de Utilidad

☐ Registro de Diseño Industrial

☐ Esquema de Trazado de Circuitos Integrados

2. Datos del solicitante

Persona Natural ☐

Persona Jurídica ☒

THE DIRECTV GROUP, INC.

Nombre o denominación / Nombre o razón social completa

Nombre representante legal

Tipo de empresa

Micro ☐

Pequeña ☐

Mediana ☐

Otra ☐

Documento de identificación:

☐ C.C.

☐ C.E.

☐ NIT

☐ Otro

Número

Nacionalidad/País de constitución	Dirección y domicilio del titular	Ciudad
ESTADOS UNIDOS DE AMERICA	2230 E. Imperial Highway, El Segundo,	California 90245,

☐

Autorizo expresamente a la Superintendencia de Industria y Comercio para que todas las comunicaciones sean enviadas a través de la dirección de correo electrónico

3. Datos del apoderado:

SILVANA MARIA LÓPEZ DÍAZ

C.C. 22.468.787

147463 CSJ

Apellidos y Nombre

Documento de identificación

Tarjeta profesional

Dirección y domicilio		Ciudad
Carrera 11 No. 86-53, Piso 6, Bogotá D.C., Colombia		Bogotá D.C.
Dirección electrónica	No. Fax	Número telefónico
notificaciones@clarkemodet.com.co	6350824	6181088

En caso de haber presentado poder general para asuntos que se adelanten ante la Delegatura de Propiedad Industrial, sirvase indicar el número de su radicación o protocolo de poder general

4. Datos del trámite

Corrección:

Expediente No. 12-175.594

Aparece _____

Debe ser _____

Modificación:

Presentación Solicitud Divisional.

Modificación al capítulo descriptivo.
☐ _____

☒ Modificación al capítulo Reivindicatorio
Presento junto con este Recurso nuevo capítulo reivindicatorio

Modificación al resumen.
☐ _____

Modificación a los dibujos.
☐ _____

Modificación al solicitante.

5. Anexos

☒ Comprobante de pago de la tasa para la presentación de la corrección y/o modificación

☐ Poder, si fuere el caso.

☒ Documento que contiene las modificaciones o correcciones.

☐ Copia de la solicitud y sus anexos en formato magnético.

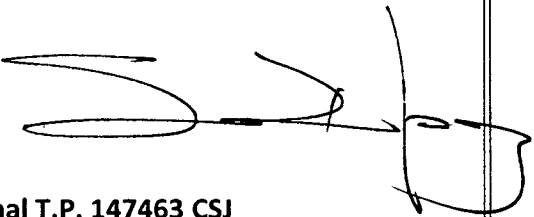
6. Firma

SILVANA MARIA LÓPEZ DÍAZ

Nombre y apellidos

C.C. 22.468.787

Firma
Tarjeta Profesional T.P. 147463 CSJ



SUPERINTENDENCIA DE INDUSTRIA Y COMERCIO

NIT : 800.176.089-2

- / -

Industria y Comercio
SUPERINTENDENCIA

RECIBO DE CAJA

No. 14 - 0010914

Bogotá D.C., Enero 31 de 2014 - 09:29:37

RECIBIDO DE : CLARKE MODET

NI 830.008.643

RE

*** Soporte del Pago ***

TIPO PAGO	BANCO	CUENTA	No. PAGO	FECHA PAGO	VR PAGO
RECIBO DE CA	999999999	299	03/01/2014		546.000.00
RECIBO DE CA	999999999	300	03/01/2014		546.000.00
RECIBO DE CA	999999999	1070	08/01/2014		546.000.00
RECIBO DE CA	999999999	1071	08/01/2014		546.000.00
RECIBO DE CA	999999999	1072	08/01/2014		546.000.00
RECIBO DE CA	999999999	1073	08/01/2014		546.000.00
RECIBO DE CA	999999999	1116	08/01/2014		31.000.00
RECIBO DE CA	999999999	1117	08/01/2014		31.000.00
RECIBO DE CA	999999999	1133	08/01/2014		106.000.00

*** Conceptos Pagados ***

CANT. RENTISTICO	CONCEPTO	Vr.UNDITARIO	Vr.CONCEPTO
1 50005-01-03 CAMBIO DE MODALIDAD Y MODIFICACIONES EN CREACION CORRECCION A SOLICITUD EN TRAMITE / MODIFICA		128.000.00	128.000.00
			\$128.000.00

SON: **CIENTO VEINTIOCHO MIL PESOS MONEDA CORRIENTE***

Responsable: _____

Recibo de Caja Aplicado al Expediente No. _____

SUPERINTENDENCIA DE INDUSTRIA Y COMERCIO

No. 12-175594- -00007-0000

Fecha: 2014-02-28 14:42:28

Tra. 11 PATENTEIYII

Act. 412 REPOSPRESRECU

Dep. 2020 DIR.NUEVASCR

Eve: 378 FASENACIONALI

Folios: 33

Sede Centro: Carrera 13 No. 27 - 00 Pisos 3,4,5 y 10 Bogotá, D.C.- Colombia

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Enero 31 de 2014 - 09:29:37

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ANEXOS

- Patente No. US 8.611.531 B2

REIVINDICACIONES

1. Aparato para insertar la marcación de agua en un programa de medios, caracterizado porque comprende:
 - un receptor que comprende:
 - un módulo de selección, y
 - un módulo de sustitución que además comprende unos medios para ajustar los identificadores de los paquetes de programa de medios;
 - medios para recibir múltiples paquetes de programa de medios en el receptor;
 - medios para seleccionar un conjunto de paquetes de programa de medios;
 - medios de sustitución de conjunto de paquetes de programa de medios; y
 - un extremo de cabecera, en donde el extremo de cabecera comprende:
 - medios para segmentar el programa de medios en múltiples porciones,
 - un módulo de generación de versiones,
 - un módulo de cifrado para las primeras versiones generadas, y
 - un módulo de generación de paquetes que genera el primer conjunto de paquetes de programa de medios.
2. El aparato de la reivindicación 1, caracterizado porque cada uno del primer conjunto de paquetes de programa de medios incluye un identificador asociado con el programa de medios y tiene el primer valor, donde cada uno del segundo conjunto de paquetes de programa de medios incluye un identificador asociado con el programa de medios y tiene un segundo valor, y donde el módulo de sustitución comprende medios para ajustar los identificadores por los algunos seleccionados del segundo conjunto de paquetes del segundo valor al primer valor; y el receptor comprende medios para reproducir los paquetes de programa de medios que tienen el primer valor.
3. El aparato de la reivindicación 2, caracterizado porque el módulo de sustitución además comprende medios para ajustar al segundo valor los identificadores de los paquetes de programa de medios del primer conjunto que ilustran la misma porción del programa de medios que los algunos seleccionados del segundo conjunto de paquetes.
4. El aparato de la reivindicación 2, caracterizado porque el módulo de sustitución comprende medios para ajustar los identificadores de los algunos seleccionados del segundo conjunto de paquetes del segundo valor al primer valor alternando un bit de cada uno de los identificadores.



5. El aparato de la reivindicación 1, caracterizado porque el extremo de cabecera además comprende un transmisor para transmitir el primer conjunto de paquetes de programa de medios y el segundo conjunto de paquetes de programa de medios al receptor.
6. El aparato de la reivindicación 1, caracterizado porque la primera versión de la respectiva de las porciones del programa de medios se cifra de acuerdo con una primera clave de cifrado, y la segunda versión de la respectiva porción del programa de medios se cifra de acuerdo con la primera clave de cifrado.
7. El aparato de la reivindicación 1, caracterizado porque cada uno del primer conjunto de paquetes de programa de medios incluye un identificador asociado con el programa de medios y tiene el primer valor, donde cada uno del segundo conjunto de paquetes de programa de medios incluye un identificador asociado con el programa de medios y tiene un segundo valor, y donde los medios para sustituir los algunos seleccionados del segundo conjunto de paquetes de programa de medios por los paquetes asociados de programa de medios del primer conjunto comprende:
- medios para ajustar los identificadores por los algunos seleccionados del segundo conjunto de paquetes del segundo valor al primer valor; y
 - medios para reproducir los paquetes de programa de medios que tienen el primer valor.
8. El método de la reivindicación 7, caracterizado porque además comprende:
- medios para recuperar los paquetes reproducidos de programa de medios que tienen el primer valor;
 - medios para determinar si cada uno de los paquetes recuperados de programa de medios corresponde a la primera versión del programa de medios o la segunda versión del programa de medios;
 - medios para determinar el patrón de segundo conjunto sustituido de paquetes de programa de medios; y
 - medios para determinar una identidad del receptor del patrón de segundo conjunto sustituido de paquetes de programa de medios.
9. El aparato de la reivindicación 7, caracterizado porque los medios para ajustar los identificadores de los algunos seleccionados del segundo conjunto de paquetes del segundo valor al primer valor comprende el paso de alternar un bit de cada uno de los identificadores.



10. El aparato de la reivindicación 1, caracterizado porque además comprende medios para transmitir el primer conjunto de paquetes de programa de medios y el segundo conjunto de paquetes de programa de medios al receptor.

11. El aparato de la reivindicación 1, caracterizado porque la primera versión de la respectiva de las porciones del programa de medios se cifra de acuerdo con una primera clave de cifrado, y la segunda versión de la respectiva porción del programa de medios se cifra de acuerdo con la primera clave de cifrado.

12. El aparato de la reivindicación 1, caracterizado porque el identificador asociado con el primer conjunto de programas de medios y el identificador asociado con el segundo conjunto de programas de medios es un canal identificador correspondiente a un canal de televisión.

13. El aparato de la reivindicación 1, caracterizado porque el identificador asociado con el primer conjunto de programas de medios y el identificador asociado con el segundo conjunto de programas de medios es un canal identificador correspondiente a un canal de televisión.

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US008611531B2

(12) **United States Patent**
Joseph et al.

(10) **Patent No.:** **US 8,611,531 B2**
(45) **Date of Patent:** **Dec. 17, 2013**

(54) **METHOD AND APPARATUS FOR REMOTELY INSERTING WATERMARK INTO ENCRYPTED COMPRESSED VIDEO BITSTREAM**

2006/0271786 A1 * 11/2006 Konda et al. 713/171
2007/0110237 A1 * 5/2007 Tehranchi et al. 380/201
2007/0180235 A1 * 8/2007 Lelegard et al. 713/160
2009/0070588 A1 3/2009 Staring
2009/0290711 A1 11/2009 Bloom et al.

(75) Inventors: **Kuriacose Joseph**, Gaithersburg, MD (US); **Raynold M. Kahn**, Los Angeles, CA (US); **Hanno Basse**, Santa Monica, CA (US); **Eugene Suharev**, Marina Del Rey, CA (US)

FOREIGN PATENT DOCUMENTS

WO 2009/156973 A1 12/2009

OTHER PUBLICATIONS

Kim, Hyoungshick; "Secure Scalable Streaming for Integrity Verification of Media Data"; Toward Network Innovation Beyond Evolution: The 9th International Conference on Advanced Communication Technology; ICACT 2007; Phoenix Park, Korea; Feb. 12-14, 2007; Proceedings, IEEE Technical Activities; Piscataway, New Jersey, USA; Feb. 1, 2007; pp. 516-520; XP031084848; ISBN: 978-89-5519-131-8, Section 3.
Lian, Shiguo; Liu, Zhongxuan; "Secure Media Content Distribution Based on the Improved Set-Top Box in IPTV"; IEEE Transactions on Consumer Electronics, IEEE Service Center, New York, NY, USA; vol. 54, No. 2; May 1, 2008; pp. 560-566; XP011229935; ISSN: 0098-3063, DOI: DOI:10.1109/TCE.2008.4560130.
International Search Report and Written Opinion dated Jun. 6, 2011 in International Application No. PCT/US2011/031597 filed Apr. 7, 2011 by Kuriacose Joseph et al.

* cited by examiner

Primary Examiner — Beemnet Dada

(73) Assignee: **The DIRECTV Group, Inc.**, El Segundo, CA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 353 days.

(21) Appl. No.: **12/766,813**

(22) Filed: **Apr. 23, 2010**

(65) **Prior Publication Data**
US 2011/0261959 A1 Oct. 27, 2011

(51) **Int. Cl.**
H04K 1/00 (2006.01)

(52) **U.S. Cl.**
USPC **380/255; 713/176**

(58) **Field of Classification Search**
USPC 380/42, 255; 713/176, 179, 180
See application file for complete search history.

