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(54) **TRANSPARENT INTERCEPT FOR
ADAPTIVE BITRATE SPLICER**

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ABSTRACT

Methods, systems, and computer readable media can be operable to facilitate the intercept and manipulation of content requested by a client device. The methods, systems, and apparatuses described herein enable the interception and redirection of packets based upon a set of rules. Intercepted packets may be redirected away from an origin server and may be forwarded to a splicing device. The splicing device may establish a session with a corresponding origin server, and retrieve content that is requested by the intercepted packet. In embodiments, the splicing device may identify alternate content that is associated with the intercepted packet and/or content that is further associated with a device or subscriber associated with the packet. One or more segments of the requested content, or the entirety of the requested content may be replaced with the alternate content, and the modified content may be output to the client device requesting the content.

