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(54) **MANAGEMENT OF PODCASTS**

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G06F 15/16 (2006.01)
(52) **U.S. Cl.** **709/201**; 709/225
(58) **Field of Classification Search** 709/201, 709/225
See application file for complete search history.

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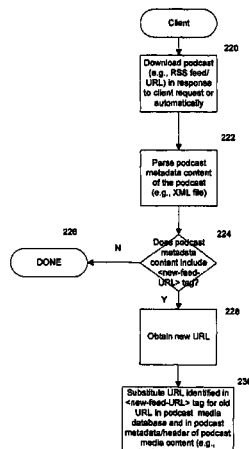
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Assistant Examiner — Marshall McLeod

(57) **ABSTRACT**

Improved techniques that facilitate the use of podcasts are disclosed. The improved techniques can pertain to publishing, hosting, accessing, subscribing, managing, organizing, searching, browsing, transferring, and/or playing podcasts. According to one aspect, tags are embedded into syndication feeds (e.g., RSS feeds) that may be made available for distribution by an online media store to facilitate the management of podcasts. Such tags can include a block tag that may be embedded into a syndication feed to indicate whether the feed is to be blocked from being included in the online media store. According to another aspect, management of podcasts may be facilitated by other mechanisms. In accordance with one embodiment, a user may challenge the ownership of a podcast to block or remove a podcast from the online media store. In accordance with another embodiment, images may be stored to allow efficient retrieval of the corresponding episode(s) of a podcast.

