



(12) Patent Application Publication
Ramaswamy

(43) **Pub. Date:** **Jul. 20, 2023**

(52) **U.S. Cl.**
CPC ... **H04N 21/45457** (2013.01); **H04N 21/4331**
(2013.01); **H04N 21/812** (2013.01); **H04N**
21/472 (2013.01)

(57) **ABSTRACT**

Systems, apparatuses, and methods are described for users to cause replacement of one or more advertisements or other content items. Based on a request to replace a content item, output of the content item may be interrupted. An alternate content item may be output during a time period when a portion of the interrupted content item was scheduled to be output.

(22) Filed: **Jan. 19, 2022**

Publication Classification

(51) **Int. Cl.**
H04N 21/4545 (2006.01)
H04N 21/433 (2006.01)