(56) **References Cited**

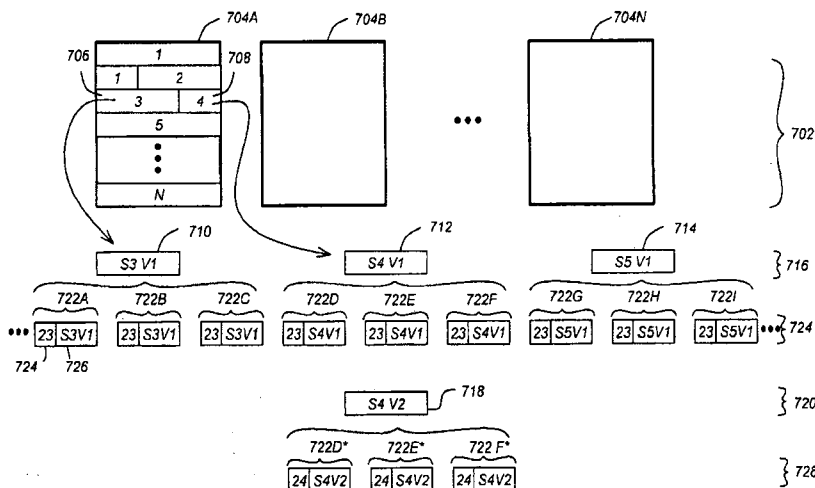
U.S. PATENT DOCUMENTS

7,688,860 B2 * 3/2010 Konda et al. 370/474
2003/0016825 A1 1/2003 Jones

(57) **ABSTRACT**

A method and apparatus for remote watermarking of a media program is disclosed. The method inserts a pattern of substituted second versions of media program portions that are invisible to the viewer, into reproduced copies of the media program. The method permits the watermarking of encrypted media programs.

29 Claims, 11 Drawing Sheets



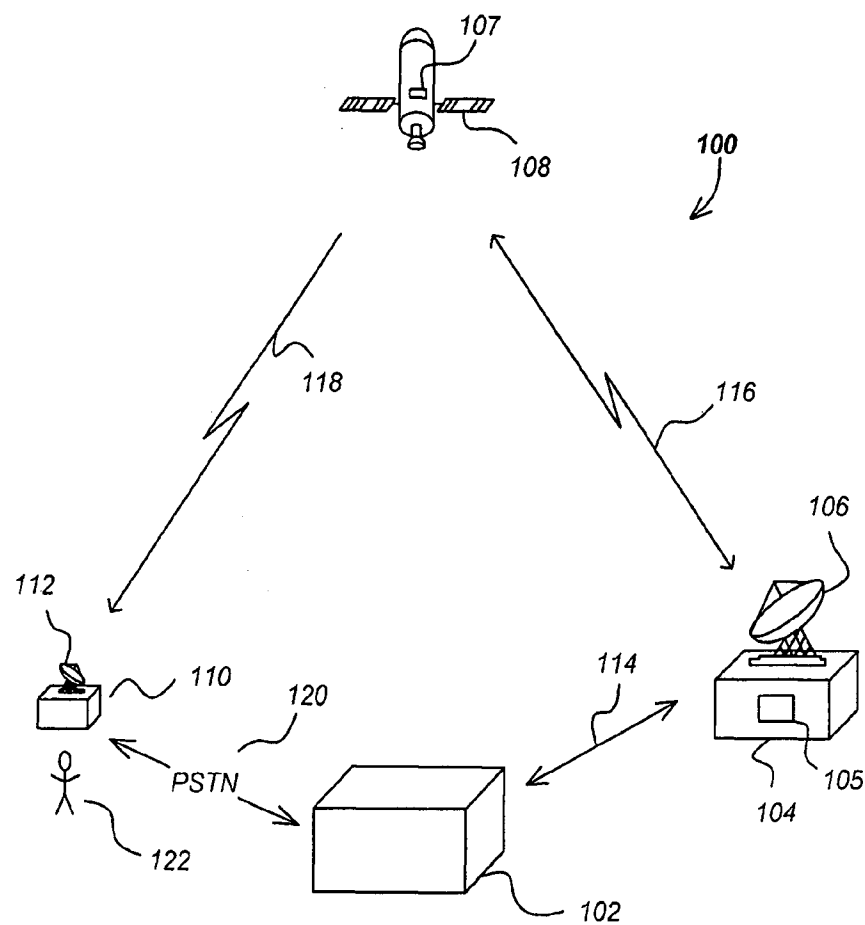


FIG. 1

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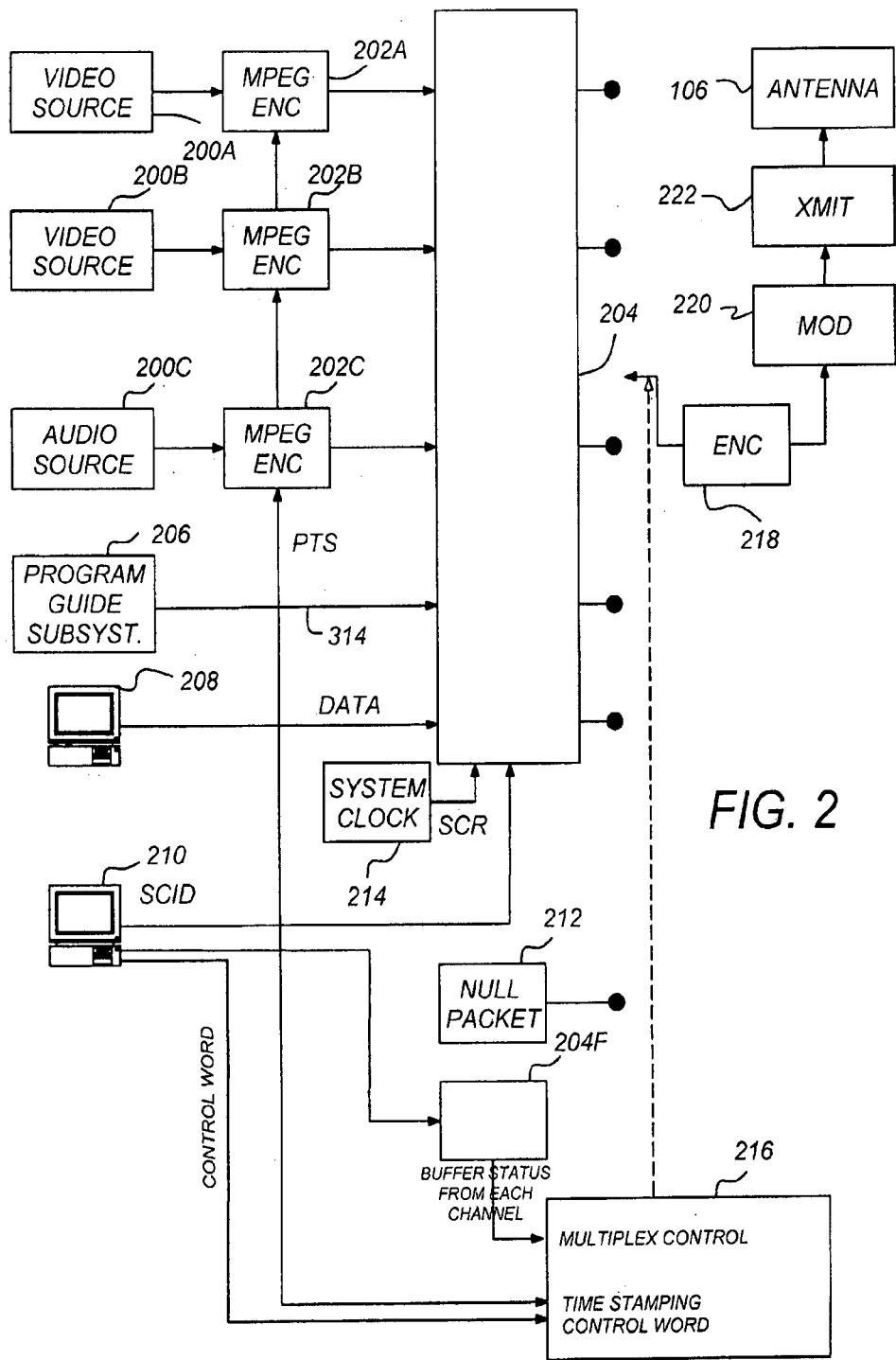


FIG. 2

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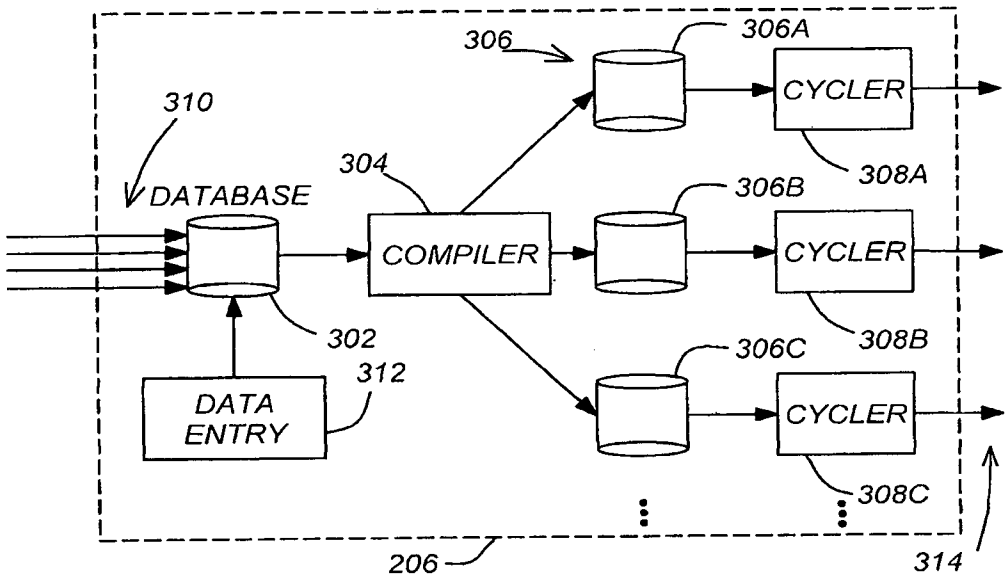


FIG. 3

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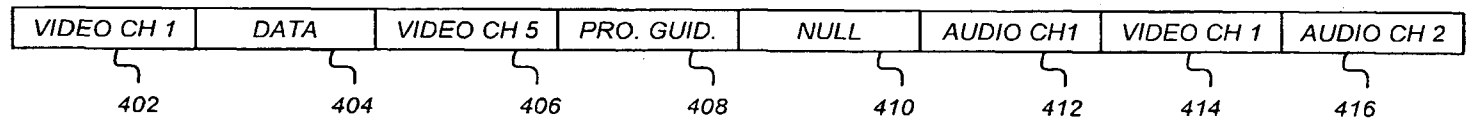


