



- [54] **CONTENT STREAM ANALYSIS**
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- [73] Assignee: **IMGIS, Inc.**, Cupertino, Calif.
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- [51] **Int. Cl.<sup>7</sup>** ..... **G06F 17/30**
- [52] **U.S. Cl.** ..... **707/102; 707/10; 707/100; 707/103; 345/327**
- [58] **Field of Search** ..... 707/4, 10, 100, 707/102, 5, 6, 14; 345/327; 705/10; 395/226; 455/4.2

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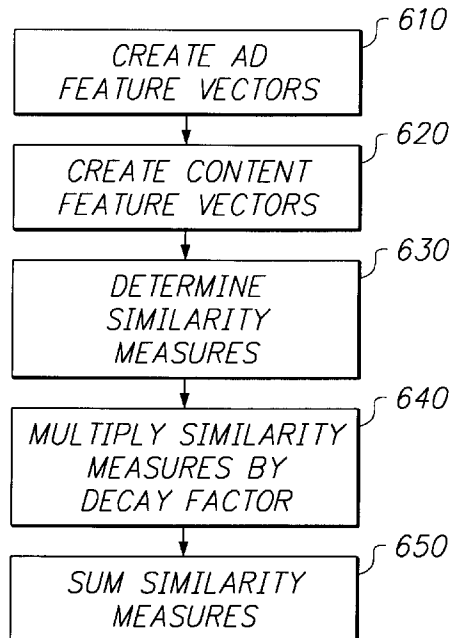
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[57] **ABSTRACT**

Content stream analysis is a user profiling technique that generates a user profile based on the content files selected and viewed by a user. This user profile can then used to help select an advertisement or other media presentation to be shown to the user.

