

## **EXHIBIT F**



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**Partovi et al.**

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(54) **SYSTEM, APPARATUS AND METHOD FOR DISCOVERY OF MUSIC WITHIN A SOCIAL NETWORK**

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**G06F 15/16** (2006.01)

(52) **U.S. Cl.**  
USPC ..... **709/204; 709/226**

(58) **Field of Classification Search**  
USPC ..... 709/204, 226; 707/4, 104.1  
See application file for complete search history.

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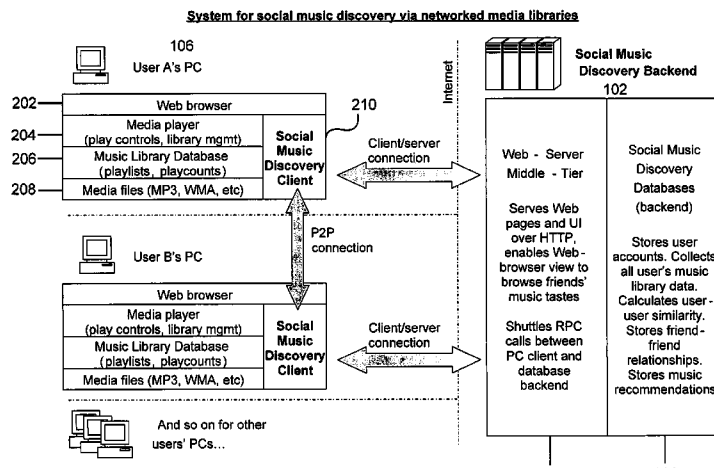
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(57) **ABSTRACT**

A system, apparatus, and method to assist in the discovery of music or other content by members of a social network. The present invention permits network members to network together and share information about their music collections and listening habits with a processing platform and with each other. The processing platform processes music library content and playback related data to produce similarity and compatibility measures between artists (that is, an artist-to-artist measure) and between network members (that is, a network member-to-network member measure). By combining the content and playback related data with filtering mechanisms, recommendation techniques (which may be based on the calculated measures), and set membership concepts, the present invention provides network members of the network with tools to discover artists and/or songs that are likely to be of interest to them.

**38 Claims, 8 Drawing Sheets**



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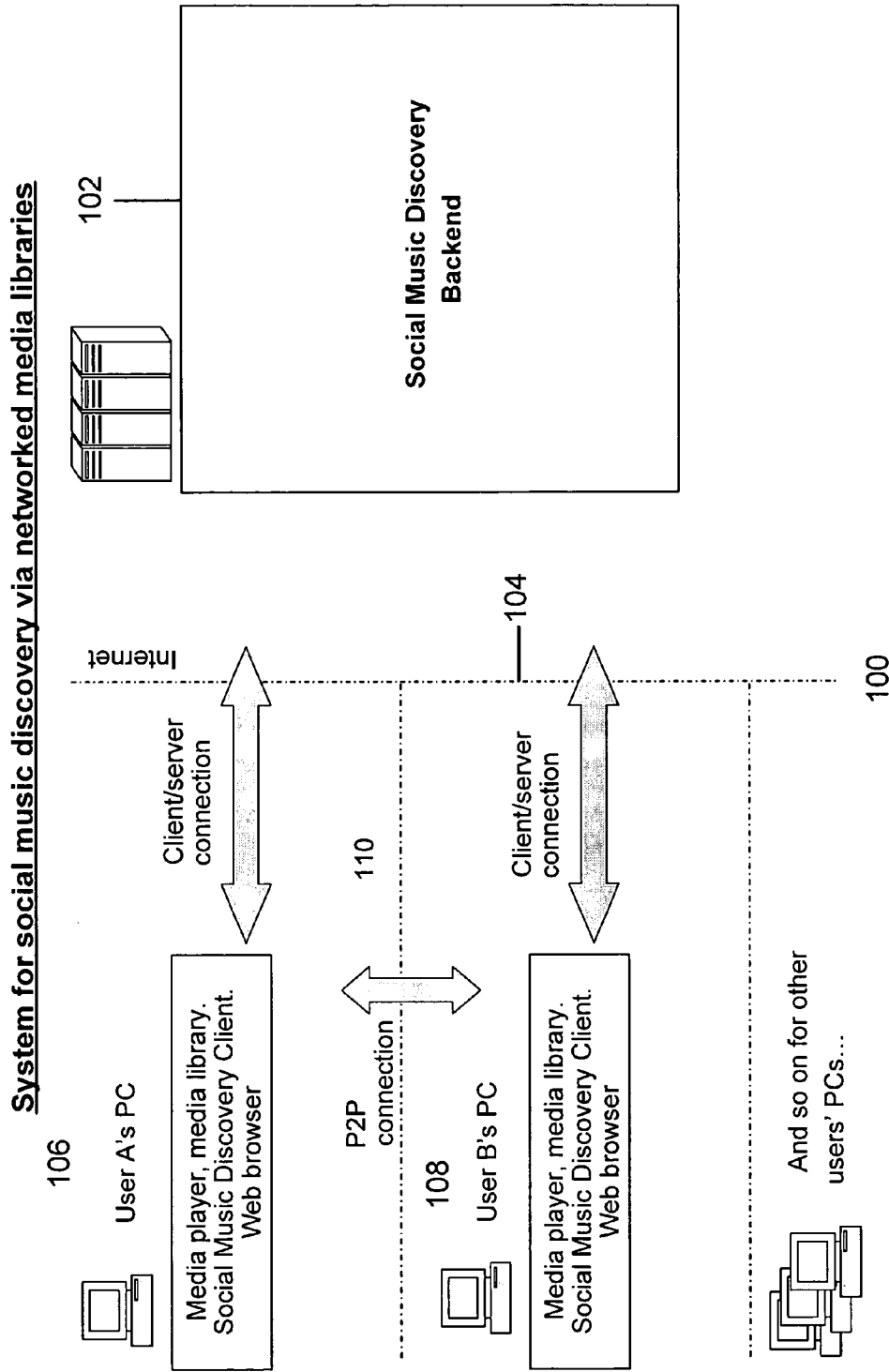