FIG. 4A

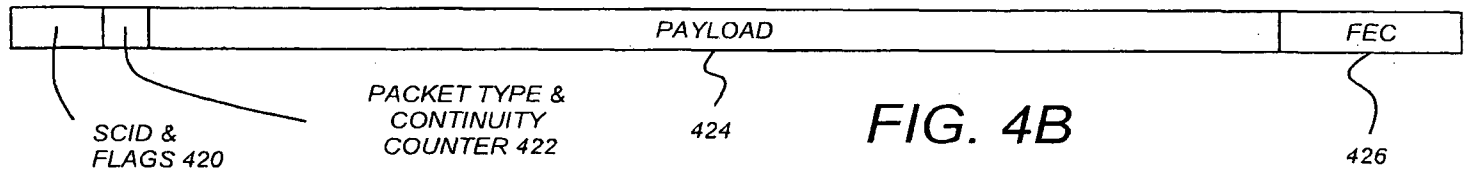


FIG. 4B

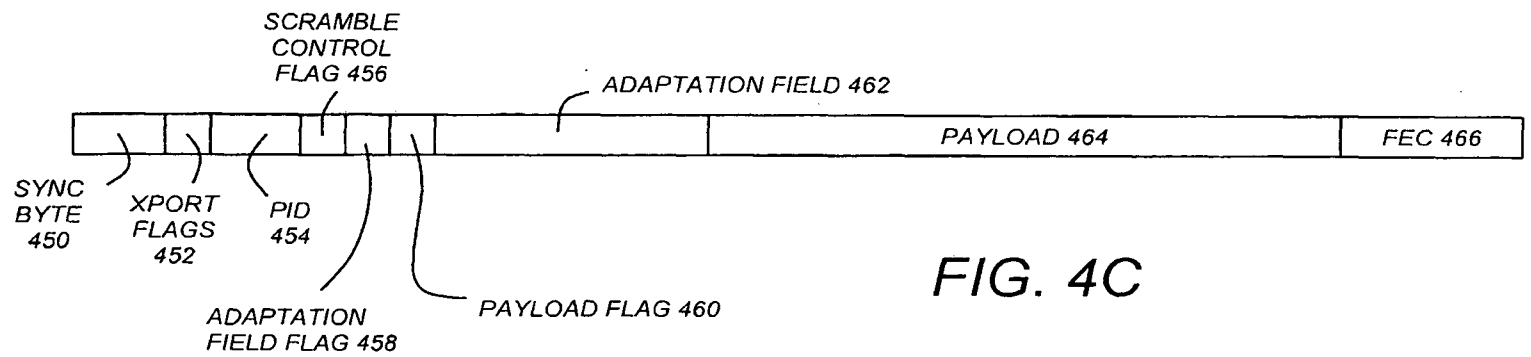
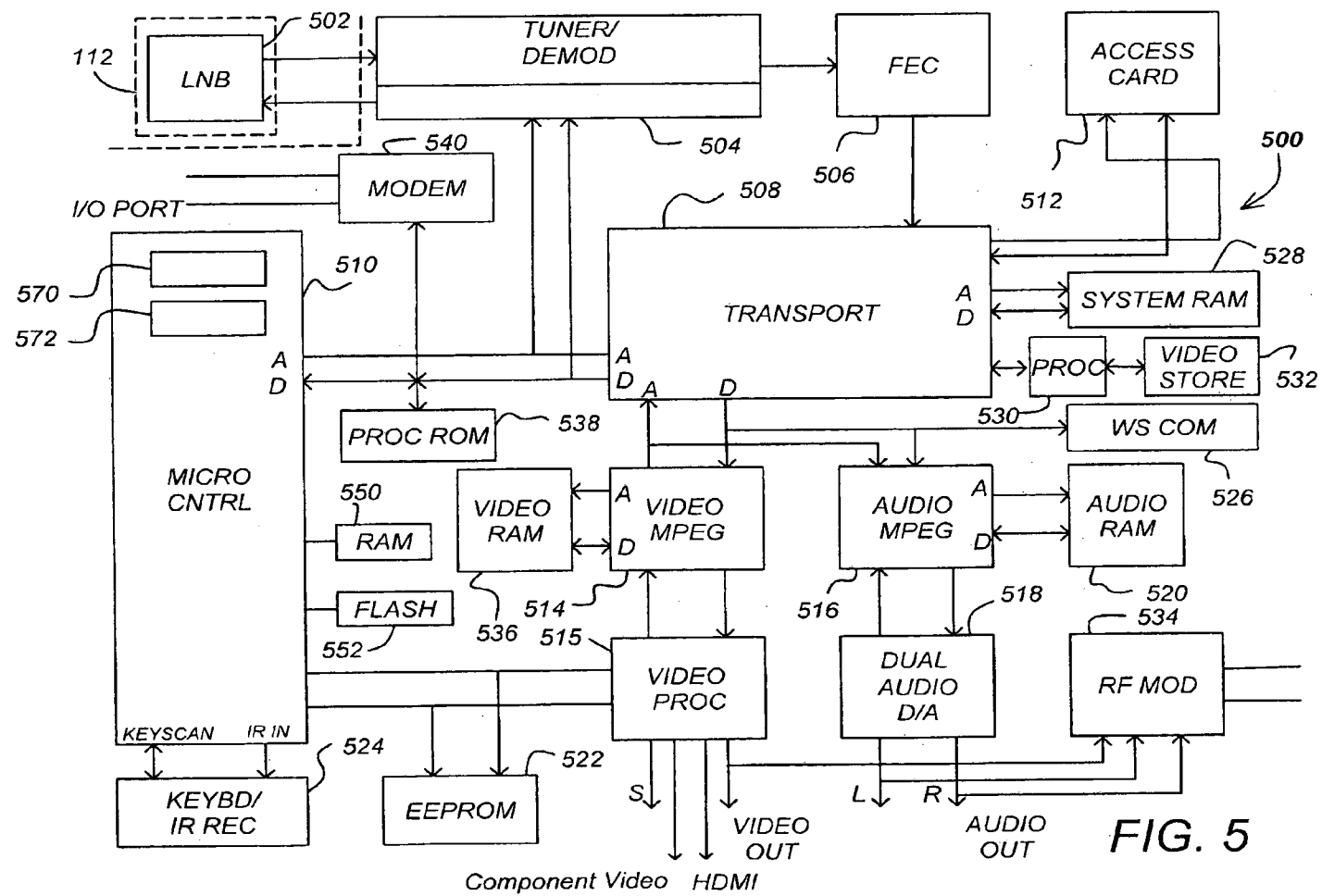


FIG. 4C

✓



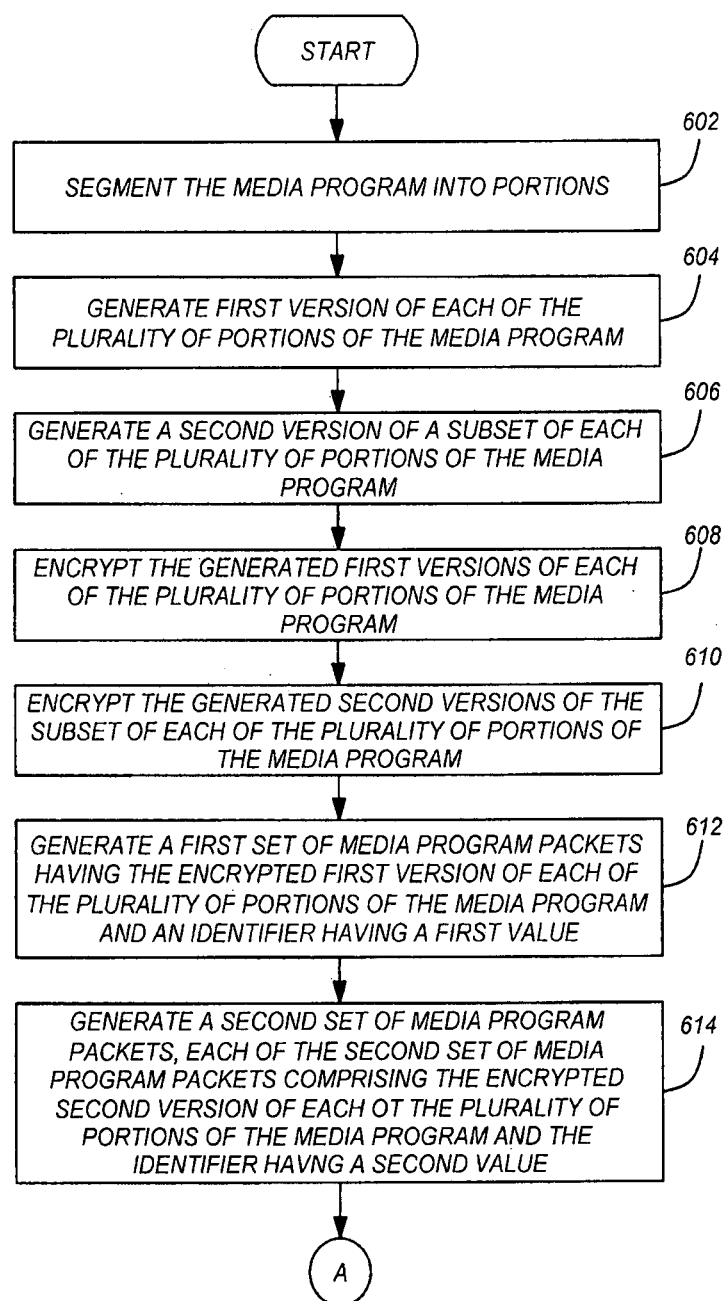


FIG. 6

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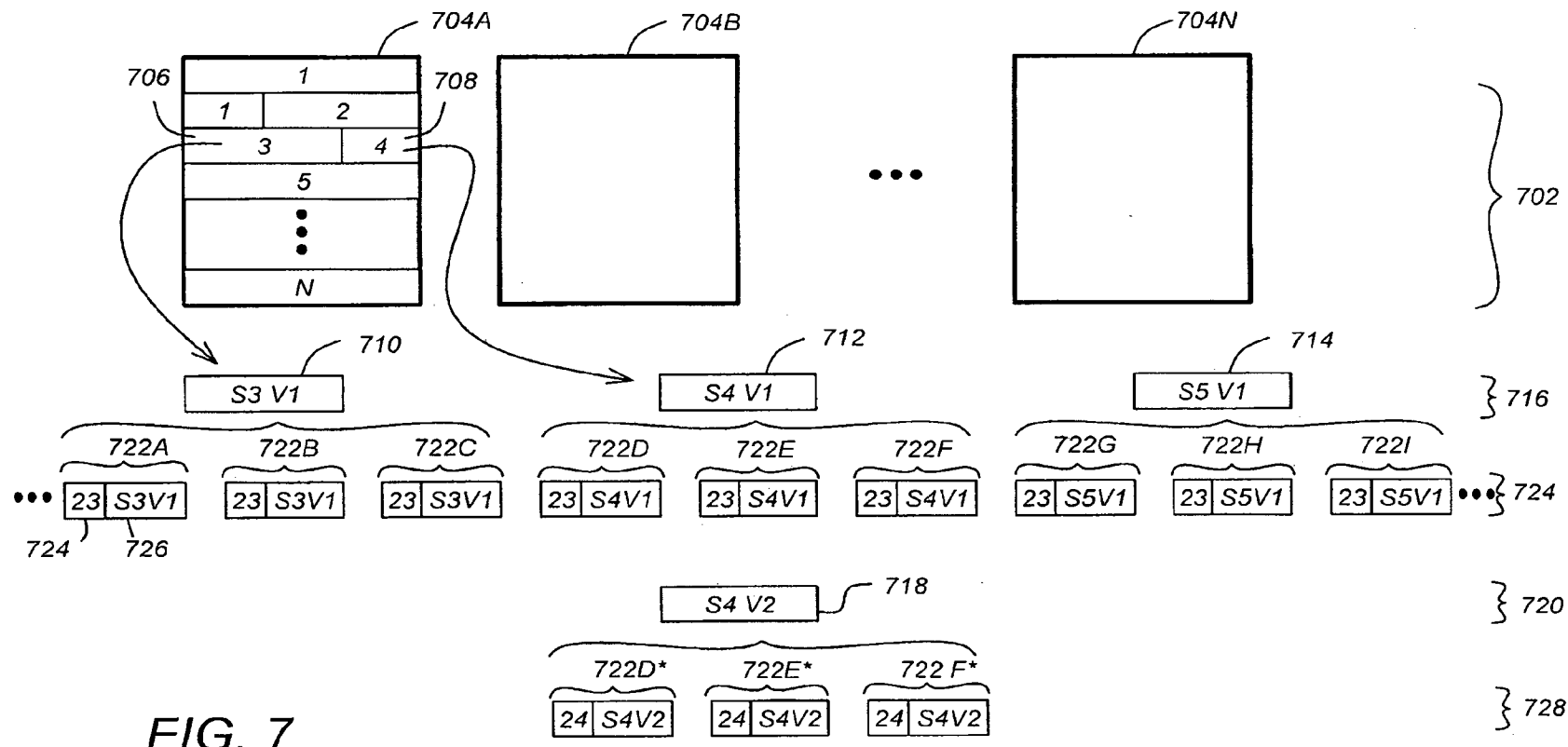
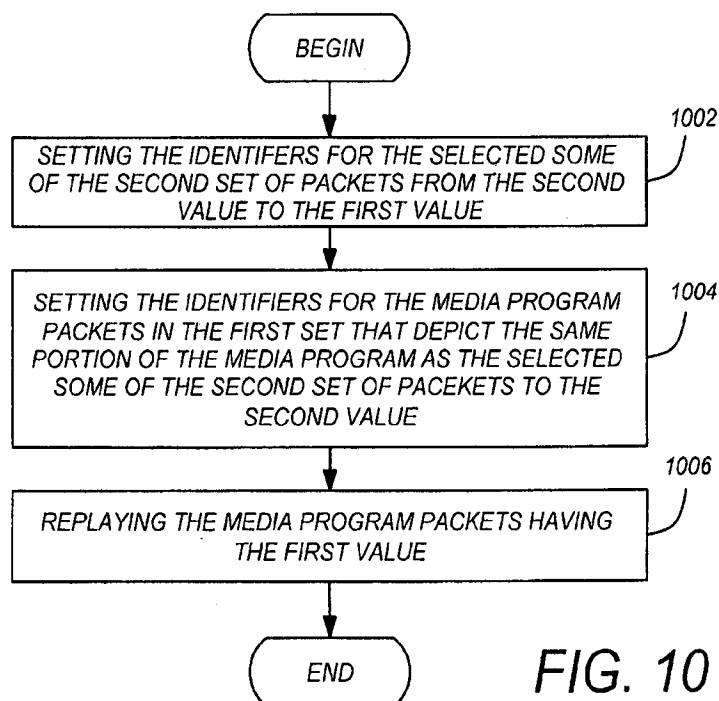
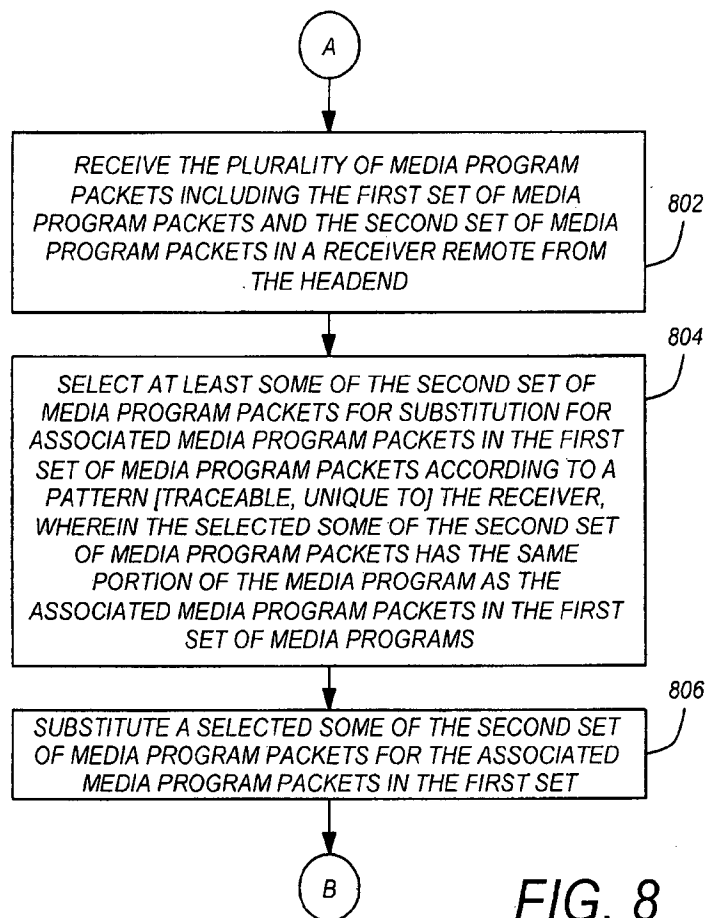