**10 Claims, 5 Drawing Sheets**



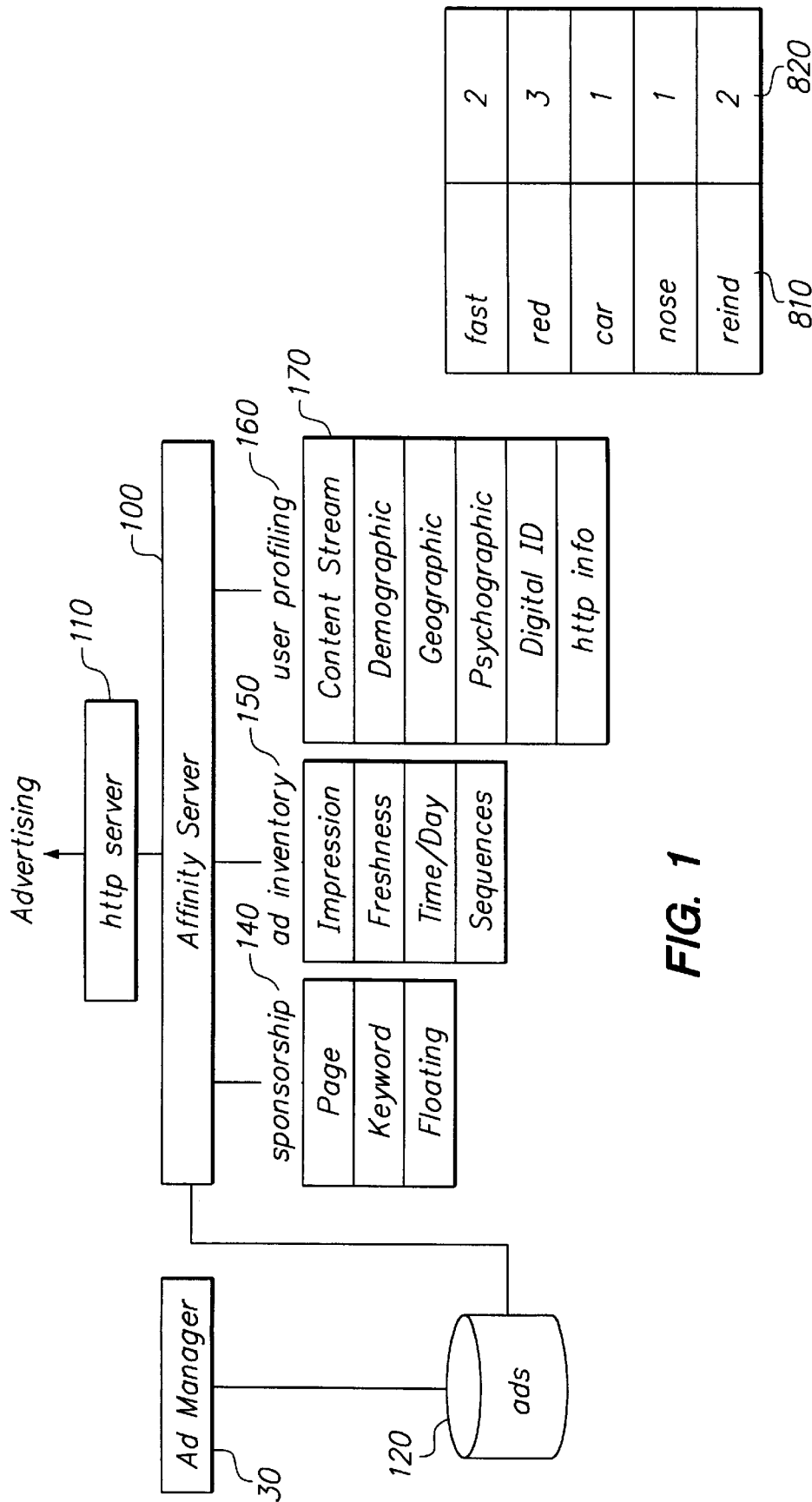


FIG. 1

|       |   |
|-------|---|
| fast  | 2 |
| red   | 3 |
| car   | 1 |
| nose  | 1 |
| reind | 2 |