24 Claims, 23 Drawing Sheets

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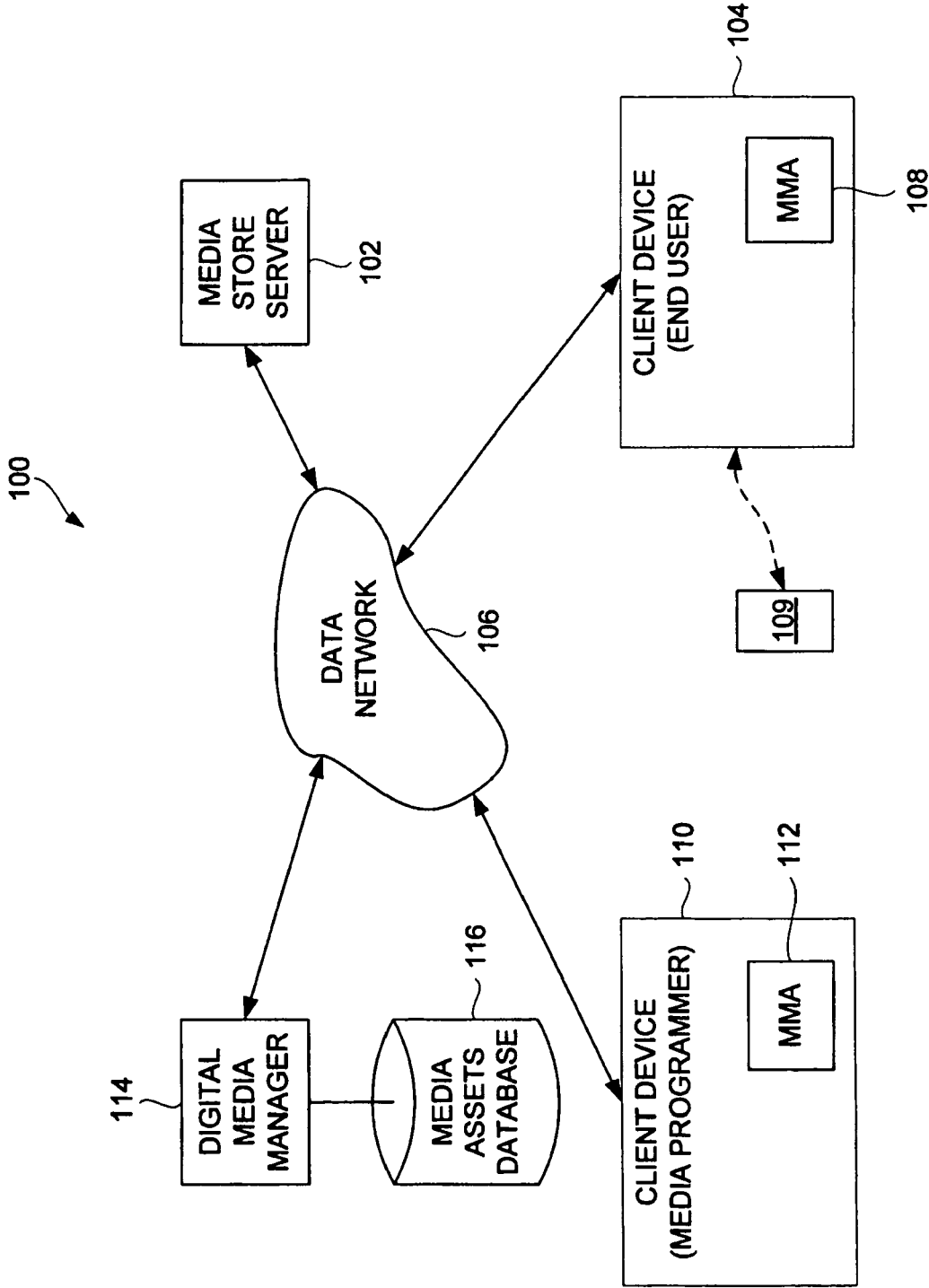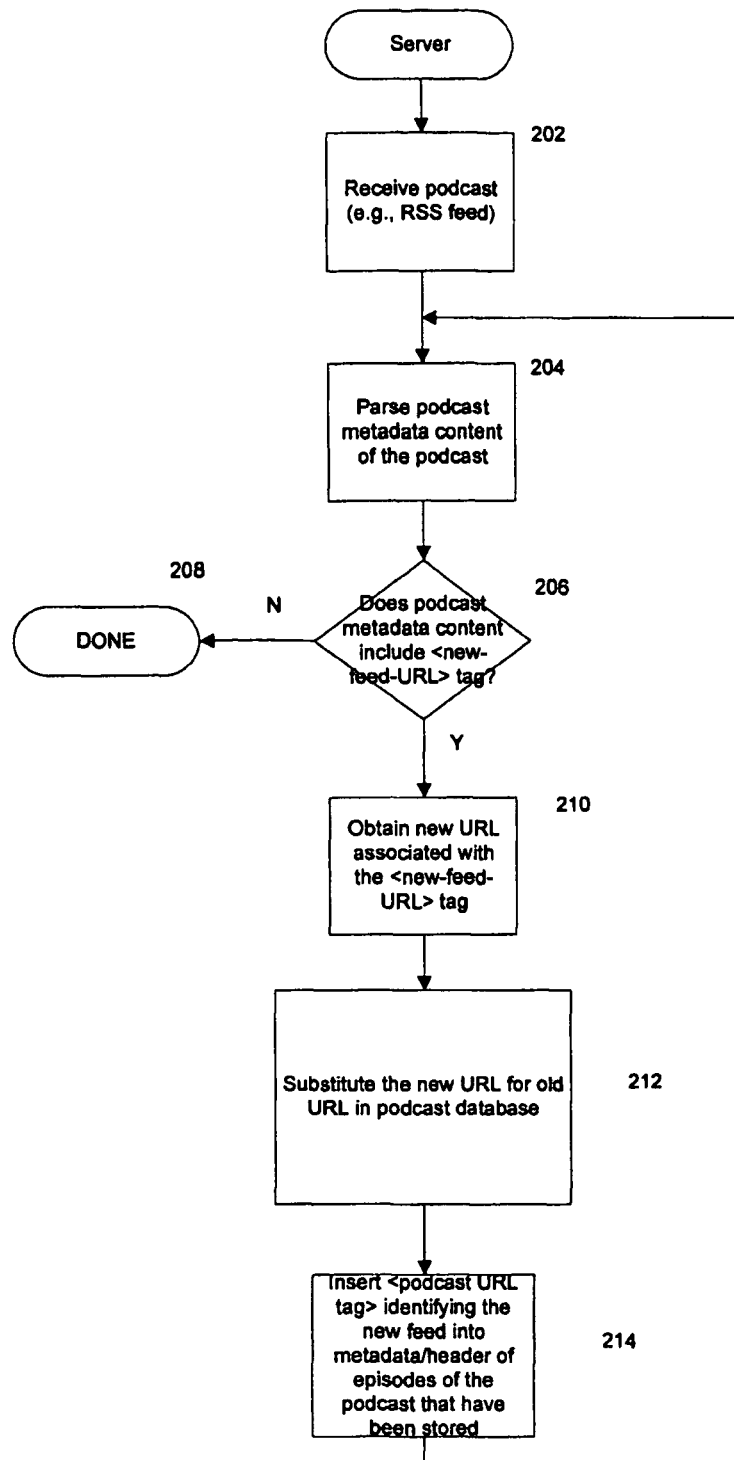
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100

