

## CLAIMS

1. A method, comprising:

obtaining, by one or more feed generators, parameters of a digital video, wherein the video is adapted to be provided to users over a network;

modifying, by one or more software generators, one or more of the obtained parameters, wherein modifications are based on information relating to segments of the users of the network;

creating, by one or more rendering engines, based on the modification, a plurality of versions of the digital video;

monitoring operations through one or more processing devices, to obtain an assessment of rendering resources available in rendering the plurality of broadcast digital videos;

identifying previously acquired digital videos no longer available for the creation of digital video versions and newly provided digital videos for which digital video versions need to be created; and

coordinating allocations of the rendering resources, including tapping or releasing rendering engines, in rendering the plurality of digital videos by the one or more rendering engines, based on the assessment and the identified previously acquired and newly provided digital videos.

2. The method according to claim 1, wherein modifying comprises partial rendering the video to obtain the plurality of versions of the broadcast quality digital videos.
3. The method according to claim 1, comprising encoding by one or more encoders of a computing cloud each one of the plurality of versions of the digital videos.
4. The method according to claim 1, comprising creating by one or more software generators of a computing cloud a video template incorporating the obtained parameters, and modifying by the one or more rendering engines of the computing cloud the template to create the plurality of versions of the digital video.

5. The method according to claim 1, wherein digital video comprises a commercial video appearing over the World Wide Web on all screens.
6. The method according to claim 1, wherein the parameters comprise, text data, visual data, image data, audible data, voice data, animation data, look and feel data or any combination thereof.
7. The method according to claim 1, wherein the information comprises at least one of location data, language data, weather data, marketing data, financial data, demographics data, social information data, consumer data, local data, and/or any combination thereof.
8. The method according to claim 1, comprising encoding each one of the plurality of versions of the digital videos.
9. The method according to claim 1, wherein segments of the users comprise gender groups, demographic groups, age groups, employment groups, cultural groups, academic groups, sport groups, hobby groups, social groups and/or any combination thereof.
10. A system for generating digital videos, comprising
  - a memory;
  - a processor;
  - a feed generator adapted to obtain parameters of a digital video, wherein the video is adapted to be provided to users of a network;
  - at least one rendering processor coupled to the feed generator, wherein the at least one rendering processor is adapted to modify one or more of the obtained parameters, wherein modifications are based on information relating to segments of the users of the network, and wherein the at least one processor is adapted to render, based on the modifications, a plurality of versions of the digital video;
  - at least one monitoring server adapted to monitor operations to obtain an assessment of rendering resources available in rendering the plurality of digital videos;

at least one change set manager adapted to identify previously acquired digital videos no longer available for the creation of digital video versions and newly provided digital videos for which digital video versions need to be created; and

at least one coordinating processor coupled to the at least one monitoring processor adapted for coordinating allocations of the rendering resources, including tapping or releasing rendering processors, in rendering the plurality of digital videos by the one or more rendering processor based on the assessment and the identified previously acquired and newly provided digital videos.

11. The system according to claim 10, wherein modifying comprises partial rendering the video to obtain the plurality of versions of the broadcast quality digital videos.
12. The system according to claim 10, comprising at least one encoding processor included within the computing cloud, wherein the at least one encoding processor is coupled to the at least one coordinating processor, and wherein the at least one encoding processor is adapted to encoding at least one of the plurality of versions of the broadcast quality digital videos.
13. The system according to claim 10, wherein the at least one rendering processor is adapted to create a video template incorporating the obtained parameters, and wherein the at least one rendering processors is adapted to modify the template to create the plurality of versions of the digital video.
14. The system according to claim 10, wherein digital video comprises a commercial video appearing over an Internet webpage.
15. The system according to claim 10, wherein the parameters comprise, text data, visual data, image data, audible data, voice data, animation data, touch and feel data or any combination thereof.
16. The system according to claim 10, wherein the information comprises at least one of location data, language data, weather data, marketing data, financial data, demographics data, social information data, consumer data, local data, or any combination thereof.

17. The system according to claim 10, wherein segments of the users comprise gender groups, demographic groups, age groups, employment groups, cultural groups, academic groups, sport groups, hobby groups, social groups and/or any combination thereof.

18. A computer program product comprising:

a non-transitory computer readable storage medium having computer readable program embodied therewith and adapted to be executed, the computer readable program comprising:

computer readable program configured to obtain parameters of a digital video, wherein the video is adapted to be provided to users of a network;

computer readable program configured to modify the obtained parameters, wherein modifications are based on information relating to segments of the users of the network;

computer readable program configured to create a plurality of versions of the digital video;

computer readable program configured for monitoring through a processing device operations to obtain an assessment of rendering resources available in rendering the plurality of broadcast quality digital videos;

computer readable program configured to identify previously acquired digital videos no longer available for the creation of digital video versions and newly provided digital videos for which digital video versions need to be created; and

computer readable program configured for coordinating allocations of the rendering resources, including tapping or releasing rendering processors, in rendering the plurality of digital videos based on the assessment and the identified previously acquired and newly provided digital videos.

19. The computer program product according to claim 18, wherein modifying comprises partial rendering the video to obtain the plurality of versions of the broadcast quality digital videos.

20. The computer program product according to claim 18, comprising computer readable program configured to create a video template incorporating the obtained parameters, and a computer readable program adapted to modify by the one or more rendering engines the template to create the plurality of versions of the digital video.
21. The computer program product according to claim 18, wherein digital video comprises a commercial video appearing over an Internet webpage.
22. The computer program product according to claim 18, wherein the parameters comprise, text data, visual data, image data, audible data, voice data, animation data, look and feel data, or any combination thereof.
23. The computer program product according to claim 18, wherein the provided information comprises at least one of location data, language data, weather data, marketing data, financial data, demographics data, social information data, consumer data, local data, and/or any combination thereof.
24. The computer program product according to claim 18, a computer readable program configured to encode each one of the plurality of versions of the digital videos.
25. The computer program product according to claim 18, wherein segments of the users comprise gender groups, demographic groups, age groups, employment groups, cultural groups, academic groups, sport groups, hobby groups, social groups or any combination thereof.