FIG. 8

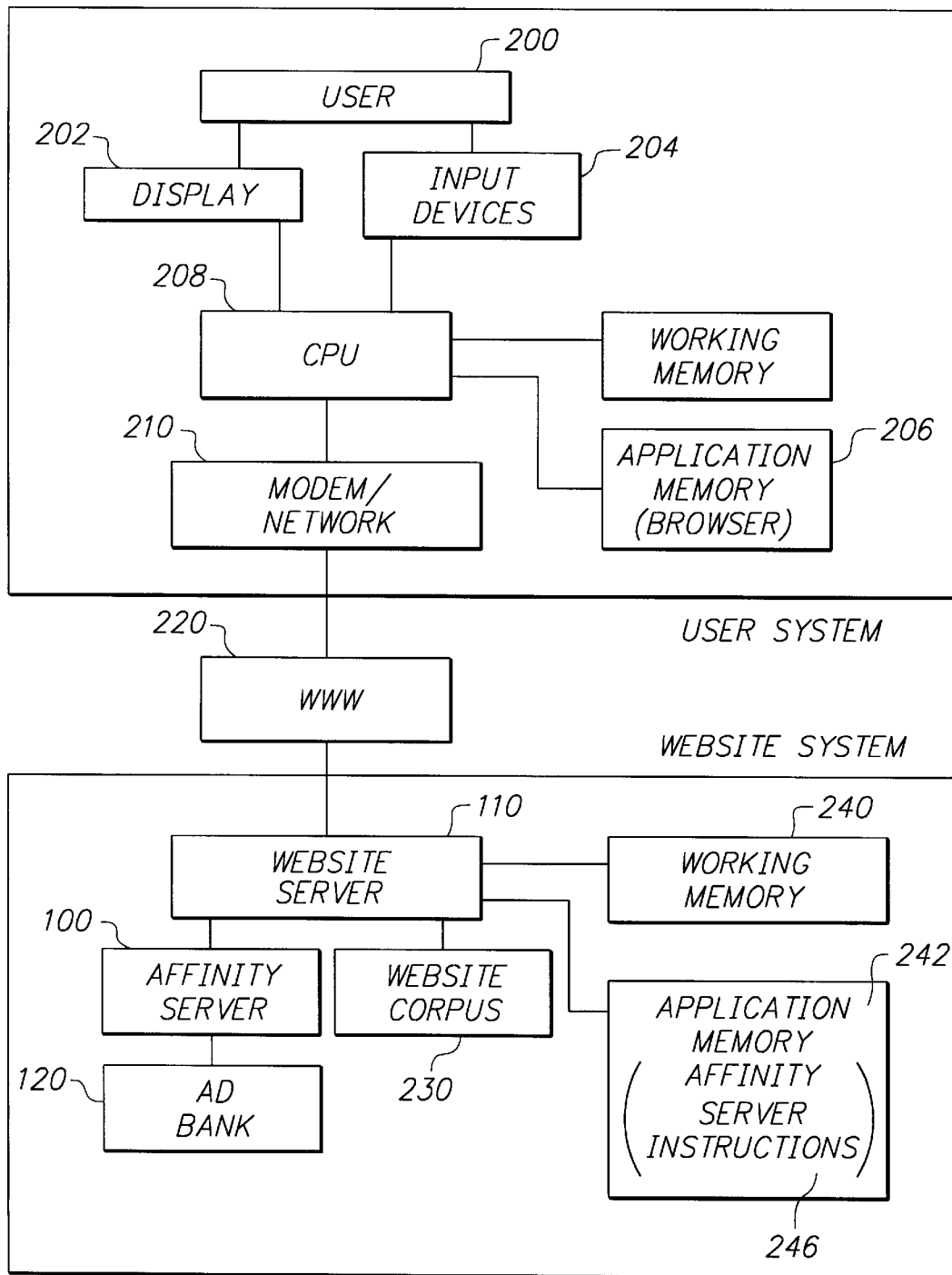


FIG. 2

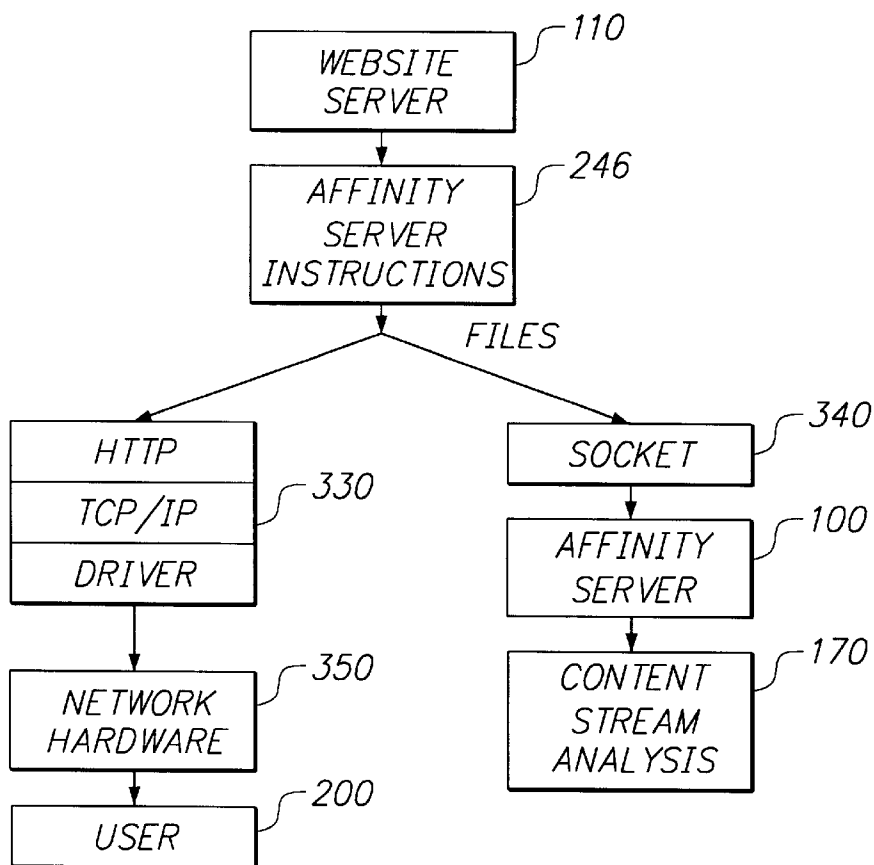


FIG. 3

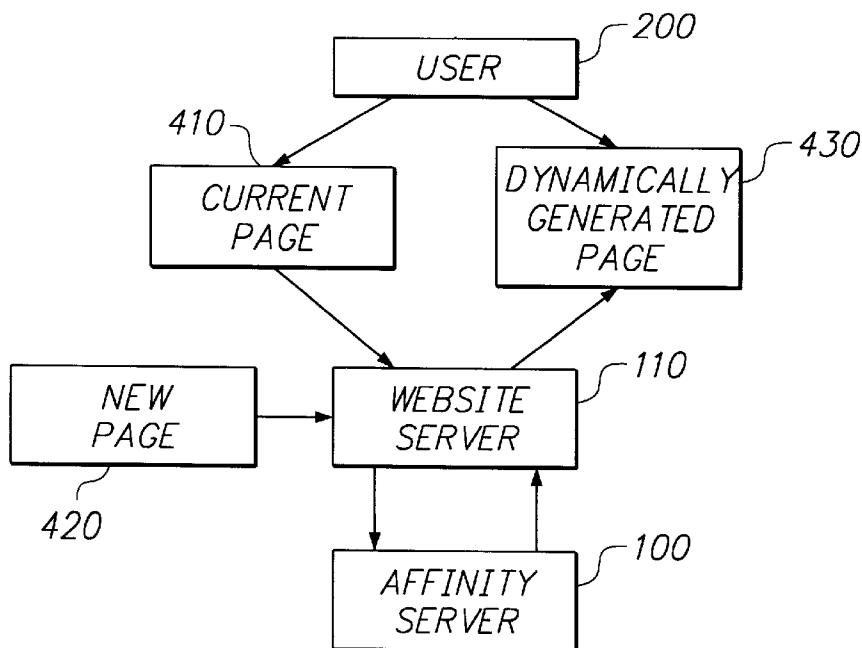


FIG. 4

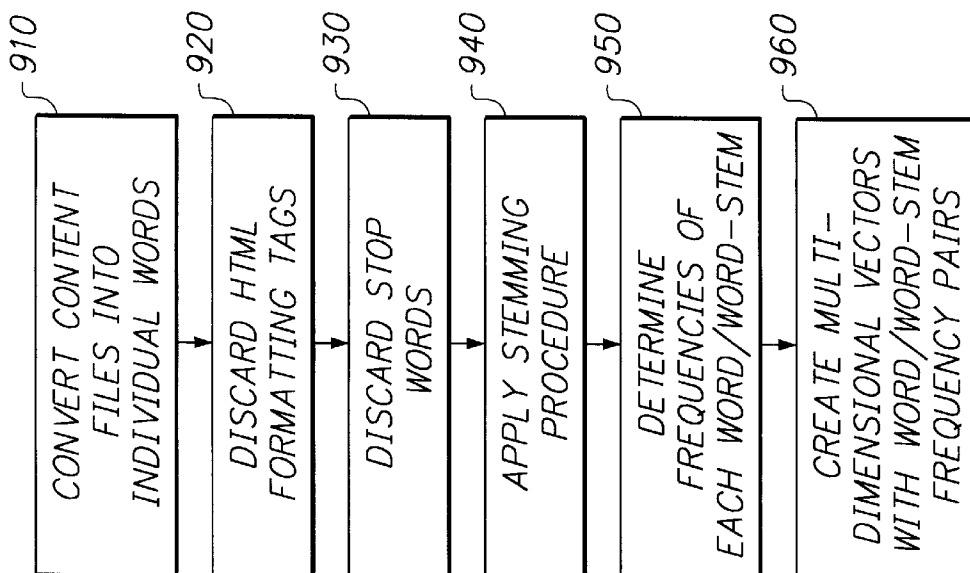