FIG. 7



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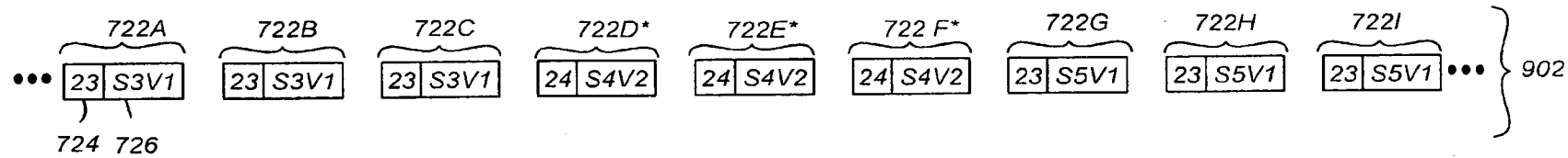


FIG. 9

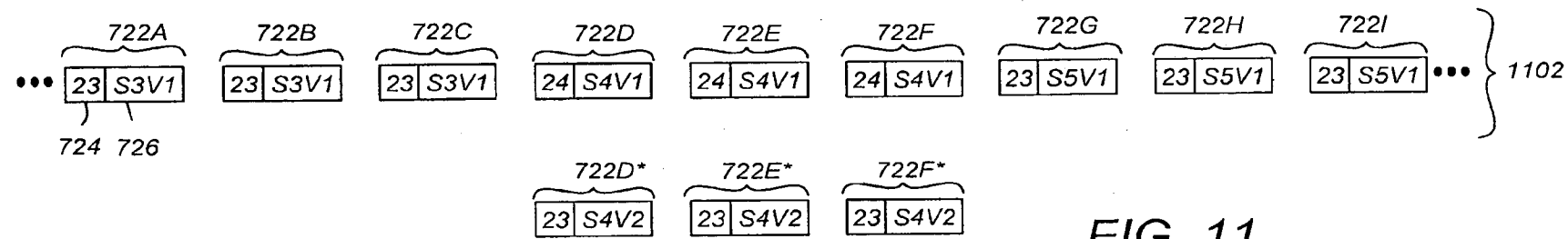
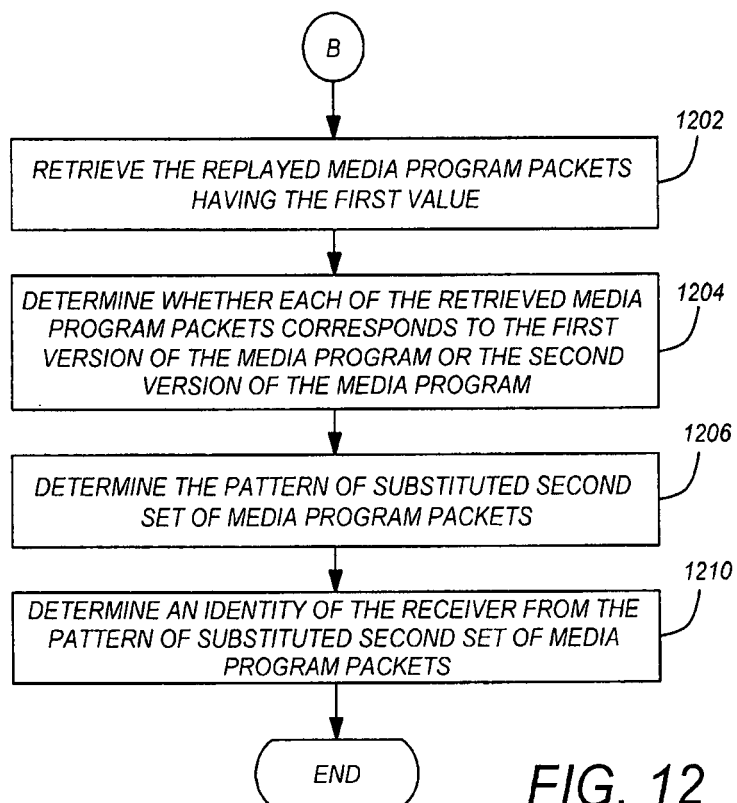


FIG. 11

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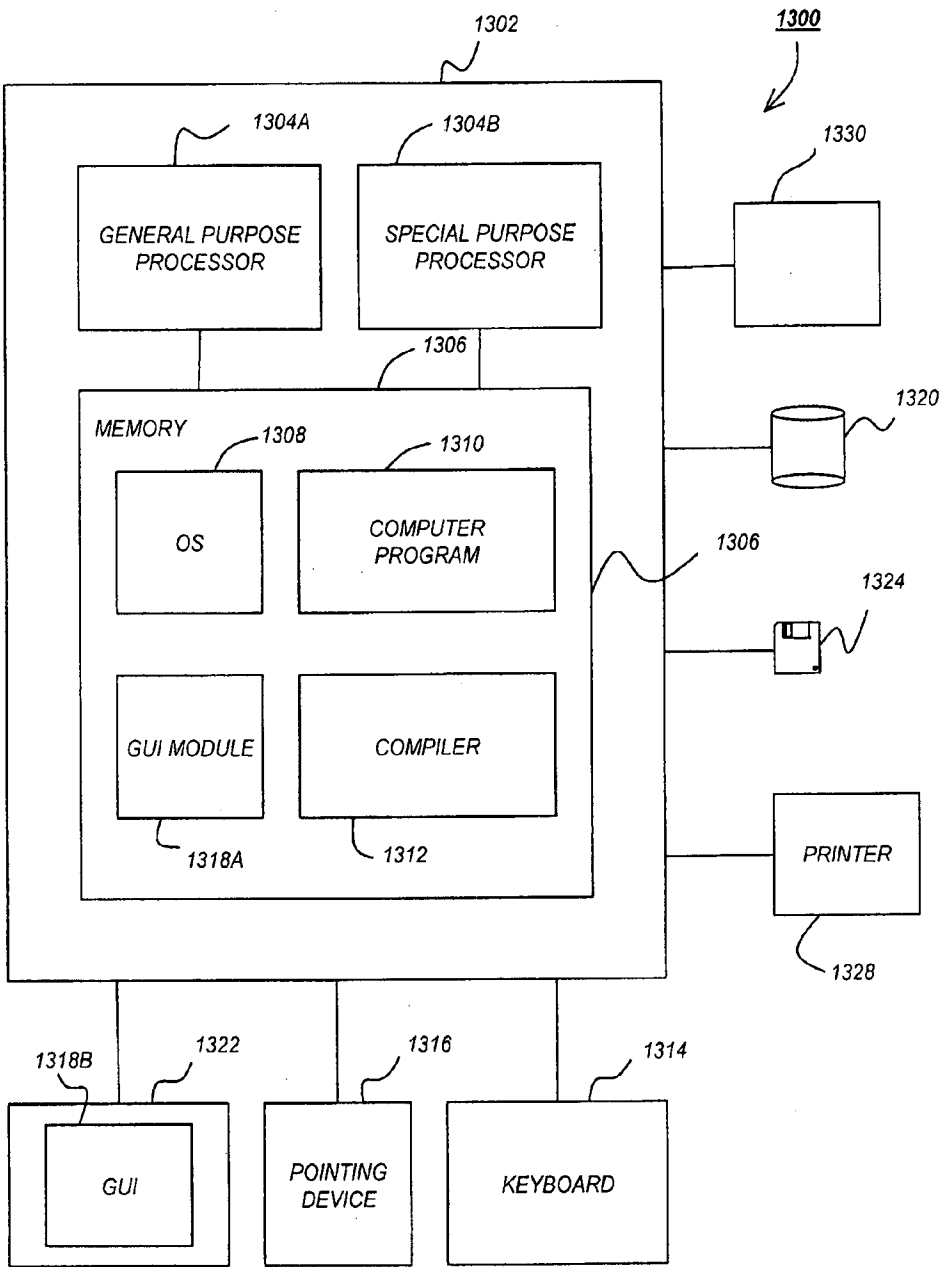


FIG. 13

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METHOD AND APPARATUS FOR REMOTELY INSERTING WATERMARK INTO ENCRYPTED COMPRESSED VIDEO BITSTREAM

CROSS-REFERENCE TO RELATED APPLICATIONS

This application is related to the following co-pending and commonly assigned patent application(s), all of which applications are incorporated by reference herein: Application Ser. No. 12/766,811, entitled "METHOD AND APPARATUS FOR ESTABLISHING AN ACCURATE LOW BIT TIMES-TAMP IN A REMOTELY CREATED WATERMARK," filed on same date herewith, by Kuriacose Joseph.

BACKGROUND OF THE INVENTION

1. Field of the Invention

The present invention relates to systems and methods for watermarking media programs, and in particular to a system and method for remote watermarking of media programs.

2. Description of the Related Art

Media programs, which can include audio, video, or audiovisual works, can be transmitted and viewed by customers by a variety of means, including terrestrial or satellite broadcast, cable transmission, physical transmission of a recorded medium such as a digital versatile disk (DVD), flash drive, or hard drive.

Typically, such media programs are first released in theaters only. At some point, depending upon the media program and the characteristics of the theatrical release, the media program becomes no longer commercially viable as a theatrical release. At that point, it may then be made available as a secondary release as a DVD or on a pay-per-view (PPV) basis from a satellite or cable provider. Still later, typically after the market for the secondary release has been exhausted, the media program may enter general release. Upon general release, the media program may be presented in a general broadcast, so that customers can view them without paying additional fees. However, such media programs are typically unavailable as a secondary (non-theater) or general release until they have been under theatrical release only for a significant period of time.

One of the reasons for the tiered release of media programs is to maximize the revenue obtained from release of the media program. Those who are genuinely interested in viewing the media program will presumably do so during the theatrical release, while others who are less interested, or have less money or time, will generally view the media program during the secondary release. Those with even less interest or time may view the program upon its general release.

While the tiered release system increases revenue derived from the media program, such revenue can be further maximized by increasing viewership in the theatrical release, because the fee for viewing the media program is typically highest at this time. However, distribution is expensive and there are a limited number of theaters available for theatrical release. While it is possible to increase viewership in the theatrical release phase by providing the media program to via remote transmission (for example, to the viewers' homes), the distributors of the media programs will not do so unless the copyrights to the media program are adequately protected.

At the same time, digital video recorders (DVRs) have become commonplace in many households. DVRs permit digital copies of media programs, including those provided on a PPV basis, to be made. DVRs may decode and display

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the video content or may transmit the content for decoding at a remote display device. Such copies do not degrade with subsequent copies, and are therefore of great concern to media program distributors, as they can be distributed in violation of the copyrights of the distributor.

Digital watermarking is a technique in which information can be added to media programs. Although the digital watermarks are invisible to the viewer of the media program, they can be processed to recover the information stored within, and this information can be used to confirm that the copy of the media program is unauthorized, identify where the copy came from, and when the copy was made. Such information can be used to identify and prosecute copyright infringers.