MEDIA
STORE
SERVER

102

DATA
NETWORK

106

CLIENT DEVICE
(END USER)

104

MMA

108

109

114

DIGITAL
MEDIA
MANAGER

MEDIA
ASSETS
DATABASE

116

CLIENT DEVICE
(MEDIA PROGRAMMER)

110

MMA

112

FIG. 1

Server

202
Receive podcast
(e.g., RSS feed)

204
Parse podcast
metadata content
of the podcast

208
N

206
Does podcast
metadata content
include <new-
feed-URL> tag?

DONE

Y

210
Obtain new URL
associated with
the <new-feed-
URL> tag

212
Substitute the new URL for old
URL in podcast database

214
Insert <podcast URL
tag> identifying the
new feed into
metadata/header of
episodes of the
podcast that have
been stored

FIG. 2A

FIG. 2B

FIG. 2C

DOCKET ALARM
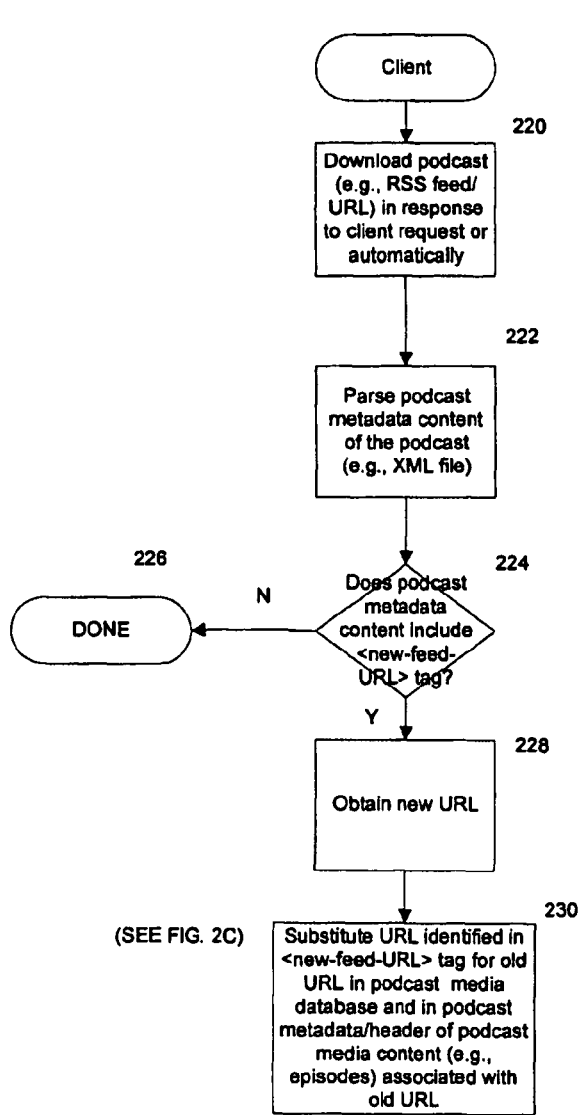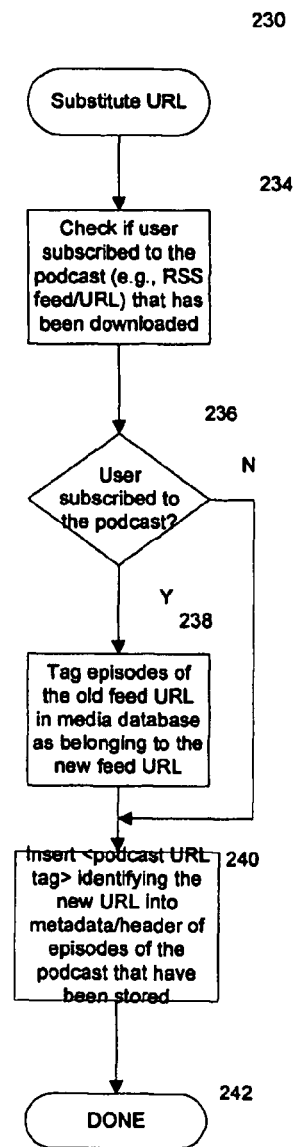
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