FIG. 9

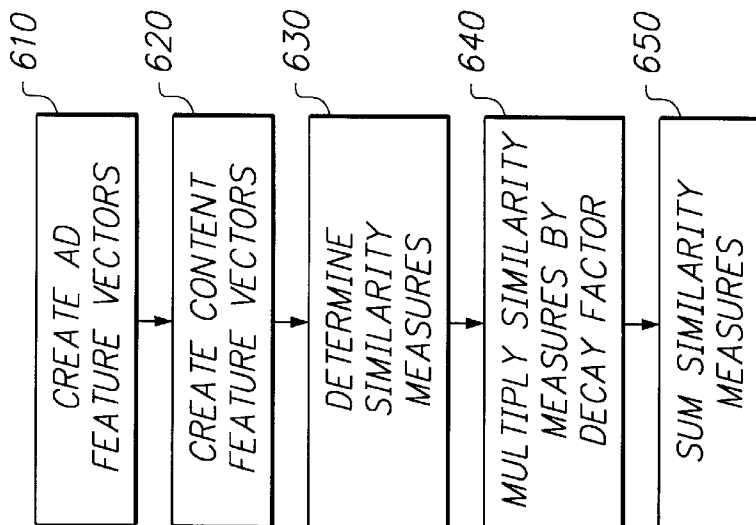


FIG. 6

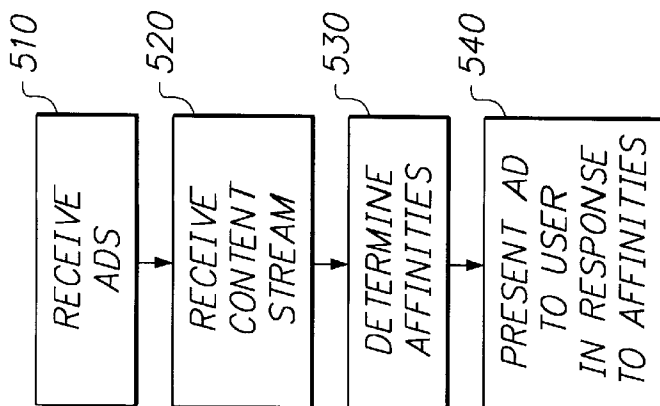


FIG. 5

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