What is needed is a method and apparatus that allows protection of media programs displayed or stored at remote locations. Further, while the broadcaster or distributor can digitally watermark media programs before they are distributed, what is needed is a method and means for simply and inexpensively using customer equipment such as DVRs and integrated receiver/decoders (IRDs) or set-top boxes (STBs), to add watermark information that allows the identity of the DVR, IRD or STB that made an illegal copy to be determined. Further, this method and means must be compatible with the encryption schemes that are also used to protect the media program itself from copying, while stored on the DVR and while transmitted to a remote display device. The present invention satisfies this need.

SUMMARY OF THE INVENTION

To address the requirements described above, the present invention discloses a method and apparatus for watermarking a program with a remote receiver so that the identity of the remote receiver replaying the watermarked program may be determined. In one embodiment, the method comprises the steps of (a) receiving a plurality of media program packets in a receiver, the plurality of media program packets including a first set of media program packets and a second set of media program packets, wherein the media program comprises a plurality of portions and each of the first set of media program packets includes a first version of a respective one of the portions of the media program, the first version of the respective one of the portions of the media program being encrypted, and wherein each of the second set of media program packets includes a second version of a subset of the plurality of portions of the media program, the second version of the respective portion of the media program being encrypted; (b) selecting at least some of the second set of media program packets for substitution for associated media program packets in the first set of media program packets according to a pattern traceable to the receiver, the selected some of the second set of media program packets having the same portion of the media program as the associated media program packets in the first set of media programs; and (c) substituting the selected some of the second set of media program packets for associated the media program packets in the first set.

In another embodiment, the invention is described by an apparatus for watermarking a media program that comprises a receiver for receiving a plurality of media program packets in a receiver, the plurality of media program packets including a first set of media program packets and a second set of media program packets, wherein the media program comprises a plurality of portions and each of the first set of media program packets includes a first version of a respective one of the portions of the media program, the first version of the respective one of the portions of the media program being

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encrypted, and wherein each of the second set of media program packets includes a second version of a subset of the plurality of portions of the media program, the second version of the respective portion of the media program being encrypted. The receiver further comprises a selection module for selecting at least some of the second set of media program packets for substitution for associated media program packets in the first set of media program packets according to a pattern traceable to the receiver, the selected some of the second set of media program packets having the same portion of the media program as the associated media program packets in the first set of media programs, and the receiver also comprises a substitution module for substituting the selected some of the second set of media program packets for associated the media program packets in the first set.

BRIEF DESCRIPTION OF THE DRAWINGS

Referring now to the drawings in which like reference numbers represent corresponding parts throughout:

FIG. 1 is a diagram illustrating an overview of a distribution system that can be used to provide video data, software updates, and other data to subscribers;

FIG. 2 is a block diagram showing a typical uplink configuration for a single satellite 108 transponder,

FIG. 3 is a block diagram of one embodiment of the program guide subsystem;

FIG. 4A is a diagram of a representative data stream;

FIG. 4B is a diagram of a data packet;

FIG. 4C is a diagram of an MPEG data packet;

FIG. 5 is a block diagram of an exemplary set top box;

FIG. 6 is a flow chart presenting exemplary operations that can be used to practice one embodiment of the present invention;

FIG. 7 is a diagram showing how a media program maybe separated into portions;

FIG. 8 is a flow chart presenting exemplary process steps that can be used by a receiver remote from the headend to receive and process the first and second set of media program packets;

FIG. 9 is a diagram showing one embodiment of the program stream resulting from the application of the process described in FIG. 8;

FIG. 10 is a diagram illustrating exemplary process steps that can be used to substitute a selected some of the second set of media program packets for the associated media program packets in the first set of media program packets;

FIG. 11 is another example of the resulting media program packets;

FIG. 12 is a diagram presenting exemplary method steps that can be used to recover the watermarked information in the media program stream; and

FIG. 13 is a diagram illustrating an exemplary processor system that can be used to practice embodiments of the invention.

DETAILED DESCRIPTION OF PREFERRED EMBODIMENTS

In the following description, reference is made to the accompanying drawings which form a part hereof, and which is shown, by way of illustration, several embodiments of the present invention. It is understood that other embodiments may be utilized and structural changes may be made without departing from the scope of the present invention.

Distribution System

FIG. 1 is a diagram illustrating an overview of a distribution system 100 that can be used to provide video data, soft-

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ware updates, and other data to subscribers. The distribution system 100 comprises a control center 102 in communication with an uplink center 104 via a ground or other link 114 and with a subscriber receiver station 110 via a public switched telephone network (PSTN) or other link 120. The control center 102, or headend provides program material (e.g. video programs, audio programs, software updates, and other data) to the uplink center 104 and coordinates with the subscriber receiver stations 110 to offer, for example, pay-per-view (PPV) program services, including billing and associated decryption of video programs.

The uplink center receives program material and program control information from the control center 102, and using an uplink antenna 106 and transmitter 105, transmits the program material and program control information to the satellite 108. The satellite receives and processes this information, and transmits the video programs and control information to the subscriber receiver station 110 via downlink 118 using one or transponders 107 or transmitters. The subscriber receiving station 110 receives this information using the outdoor unit (ODU) 112, which includes a subscriber antenna and a low noise block converter (LNB).

In one embodiment, the subscriber receiving station antenna is an 18-inch slightly oval-shaped antenna. Standard definition transmissions are typically in the Ku-band, while the high definition (HD) transmissions are typically in the Ka band. The slight oval shape is due to the 22.5 degree offset feed of the LNB (low noise block converter) which is used to receive signals reflected from the subscriber antenna. The offset feed positions the LNB out of the way so it does not block any surface area of the antenna minimizing attenuation of the incoming microwave signal.

The distribution system 100 can comprise a plurality of satellites 108 in order to provide wider terrestrial coverage, to provide additional channels, or to provide additional bandwidth per channel. In one embodiment of the invention, each satellite comprises 16 transponders to receive and transmit program material and other control data from the uplink center 104 and provide it to the subscriber receiving stations 110. Using data compression and multiplexing techniques the channel capabilities, two satellites 108 working together can receive and broadcast over 150 conventional (non-HDTV) audio and video channels via 32 transponders.

While the invention disclosed herein will be described with reference to a satellite based distribution system 100, the present invention may also be practiced with terrestrial-based transmission of program information, whether by broadcasting means, cable, or other means. Further, the different functions collectively allocated among the control center 102 and the uplink center 104 as described above can be reallocated as desired without departing from the intended scope of the present invention.

Although the foregoing has been described with respect to an embodiment in which the program material delivered to the subscriber 122 is video (and audio) program material such as a movie, the foregoing method can be used to deliver program material comprising purely audio information or other data as well. It is also used to deliver current receiver software and announcement schedules for the receiver to rendezvous to the appropriate downlink 118. Link 120 may be used to report the receiver's current software version.

Uplink Configuration

FIG. 2 is a block diagram showing a typical uplink configuration for a single satellite 108 transponder, showing how video program material is uplinked to the satellite 108 by the

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control center 102 and the uplink center 104. FIG. 2 shows two video channels of information from video sources 200A and 200B (which could be augmented respectively with one or more audio channels for high fidelity music, soundtrack information, or a secondary audio program for transmitting foreign languages, for example, audio source 200C), and a data channel from a program guide subsystem 206 and data such as software updates from a data source 208.

The video channels are provided by a program source of video material 200A-200B (collectively referred to hereinafter as video source(s) 200). The data from each video program source 200 is provided to an encoder 202A-202B (collectively referred to hereinafter as encoder(s) 202). The audio channel is provided by a program source of audio material 200C and provided to encoder 202C. Each of the encoders 202A-202C accepts a presentation time stamp (PTS) from the controller 216. The PTS is a wrap-around binary time stamp that is used to assure that the video information is properly synchronized with the audio information after encoding and decoding. A PTS time stamp is sent with each I-frame of the MPEG encoded data.

In one embodiment of the present invention, each encoder 202 is a Motion Picture Experts Group (MPEG) encoder, but other decoders implementing other coding techniques can be used as well. The data channel can be subjected to a similar compression scheme by an encoder (not shown), but such compression is usually either unnecessary, or performed by computer programs in the computer data source (for example, photographic data is typically compressed into *.TIF files or *.JPG files before transmission). After encoding by the encoders 202, the signals are converted into data packets by a packetizer 204.

The data packets are assembled using a reference from the system clock 214 (SCR), and from the conditional access manager 210, which provides the SCID to the packetizers 204 for use in generating the data packets. These data packets are then multiplexed into serial data and transmitted. As described below, alternate versions of the media programs are generated and used for watermarking purposes. These alternate versions can be generated in the MPEG encoder used to encode the media program (e.g. MPEG encoder 202A for video source 200A) or by a separate MPEG encoder similar to MPEG encoders 202A-202C.

Program Guide Subsystem

FIG. 3 is a block diagram of one embodiment of the program guide subsystem 206. The program guide data transmitting system 206 includes program guide database 302, compiler 304, sub-databases 306A-306C (collectively referred to as sub-databases 306) and cyclers 308A-308C (collectively referred to as cyclers 308).

Schedule feeds 310 provide electronic schedule information about the timing and content of various television channels, such as that found in television schedules contained in newspapers and television guides. Schedule feeds 310 preferably include information from one or more companies that specialize in providing schedule information, such as GNS, TRIBUNE MEDIA SERVICES, and T.V. DATA. The data provided by companies such as GNS, TRIBUNE MEDIA SERVICES and T.V. DATA are typically transmitted over telephone lines or the Internet to program guide database 302. These companies provide television schedule data for all of the television stations across the nation plus the nationwide channels, such as SHOWTIME, HBO, and the DISNEY CHANNEL. The specific format of the data that are provided by these companies varies from company to company. Pro-

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gram guide database 302 preferably includes schedule data for television channels across the entire nation including all nationwide channels and local channels, regardless of whether the channels are transmitted by the transmission station.

Program guide database 302 is a computer-based system that receives data from schedule feeds 310 and organizes the data into a standard format. Compiler 304 reads the standard form data out of program guide database 302, identifies common schedule portions, converts the program guide data into the proper format for transmission to users (specifically, the program guide data are converted into objects as discussed below) and outputs the program guide data to one or more of sub-databases 308.

Program guide data are also manually entered into program guide database 302 through data entry station 312. Data entry station 312 allows an operator to enter additional scheduling information, as well as combining and organizing data supplied by the scheduling companies. As with the computer organized data, the manually entered data are converted by the compiler into separate objects and sent to one or more of sub-databases 306.

The program guide objects are temporarily stored in sub-databases 306 until cyclers 308 request the information. Each of cyclers 308 preferably transmits objects at a different rate than the other cyclers 308. For example, cycler 308A may transmit objects every second, while cyclers 308B and 308C may transmit objects every 5 seconds and every 10 seconds, respectively.

Since the subscriber's receivers may not always be on and receiving and saving objects, the program guide information is continuously re-transmitted. Program guide objects for programs that will be shown in the next couple of hours are sent more frequently than program guide objects for programs that will be shown later. Thus, the program guide objects for the most current programs are sent to a cycler 308 with a high rate of transmission, while program guide objects for later programs are sent to cyclers 308 with a lower rate of transmission. One or more of the data outputs 314 of cyclers 308 are forwarded to the packetizer of a particular transponder, as depicted in FIG. 2.

It is noted that the uplink configuration depicted in FIG. 2 and the program guide subsystem depicted in FIG. 3 can be implemented by one or more hardware modules, one or more software modules defining instructions performed by a processor, or a combination of both.

Format of Transmitted Program Guide Data

Prior to transmitting program guide data to sub-databases 306, compiler 304 organizes the program guide data from program guide database 302 into objects. Each object preferably includes an object header and an object body. The object header identifies the object type, object ID and version number of the object. The object type identifies the type of the object. The various types of objects are discussed below. The object ID uniquely identifies the particular object from other objects of the same type. The version number of an object uniquely identifies the object from other objects of the same type and object ID. The object body includes data for constructing a portion of a program guide that is ultimately displayed on a user's television.

Prior to transmission, each object is preferably broken down by compiler 304 into multiple frames. Each frame is made up of a plurality of 126 byte packets with each such packet marked with a service channel identification (SCID) number. The SCIDs are later used by receiver or set top box to

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identify the packets that correspond to each television channel. Each frame includes a frame header, program guide data and a checksum. Each frame header includes the same information as the object header described above—object type, object ID and version number. The frame header uniquely identifies the frame, and its position within a group of frames that make up an object. The program guide data within frames are used by set top box (shown in FIG. 5) to construct and display a program guide and other information on a user's television. The checksum is examined by set top box 500 to verify the accuracy of the data within received frames.

The following is a list of preferred object types, although many additional or different object types may be used: boot object, data announcement object, update list object, channel object, schedule object, program object, time object, deletion object, and a reserved object.

