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### (54) SYSTEM AND METHOD FOR ADAPTING TRANSMISSION RATE COMPUTATION BY A CONTENT TRANSMITTER

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(57)**ABSTRACT** 

A computerized system having multiple congestion control modules for determining a transmission rate for data traffic towards a destination device over a communication network, the transmission rate updated for specific time intervals, each congestion control module repeatedly collects performance-related data describing performance of content transmitted from the congestion control module to the destination device during specific time intervals, each congestion control module executes a transmission function for computing a next transmission rate for a next time interval, the transmission function receives as input performance-related data associated with prior transmission rates selected at prior time intervals, the transmission function including configurable parameters, the system also including one or more analyzers, each analyzer communicating with one or more of the multiple congestion control modules, where each analyzer periodically executes an adjusting function for reconfiguring the configurable parameters of the function for computing the next transmission rate.

