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(54) **CONTENT-MODIFICATION SYSTEM WITH
ADVERTISEMENT RECONCILIATION
FEATURE**

(52) **U.S. Cl.**
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(57) **ABSTRACT**

In one aspect, a method includes while a first content-
presentation device is performing a content-replacement
operation in which the first content-presentation device
outputs a replacement advertisement segment in place of an
advertisement segment, determining, by a computing sys-
tem, that the advertisement segment is not an expected
modifiable advertisement segment. The method also
includes in response to determining that the advertisement
segment is not the expected modifiable advertisement seg-
ment, determining, by the computing system, that the adver-
tisement segment is ineligible for replacement The method
also includes in response to determining that the advertise-
ment segment is ineligible for replacement, causing, by the
computing system, at least one content-presentation device
to perform, at a subsequent content-replacement opportu-
nity, a corrective content-replacement operation in which the
at least one content-presentation device outputs the adver-
tisement segment in place of a subsequent modifiable adver-
tisement segment that the at least one content-presentation
device is scheduled to receive.