A boot object (BO) identifies the SCIDs where all other objects can be found. A boot object is always transmitted on the same channel, which means that each packet of data that makes up a boot object is marked with the same SCID number. Boot objects are transmitted frequently to ensure that set top boxes 500 which have been shut off, and are then turned back on, immediately receive information indicating the location of the various program guide objects. Thus, boot objects are sent from compiler 304 to a cyclor 308 with a high rate of transmission.

A data announcement object (DAO) is an object that includes data that is to be announced to some or all of the set top boxes. The data announcement object can be used in the system described below to indicate that there is updated software to be installed in the set top box.

An update list object (ULO) contains a list of all the channel objects (COs, which are discussed below) in a network. A network is a grouping of all channels from a common source, such as all Digital Satellite System (DSAT) channels. For each channel object in the list of channel objects, the channel list object includes a channel object ID for that channel object. Each channel object is uniquely identified by its channel object ID.

Each channel object provides information about a particular channel. Each channel object points to a schedule object (discussed further below). Each channel object includes multiple fields or descriptors that provide information about that channel. Each descriptor includes a descriptor type ID that indicates the type of the descriptor. Descriptor types include "about" descriptors, "category" descriptors, and "reserved" descriptors. The "about" descriptor provides a description of the channel. When there is no "about" descriptor, the description defaults to a message such as "No Information Available". The "category" descriptor provides a category classification for the channel. More than one "category" descriptor can appear in the channel object if the channel falls into more than one category. "Category" descriptors preferably provide a two-tiered category classification, such as "sports/baseball" or "movie/drama", although any number of tiers may be used including single tiers. "Reserved" descriptors are saved for future improvements to the system.

A program object (PO) provides a complete description of a program. The program object is pointed to by other objects (namely, schedule objects, and HTML objects) that contain the starting time and duration of the program. Like channel objects, descriptors are used within program objects. Program objects use the same types of descriptors as channel objects. Category descriptors provide a category classification for a program and "about" descriptors provide a description of the program. If compiler 52 determines that a particular program is scheduled to appear on multiple channels, the

program object for that program is transmitted a single time for the multiple channels, although, as discussed above, it may be retransmitted multiple times.

A schedule object (SO) points to a group of program objects. A schedule object is assigned a time duration by a schedule object (discussed below). Each schedule object identifies all of the program objects that must be acquired for the assigned time duration. Each schedule object is uniquely identified by a schedule object ID. A unique schedule object may be pointed to by more than one schedule object. As time progresses and the scheduling information becomes stale, the schedule object is no longer needed. Schedule objects that are not referenced by any schedule object are discarded by set top box 500.

A schedule object (SO) contains the start time of the entire schedule, as well as the start time and duration of the general program objects. A schedule object points to program objects. The start time of each schedule object is given by its start time. As time progresses and the scheduling information becomes stale, a new schedule object replaces the previous version, and updates the scheduling information. Thus, the channel object of the schedule object need not be updated. Only the schedule object is updated.

A time object (TO) provides the current time of day and date at transmission station 26. Time objects include format codes that indicate which part of the date and time is to be displayed. For example, the only part of the date of interest might be the year. Similarly, whenever dates and times are transmitted within an object, the dates and times are accompanied by format codes. The format codes instruct set top box 500 which portion of the transmitted date and time to display.

A deletion object (DO) provides a list of object IDs that set top box 500 must discard.

Reserved objects are saved for future improvements to the program guide system. When a new type of object is defined, all objects of that new type will include an object header with a reserved object type.

Broadcast Data Stream Format and Protocol

FIG. 4A is a diagram of a representative data stream. The first packet segment 402 comprises information from video channel 1 (data coming from, for example, the first video program source 200A). The next packet segment 404 comprises computer data information that was obtained, for example from the computer data source 208. The next packet segment 406 comprises information from video channel 5 (from one of the video program sources 200). The next packet segment 408 comprises program guide information such as the information provided by the program guide subsystem 206. As shown in FIG. 4A, null packets 410 created by the null packet module 212 may be inserted into the data stream as desired.

The data stream therefore comprises a series of packets from any one of the data sources in an order determined by the controller 216. The data stream is encrypted by the encryption module 218, modulated by the modulator 220 (typically using a QPSK modulation scheme), and provided to the transmitter 222, which broadcasts the modulated data stream on a frequency bandwidth to the satellite via the antenna 106. The receiver 200 receives these signals, and using the SCID, reassembles the packets to regenerate the program material for each of the channels.

FIG. 4B is a diagram showing one embodiment of a data packet for one transport protocol that can be used with the present invention. Each data packet (e.g. 402-416) is 147 bytes long, and comprises a number of packet segments. The

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first packet segment 420 comprises two bytes of information containing the SCID and flags. The SCID is a unique 12-bit number that uniquely identifies the data packet's data channel. The flags include 4 bits that are used to control whether the packet is encrypted, and what key must be used to decrypt the packet. The second packet segment 422 is made up of a 4-bit packet type indicator and a 4-bit continuity counter. The packet type identifies the packet as one of the four data types (video, audio, data, or null). When combined with the SCID, the packet type determines how the data packet will be used. The continuity counter increments once for each packet type and SCID. The next packet segment 424 comprises 127 bytes of payload data, which is a portion of the video program provided by the video program source 300 or other audio or data sources. The final packet segment 426 is data required to perform forward error correction.

The present invention may also be implemented using MPEG transport protocols. FIG. 4C is a diagram showing another embodiment of a data packet for the MPEG-2 protocol. Each data packet comprises a sync byte 450, three transport flags 453, and a packet identifier (PID) 454. The sync byte 450 is used for packet synchronization. The transport flags include a transport error indicator flag (set if errors cannot be corrected in the data stream), a payload unit start indicator (indicating the start of PES data or PSI data, and a transport priority flag. The PID 454 is analogous to the SCID discussed above in that it identifies a data channel. A demultiplexer in the transport chip discussed below extracts elementary streams from the transport stream in part by looking for packets identified by the same PID. As discussed below, time-division multiplexing is used to decide how often a particular PID appears in the transport stream. The scramble control flag 456 indicates how the payload is scrambled, the adaptation field flag 458 indicates the presence of an adaptation field, and the payload flag 460 indicates that the packet includes payload.

Set Top Box

FIG. 5 is a block diagram of a set top box (STB) 500 (also hereinafter alternatively referred to as receiver or integrated receiver/decoder, or IRD). The set top box 500 is part of the receiver station and may comprise a tuner/demodulator 504 communicatively coupled to an ODU 112 having one or more LNBs 502. The LNB 502 converts the 12.2- to 12.7 GHz downlink 118 signal from the satellites 108 to, e.g., a 950-1450 MHz signal required by the set top box's 500 tuner/demodulator 504. The LNB 502 may provide either a dual or a single output. The single-output LNB 502 has only one RF connector, while the dual output LNB 502 has two RF output connectors and can be used to feed a second tuner 504, a second set top box 500 or some other form of distribution system.

The tuner/demodulator 504 isolates a single, digitally modulated transponder, and converts the modulated data to a digital data stream. As packets are received, the tuner/demodulator 504 identifies the type of each packet. If tuner/demodulator 504 identifies a packet as program guide data, tuner/demodulator 504 outputs the packet to memory 78. The digital data stream is then supplied to a forward error correction (FEC) decoder 506. This allows the set top box 500 to reassemble the data transmitted by the uplink center 104 (which applied the forward error correction to the desired signal before transmission to the subscriber receiving station 110) verifying that the correct data signal was received and correcting errors, if any. The error-corrected data may be fed

from the FEC decoder module 506 to the transport module 508 via an 8-bit parallel interface.

The transport module 508 performs many of the data processing functions performed by the set top box 500. The transport module 508 processes data received from the FEC decoder module 506 and provides the processed data to the video MPEG decoder 514, the audio MPEG decoder 516, and the microcontroller 150 and/or data storage processor 530 for further data manipulation. In one embodiment of the present invention, the transport module, video MPEG decoder and audio MPEG decoder are all implemented on integrated circuits. This design promotes both space and power efficiency, and increases the security of the functions performed within the transport module 508. The transport module 508 also provides a passage for communications between the microprocessor 510 and the video and audio MPEG decoders 514, 516. As set forth more fully hereinafter, the transport module also works with the conditional access module (CAM) 512 to determine whether the subscriber receiving station 110 is permitted to access certain program material. Data from the transport module can also be supplied to external communication module 526.

The CAM 512 functions in association with other elements to decode an encrypted signal from the transport module 508. The CAM 512 may also be used for tracking and billing these services. In one embodiment of the present invention, the CAM 512 is a smart card, having contacts cooperatively interacting with contacts in the set top box 500 to pass information. In order to implement the processing performed in the CAM 512, the set top box 500, and specifically the transport module 508 provides a clock signal to the CAM 512.

Video data is processed by the MPEG video decoder 514. Using the video random access memory (RAM) 536, the MPEG video decoder 514 decodes the compressed video data and sends it to an encoder or video processor 515, which converts the digital video information received from the video MPEG module 514 into an output signal usable by a display or other output device. By way of example, processor 515 may comprise a National TV Standards Committee (NTSC) or Advanced Television Systems Committee (ATSC) encoder. In one embodiment of the invention both S-Video, baseband video and RF modulated video (NTSC or ATSC) signals are provided. Other outputs may also be utilized, and are advantageous if high definition programming is processed. Such outputs may include, for example, component video and the high definition multimedia interface (HDMI).

Audio data is likewise decoded by the MPEG audio decoder 516. The decoded audio data may then be sent to a digital to analog (D/A) converter 518. In one embodiment of the present invention, the D/A converter 518 is a dual D/A converter, one for the right and left channels. If desired, additional channels can be added for use in surround sound processing or secondary audio programs (SAPs). In one embodiment of the invention, the dual D/A converter 518 itself separates the left and right channel information, as well as any additional channel information. Other audio formats such as DOLBY DIGITAL AC-3 may similarly be supported.

A description of the processes performed in the encoding and decoding of video streams, particularly with respect to MPEG and JPEG encoding/decoding, can be found in Chapter 8 of "Digital Television Fundamentals," by Michael Robin and Michel Poulin, McGraw-Hill, 1998, which is hereby incorporated by reference herein.

The microprocessor 510 receives and processes command signals from the remote control 524, an set top box 500 keyboard interface, modem 540, and transport 508. The microcontroller receives commands for performing its opera-

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tions from a processor programming memory, which permanently stores such instructions for performing such commands. The memory used to store data for microprocessor 510 and/or transport 508 operations may comprise a read only memory (ROM) 538, an electrically erasable programmable read only memory (EEPROM) 522, a flash memory 552 and/or a random access memory 550, and/or similar memory devices. The microprocessor 510 also controls the other digital devices of the set top box 500 via address and data lines (denoted "A" and "D" respectively, in FIG. 5).

The modem 540 connects to the customer's phone line via the PSTN port 120. It calls, e.g. the program provider, and transmits the customer's purchase information for billing purposes, and/or other information. The modem 540 is controlled by the microprocessor 510. The modem 540 can output data to other I/O port types including standard parallel and serial computer I/O ports. Data can also be obtained from a cable or digital subscriber line (DSL) modem, or any other suitable source.

The set top box 500 may also comprise a local storage unit such as the storage device 532 for storing video and/or audio and/or other data obtained from the transport module 508. Video storage device 532 can be a hard disk drive, a read/writeable compact disc of DVD, a solid state RAM, or any other storage medium. In one embodiment of the present invention, the video storage device 532 is a hard disk drive with specialized parallel read/write capability so that data may be read from the video storage device 532 and written to the device 532 at the same time. To accomplish this feat, additional buffer memory accessible by the video storage 532 or its controller may be used. Optionally, a video storage processor 530 can be used to manage the storage and retrieval of the video, audio, and/or other data from the storage device 532. The video storage processor 530 may also comprise memory for buffering data passing into and out of the video storage device 532. Alternatively or in combination with the foregoing, a plurality of video storage devices 532 can be used. Also alternatively or in combination with the foregoing, the microprocessor 510 can also perform the operations required to store and or retrieve video and other data in the video storage device 532.

The video processing module 515 output can be directly supplied as a video output to a viewing device such as a video or computer monitor. In addition the video and/or audio outputs can be supplied to an RF modulator 534 to produce an RF output and/or 8 vestigial side band (VSB) suitable as an input signal to a conventional television tuner. This allows the set top box 500 to operate with televisions without a video input.

Each of the satellites 108 comprises one or more transponder, each of which accepts program information from the uplink center 104, and relays this information to the subscriber receiving station 110. Known multiplexing techniques are used so that multiple channels can be provided to the user. These multiplexing techniques include, by way of example, various statistical or other time domain multiplexing techniques and polarization multiplexing. In one embodiment of the invention, a single transponder operating at a single frequency band carries a plurality of channels identified by respective service channel identification (SCID).