FIG. 1

System for social music discovery via networked media libraries

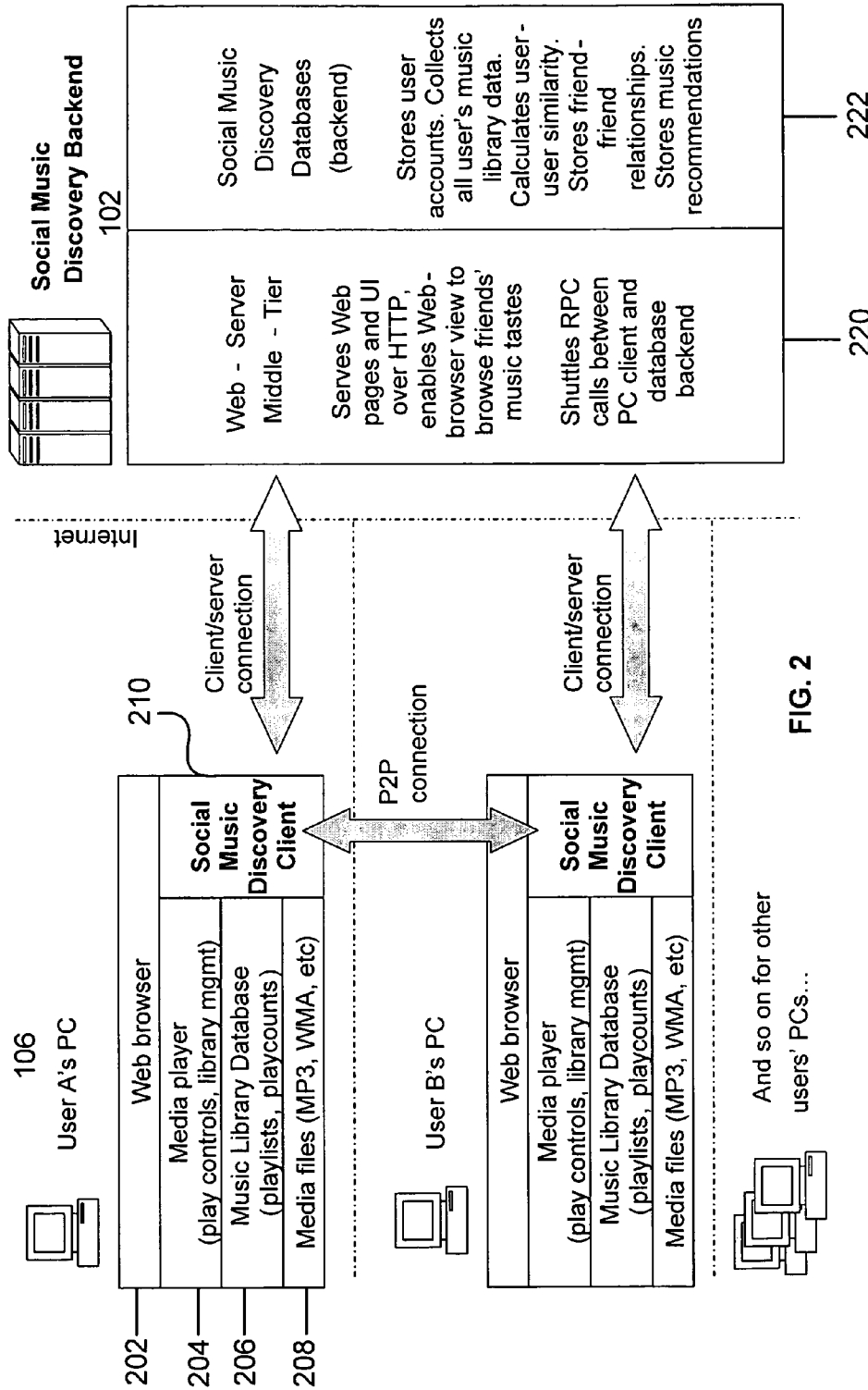


FIG. 2

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