Preferably, the set top box 500 also receives and stores a program guide in a memory available to the microprocessor 510. Typically, the program guide is received in one or more data packets in the data stream from the satellite 108. The program guide can be accessed and searched by the execution of suitable operation steps implemented by the microcontroller 510 and stored in the processor ROM 538. The program guide may include data to map viewer channel numbers to

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satellite networks, satellite transponders and service channel identifications (SCIDs), and also provide TV program listing information to the subscriber 122 identifying program events.

Initially, as data enters the set top box 500, the tuner/demodulator 504 looks for a boot object. Boot objects are always transmitted with the same SCID number, so tuner 504 knows that it must look for packets marked with that identification number. A boot object identifies the identification numbers where all other objects can be found.

As data is received and stored in the memory, the microprocessor 510 acts as a control device and performs various operations on the data in preparation for processing the received data. These operations include packet assembly, object assembly and object processing.

The first operation performed on data objects stored in the memory 550 is packet assembly. During the packet assembly operation, microprocessor 510 examines the stored data and determines the locations of the packet boundaries.

The next step performed by microprocessor 510 is object assembly. During the object assembly step, microprocessor 510 combines packets to create object frames, and then combines the object frames to create objects. Microprocessor 510 examines the checksum transmitted within each object frame, and verifies whether the frame data was accurately received. If the object frame was not accurately received, it is discarded from memory 550. Also during the object assembly step, the microprocessor 510 discards assembled objects that are of an object type that the microprocessor 510 does not recognize. The set top box 500 maintains a list of known object types in memory 550. The microprocessor 510 examines the object header of each received object to determine the object type, and the microprocessor 510 compares the object type of each received object to the list of known object types stored in memory 550. If the object type of an object is not found in the list of known object types, the object is discarded from memory 550. Similarly, the set top box 500 maintains a list of known descriptor types in memory 550, and discards any received descriptors that are of a type not in the list of known descriptor types.

The last step performed by microprocessor 510 on received object data is object processing. During object processing, the objects stored in the memory 550 are combined to create a digital image. Instructions within the objects direct microprocessor 510 to incorporate other objects or create accessible user-links. Some or all of the digital images can be later converted to an analog signal that is sent by the set top box 500 to a television or other display device for display to a user.

The functionality implemented in the set top box 500 depicted in FIG. 5 can be implemented by one or more hardware modules, one or more software modules defining instructions performed by a processor, or a combination of both.

FIG. 6 is a flow chart presenting exemplary operations that can be used to practice one embodiment of the present invention. Typically, these operations are performed at the control center or headend 102, however, these operations can be performed at the uplink center 104 or can be performed by the distributor of the media program before the media program is provided to the headend 102.

In block 602, the media program is segmented into a plurality of portions. In one embodiment, the media program is digitized and compressed using a video compression scheme such as one that complies with the MPEG standard. Under this standard, the media program comprises a plurality of "frames." The operation of segmenting the media program into portions can be performed, for example, by one of the MPEG encoders 202 in the headend 102.

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FIG. 7 is a diagram showing the media program 702 having a plurality of frames 704A-704N. Each of the frames can be further segmented into "slices" such as slice 706 (labeled "3" in FIG. 7) or slice 708 (labeled "4" in FIG. 7). Frame slices may be contiguous or not, and may extend a distance equal to, greater than, or less than the frame width. In one embodiment of the invention, the "portions" recited in FIG. 6 are frame slices, but this need not be the case.

Next, a first version of each of the plurality of portions of the media program are generated, as shown in block 604. This can be performed, for example, by a version generation module, which can comprise one of the MPEG encoders 202 or a separate encoder. FIG. 7 illustrates the creation of a first version of a plurality of portions of the media program frame. A first version of slice three 710 (denoted S3V1), a first version of slice 4 712 (denoted S4V1) and a first version of slice 5 714 (denoted S5V1) are illustrated. Next, a second version of a subset of each of the plurality of portions of the media program are generated, as shown in block 606. FIG. 7 illustrates the generation of a second version of slice 4 718 (denoted S4V2), for example. At this point, a first version of each of the plurality of portions 716, as well as second versions 720 of one or more of the plurality of portions has been generated.

Importantly, the first and second versions of the media program portions are visually and aurally indistinguishable to the viewer. That is, the media program can be assembled with either the first or the second portions of the program or with a combination of the first and second portions without affecting the quality of the media program's presentation to the viewer.

Different versions of the same media portions can be generated in a number of different ways. In one example, the versions are created from the same MPEG encoder 202, but with slightly different encoder settings. In another example, the versions are identically generated, but one or more less significant bits of the information are toggled. Changes such as these would not be noticeable by a viewer, but can be detected by comparing the media program under scrutiny to a version assembled solely from the first version of the media portions.

Next, as shown in block 608, the generated first version of each of the plurality of portions of the media program are encrypted. Similarly, in block 610, the generated second versions of the subset of each of the plurality of portions of the media program are encrypted as well. These operations can be performed by encryptor module 218, which can comprise a single encryptor or multiple encryptors. In one embodiment, the generated first versions and generated second versions are each encrypted using the same encryption key and the same technique, so that the generated second versions may be substituted for the generated first versions in a media program and still decryptable as if the media program included only first versions of the media program portions. This feature of the invention allows the watermarking algorithm to operate without requiring decryption of the packets before the watermarking is performed. Furthermore, the generated first version and the generated second version may be compressed according to the same compression algorithm, allowing the watermarking process to proceed without first requiring decompression.

Next, media program packets 722 are generated. In one embodiment, each media program packet 722 includes a header 724 and a body 726. The header 724 may include the SCID (or PID) and flags 420, as well as the packet continuity counter 422 shown in FIG. 4B. The body 726 includes the payload 424 of FIG. 4B, and may also include forward error correction coding bits 426.

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As shown in block 612, a first set of media program packets 724 is generated. Each of the first set of media program packets 724 includes the encrypted first version of each of the plurality of portions of the media program, which may be in the body of the packet 726, and an identifier having a first value, which may be in the header of the packet 724. In the exemplary illustration depicted in FIG. 7, the identifier first value is 23.

A second set of media program packets is also generated, as shown in block 614. Each of the second set of media program packets comprises the encrypted second version of each of the plurality of the media program, which may also be in the body of the packet, and an identifier having a second value, which may be in the header of the packet 724. In the exemplary illustration depicted in FIG. 7, the identifier second value is 24.

In one embodiment, the foregoing identifier comprises the SCID 420 described above. In another embodiment, the identifier comprises the MPEG packet identifier (PID) 454 (used to identify and extract elementary streams with the media program using time-division multiplexing techniques). In still another embodiment, the identifier can be another value that is simply added to the header 724 of the packet 722, independent of the SCID or the PID.

The generated first set of media program packets and the second set of media program packets are then transmitted from the headend 102 to the receiver 500.

FIG. 8 is a flow chart presenting exemplary process steps that can be used by a receiver 500 remote from the headend 102 to receive and process the first and second set of media program packets 724, 728. In block 802, the plurality of media program packets, including the first set and the second set, are received. In block 804, at least some of the second set of media program packets in the first are selected for substitution for associated media program packets in the first set of media program packets. This substitution is accomplished according to a pattern that is traceable to the receiver 500. In other words, the pattern of substitution provides sufficient information by which the identity of the receiver 500 that performed the substitution can be divined. In one embodiment, this pattern is unique to the receiver 500, and no additional information is required to divine the identity of the receiver 500. In other embodiments, this pattern may not uniquely identify the receiver 500 without additional information, but with the additional information, the identity of the receiver 500 may be determined. For example, if the media program is HD, the pattern need only be unique to receivers 500 that are capable of reproducing the media program in HD.

In one embodiment, the plurality of media program packets are assembled into a media program and provided to another device such as a display device for viewing. In this embodiment, the media program packets may be temporarily buffered, but are not placed in long term storage. In another embodiment, after receipt, the media program packets are stored in video store 532 for later viewing.

The foregoing selection of at least some of the second set of media programs for substitution for associated media programs in the first set can be performed by the receiver controller 510, either using a hardware selection module 570 or a software or firmware selection module comprising instructions for performing these operations that are stored in the processor ROM 538, RAM 550, or flash memory 552. The selection module may also be implemented in other portions of the receiver 500, such a dedicated separate processor.

In either case, when the user requests viewing of a media program, the media program packets are assembled into a media program and provided for to another device where the

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media program can be displayed or stored. When this process takes place, a selected some of the second set of media program packets are substituted for the associated media program packets in the first set, as shown in block 806. The resulting media program stream is then provided to the external device.

Typically, this substitution is performed by a substitution module 572 working with the receiver transport chip 508. The substitution module 572 can be a hardware module within or separate from the microcontroller 572, or may be a software module stored in memories 538, 550, or 552, having instructions for performing the indicated operations.

In the illustrated embodiment, the packets are substituted on a portion by portion basis. That is, the minimum length of the any consecutive series of substitute packets is the length of the a slice of the media program frame. For example, media program packets 722D*-722F* correspond to slice 4, and all three are substituted for packets 722D-722F. Thus packets are not substituted within a "slice". However, the present invention may be practiced by substituting a subset of the packets from a particular slice. For example, only packet 722D* may be substituted for packet 722D, leaving the original packets 722E and 722F in the media program stream. In any case, the term "portion" as used herein is intended to convey a portion of the media program however that portion may be defined, whether it be a frame, a slice, or a packet.

FIG. 9 is a diagram showing one embodiment of the resulting program stream 902. Note that packets 722A-722C, which include version 1 of slice 3 are provided, while packets 722D*-722F* are provided, which include version 2 of slice 4, and packets 722G-722H are provided, which include version 1 of slice 5. FIG. 9 presents a simple situation wherein the version included switches from version 1 to version 2 and back again, but it can be seen that a very large number of different combinations of versions can be provided, each switching from one version to another according to a pattern that is traceable or unique to the receiver 500.

FIG. 10 is a diagram illustrating exemplary process steps that can be used to substitute a selected some of the second set of media program packets for the associated media program packets in the first set of media program packets. As described above, the receiver 500 assembles media program packets for a particular media program by finding packets having an identifier associated with that media program, and assembling those packets in temporal order. Using this paradigm, packets from the second set can be substituted in for packets in the first set to assemble the media program stream by simply changing the identifier associated with each packet. Turning to FIG. 10, the second set of identifiers for the selected some of the second set of packets are set from the second value for the first value, as shown in block 1002. Optionally, the identifiers for the media program packets in the first set that depict the same portion of the media program as the selected some of the second set of packets can be set to the second value, as shown in block 1004. Then, the media program packets having the first value are replayed or provided to an external device, as shown in block 1006.

The resulting media program packets are shown in FIG. 11. Note that if the receiver 500 is set to assemble packets with an identifier value of 23, the receiver 500 will include packets 722A-722C, 722D*-722F* and 722G-722I in the media program stream, thus substituting the some of the second set of media program packets in the program stream for associated packets in the first set. The pattern of substitution provides information that can thereafter be used to identify the receiver 500 that reproduced the media program.

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FIG. 12 is a diagram presenting exemplary method steps that can be used to recover the watermarked information in the media program stream. First, the media program packets having the first value are retrieved, as shown in block 1202. Presumably, the retrieved media program packets are from a suspected unauthorized reproduction of the media program, and it is desired to determine which receiver 500 reproduced the suspected unauthorized copy of the media program. Next, block 1204 determines whether each of the retrieved media program packets corresponds to the first version of the media program or the second media program. Block 1206 then determines the pattern of substituted second set of media program packets. This can be accomplished by comparing the each portion of the suspected media program with a copy of the unsubstituted media program to find media program portions (frames, slices, or packets) that differ from the first version of the media program. The pattern of changes in frames, slices, or packets (e.g. versions 1-1-1-1-2-1-1-2-1-2-1-1-1-1-1-1-1-1-2-1) can be used to identify the receiver 500 that reproduced the media program, since that substitution pattern is sufficiently unique to the receiver.

FIG. 13 is a diagram illustrating an exemplary computer system 300 that could be used to implement elements of the present invention. The computer 302 comprises a general purpose hardware processor 304A and/or a special purpose hardware processor 304B (hereinafter alternatively collectively referred to as processor 304) and a memory 306, such as random access memory (RAM). The computer 302 may be coupled to other devices, including input/output (I/O) devices such as a keyboard 314, a mouse device 316 and a printer 328.

In one embodiment, the computer 302 operates by the general purpose processor 304A performing instructions defined by the computer program 310 under control of an operating system 308. The computer program 310 and/or the operating system 308 may be stored in the memory 306 and may interface with the user and/or other devices to accept input and commands and, based on such input and commands and the instructions defined by the computer program 310 and operating system 308 to provide output and results.

Output/results may be presented on the display 322 or provided to another device for presentation or further processing or action. In one embodiment, the display 322 comprises a liquid crystal display (LCD) having a plurality of separately addressable pixels formed by liquid crystals. Each pixel of the display 322 changes to an opaque or translucent state to form a part of the image on the display in response to the data or information generated by the processor 304 from the application of the instructions of the computer program 310 and/or operating system 308 to the input and commands. Other display 322 types also include picture elements that change state in order to create the image presented on the display 322. The image may be provided through a graphical user interface (GUI) module 318A. Although the GUI module 318A is depicted as a separate module, the instructions performing the GUI functions can be resident or distributed in the operating system 308, the computer program 310, or implemented with special purpose memory and processors.

Some or all of the operations performed by the computer 302 according to the computer program 310 instructions may be implemented in a special purpose processor 304B. In this embodiment, some or all of the computer program 310 instructions may be implemented via firmware instructions stored in a read only memory (ROM), a programmable read only memory (PROM) or flash memory within the special purpose processor 304B or in memory 306. The special purpose processor 304B may also be hardwired through circuit design to perform some or all of the operations to implement

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the present invention. Further, the special purpose processor 304B may be a hybrid processor, which includes dedicated circuitry for performing a subset of functions, and other circuits for performing more general functions such as responding to computer program instructions. In one embodiment, the special purpose processor is an application specific integrated circuit (ASIC).

The computer 302 may also implement a compiler 312 which allows an application program 310 written in a programming language such as COBOL, C++, FORTRAN, or other language to be translated into processor 304 readable code. After completion, the application or computer program 310 accesses and manipulates data accepted from I/O devices and stored in the memory 306 of the computer 302 using the relationships and logic that was generated using the compiler 312.

The computer 302 also optionally comprises an external communication device such as a modem, satellite link, Ethernet card, or other device for accepting input from and providing output to other computers.

In one embodiment, instructions implementing the operating system 308, the computer program 310, and/or the compiler 312 are tangibly embodied in a computer-readable medium, e.g., data storage device 320, which could include one or more fixed or removable data storage devices, such as a zip drive, floppy disc drive 324, hard drive, CD-ROM drive, tape drive, or a flash drive. Further, the operating system 308 and the computer program 310 are comprised of computer program instructions which, when accessed, read and executed by the computer 302, causes the computer 302 to perform the steps necessary to implement and/or use the present invention or to load the program of instructions into a memory, thus creating a special purpose data structure causing the computer to operate as a specially programmed computer executing the method steps described herein. Computer program 310 and/or operating instructions may also be tangibly embodied in memory 306 and/or data communications devices 330, thereby making a computer program product or article of manufacture according to the invention. As such, the terms "article of manufacture," "program storage device" and "computer program product" or "computer readable storage device" as used herein are intended to encompass a computer program accessible from any computer readable device or media.

Of course, those skilled in the art will recognize that any combination of the above components, or any number of different components, peripherals, and other devices, may be used with the computer 302.

Although the term "computer" is referred to herein, it is understood that the computer may include portable devices such as cellphones, portable MP3 players, video game consoles, notebook computers, pocket computers, or any other device with suitable processing, communication, and input/output capability.

CONCLUSION

This concludes the description of the preferred embodiments of the present invention. The foregoing description of the preferred embodiment of the invention has been presented for the purposes of illustration and description. It is not intended to be exhaustive or to limit the invention to the precise form disclosed. Many modifications and variations are possible in light of the above teaching. It is intended that the scope of the invention be limited not by this detailed description, but rather by the claims appended hereto. The above specification, examples and data provide a complete

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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.

What is claimed is:

1. A method of watermarking a media program, comprising the steps of:

receiving a plurality of media program packets in a receiver, the plurality of media program packets including a first set of media program packets and a second set of media program packets;

wherein the media program comprises a plurality of portions and each of the first set of media program packets includes a first version of a respective one of the portions of the media program,

wherein each of the second set of media program packets includes a second version of a subset of the plurality of portions of the media program;

selecting at least some of the second set of media program packets for substitution for associated media program packets in the first set of media program packets according to a pattern traceable to the receiver, the selected some of the second set of media program packets having the same portion of the media program as the associated media program packets in the first set of media program packets;

substituting the selected some of the second set of media program packets for the associated media program packets in the first set; and

wherein each of the first set of media program packets includes an identifier having a first value associated with the media program, wherein each of the second set of media program packets includes an identifier having a second value, and wherein substituting the selected some of the second set of media program packets for the associated media program packets in the first set comprises:

setting the identifiers of the selected some of the second set of packets to match the identifiers of the first set of packets, wherein the media program packets having the matched identifiers are replayed.

2. The method of claim 1, wherein the step of setting the identifiers of the selected some of the second set of packets to match the identifiers of the first set of packets comprises the step of:

setting the identifiers of the selected some of the second set of packets from the second value to the first value, wherein the media program packets having the first value are replayed.

3. The method of claim 2, further comprising the step of: setting the identifiers for the media program packets in the first set that depict the same portion of the media program as the selected some of the second set of packets to the second value.

4. The method of claim 2, further comprising the steps of: retrieving the replayed media program packets having the first value;

determining whether each of the retrieved media program packets corresponds to the first version of the media program or the second version of the media program; determining the pattern of substituted second set of media program packets; and

determining an identity of the receiver from the pattern of substituted second set of media program packets.

5. The method of claim 2, wherein the step of setting the identifiers for the selected some of the second set of packets

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from the second value to the first value comprises the step of toggling a bit of each of the identifiers.

6. The method of claim 1, further comprising the steps of:
segmenting the media program into the plurality of portions;
generating a first version of each of the plurality of portions of the media program;
generating a second version of the subset of each of the plurality of portions of the media program;
encrypting the generated first versions of each of the plurality of portions of the media program;
encrypting the generated second version of the subset of each of the plurality of portions of the media program;
generating the first set of media program packets, each of the first set of media program packets in the first set of packets comprising the encrypted first version of each of the plurality of portions of the media program and the identifier having the first value; and
generating the second set of media program packets, each of the second set of media program packets comprising the encrypted second version of each of the plurality of portions of the media program and the identifier having the second value.

7. The method of claim 6, further comprising the step of transmitting the first set of media program packets and the second set of media program packets to the receiver.

8. The method of claim 1, wherein the media program comprises a plurality of frames, each of the plurality of frames having a plurality of slices, and the plurality of portions of the media program are slices.

9. An apparatus for watermarking a media program, comprising:

a receiver for receiving a plurality of media program packets in a receiver, the plurality of media program packets including a first set of media program packets and a second set of media program packets;
wherein the media program comprises a plurality of portions and each of the first set of media program packets includes a first version of a respective one of the portions of the media program,
wherein each of the second set of media program packets includes a second version of a subset of the plurality of portions of the media program;

wherein the receiver further comprises a selection module for selecting at least some of the second set of media program packets for substitution for associated media program packets in the first set of media program packets according to a pattern traceable to the receiver, the selected some of the second set of media program packets having the same portion of the media program as the associated media program packets in the first set of media programs;

wherein the receiver further comprises a substitution module for substituting the selected some of the second set of media program packets for the associated media program packets in the first set; and

wherein each of the first set of media program packets includes an identifier having a first value associated with the media program, wherein each of the second set of media program packets includes an identifier having a second value, and wherein the substitution module substitutes the selected some of the second set of media program packets for the associated media program packets in the first set by setting the identifiers of the selected some of the second set of packets to match the identifiers of the first set of packets.

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10. The apparatus of claim 9, wherein

the substitution module comprises means for setting the identifiers of the selected some of the second set of packets from the second value to the first value; and
the receiver comprises means for replaying the media program packets having the first value.

11. The apparatus of claim 9, wherein the substitution module comprises:

means for setting the identifiers of the media program packets in the first set that depict the same portion of the media program as the selected some of the second set of packets to the second value.

12. The apparatus of claim 10, wherein:

the substitution module comprises means for setting the identifiers for the selected some of the second set of packets from the second value to the first value by toggling a bit of each of the identifiers.

13. The apparatus of claim 9, further comprising a headend, the headend having:

a version generating module for segmenting the media program into the plurality of portions, generating a first version of each of the plurality of portions of the media program, generating a second version of the subset of each of the plurality of portions of the media program;
an encryption module for encrypting the generated first versions of each of the plurality of portions of the media program and encrypting the generated second version of the subset of each of the plurality of portions of the media program; and

a packet generation module, for generating the first set of media program packets, each of the first set of media program packets in the first set of packets comprising the encrypted first version of each of the plurality of portions of the media program and the identifier having the first value and generating the second set of media program packets, each of the second set of media program packets in the second set of media program packets comprising the encrypted second version of each of the plurality of portions of the media program and the identifier having the second value.

14. The apparatus of claim 13, wherein the headend further comprises a transmitter for transmitting the first set of media program packets and the second set of media program packets to the receiver.

15. The apparatus of claim 9, wherein the media program comprises a plurality of frames, each of the plurality of frames having a plurality of slices, and the plurality of portions of the media program are slices.

16. An apparatus for watermarking a media program, comprising:

means for receiving a plurality of media program packets in a receiver, the plurality of media program packets including a first set of media program packets and a second set of media program packets;

wherein the media program comprises a plurality of portions and each of the first set of media program packets includes a first version of a respective one of the portions of the media program,

wherein each of the second set of media program packets includes a second version of a subset of the plurality of portions of the media program;

means for selecting at least some of the second set of media program packets for substitution for associated media program packets in the first set of media program packets according to a pattern traceable to the receiver, the selected some of the second set of media program pack-

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ets having the same portion of the media program as the associated media program packets in the first set of media programs;

means for substituting the selected some of the second set of media program packets for the associated media program packets in the first set; and

wherein each of the first set of media program packets includes an identifier having a first value associate with the media program, wherein each of the second set of media program packets includes an identifier having a second value, and wherein the substitution means substitutes the selected some of the second set of media program packets for the associated media program packets in the first set by setting the identifiers of the selected some of the second set of packets to match the identifiers of the first set of packets.

17. The apparatus of claim 16, wherein:

the substitution means comprises means for setting the identifiers of the selected some of the second set of packets from the second value to the first value; and

the receiver means comprises means for replaying the media program packets having the first value.

18. The apparatus of claim 16, wherein the substitution means comprises:

means for setting the identifiers of the media program packets in the first set that depict the same portion of the media program as the selected some of the second set of packets to the second value.

19. The apparatus of claim 16, further comprising:

means for retrieving the replayed media program packets having the first value;

means for determining whether each of the retrieved media program packets corresponds to the first version of the media program or the second version of the media program; and

means for determining the pattern of substituted second set of media program packets; and

means for determining an identity of the receiver from the pattern of substituted second set of media program packets.

20. The apparatus of claim 16, wherein the substitution means sets the identifiers of the selected some of the second set of packets to match the identifiers of the first set of packets by toggling a bit of each of the identifiers.

21. The apparatus of claim 16, further comprising a head-end, the headend comprising:

means for segmenting the media program into the plurality of portions;

means for generating a first version of each of the plurality of portions of the media program;

means for generating a second version of the subset of each of the plurality of portions of the media program;

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means for encrypting the generated first versions of each of the plurality of portions of the media program;

means for encrypting the generated second version of the subset of each of the plurality of portions of the media program;

means for generating the first set of media program packets, each of the first set of media program packets in the first set of packets comprising the encrypted first version of each of the plurality of portions of the media program and the identifier having the first value; and

means for generating the second set of media program packets, each of the second set of media program packets comprising the encrypted second version of each of the plurality of portions of the media program and the identifier having the second value.

22. The apparatus of claim 21, further comprising means for transmitting the first set of media program packets and the second set of media program packets to the receiver.

23. The apparatus of claim 16, wherein the media program comprises a plurality of frames, each of the plurality of frames having a plurality of slices, and the plurality of portions of the media program are slices.

24. The method of claim 1, wherein the identifier associated with the first set of media programs and the identifier associated with the second set of media programs is a channel identifier corresponding to a television channel.

25. The apparatus of claim 9, wherein the identifier associated with the first set of media programs and the identifier associated with the second set of media programs is a channel identifier corresponding to a television channel.

26. The apparatus of claim 16, wherein the identifier associated with the first set of media programs and the identifier associated with the second set of media programs is a channel identifier corresponding to a television channel.

27. The apparatus of claim 1, wherein the first version of the respective one of the portions of the media program is encrypted according to a first encryption key, and the second version of the respective portion of the media program is encrypted according to the first encryption key.

28. The apparatus of claim 9, wherein the first version of the respective one of the portions of the media program is encrypted according to a first encryption key, and the second version of the respective portion of the media program is encrypted according to the first encryption key.

29. The apparatus of claim 16, wherein the first version of the respective one of the portions of the media program is encrypted according to a first encryption key, and the second version of the respective portion of the media program is encrypted according to the first encryption key.

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