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Harwell et al.

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(54) **CONTENT CREATION AND DISTRIBUTION SYSTEM**

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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

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This patent is subject to a terminal disclaimer.

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Primary Examiner — John Schnurr

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(74) *Attorney, Agent, or Firm* — Fish & Richardson P.C.

(65) **Prior Publication Data**

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(57) **ABSTRACT**

Related U.S. Application Data

(63) Continuation of application No. 13/185,471, filed on Jul. 18, 2011, which is a continuation-in-part of application No. 13/013,775, filed on Jan. 25, 2011.

Methods, systems, and apparatus, including computer programs encoded on a computer storage medium, for receiving and distributing user-generated video content. In one aspect, a method includes receiving video data from a client computing device, where the video data is captured using a camera connected to the client computing device in accordance with instructions executed on the client computing device to provide the video data in accordance with predetermined constraints. The video data is automatically transcoded into at least one different format based on user credentials associated with a user of the client computing device and/or attributes associated with the video data. At least one format of the transcoded video data defines a video file in a format appropriate for inclusion in a linear television programming transmission. The transcoded video data is uploaded to a server for distribution.

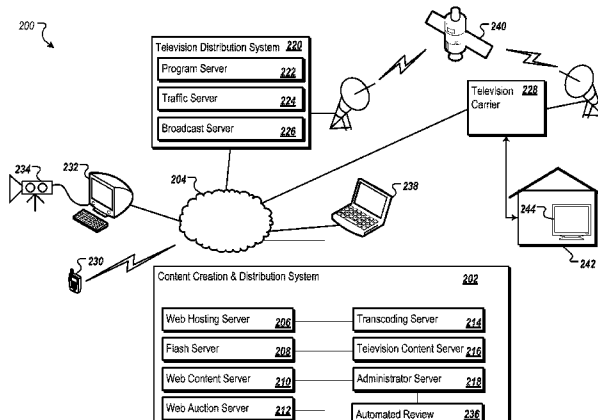
(51) **Int. Cl.**
H04N 7/10 (2006.01)
H04N 7/025 (2006.01)

(52) **U.S. Cl.**
USPC **725/32; 725/36; 725/116; 725/133**

(58) **Field of Classification Search**
USPC **725/32, 36, 105, 109, 110, 114, 115, 725/116, 133, 141, 153**

See application file for complete search history.

30 Claims, 22 Drawing Sheets



TWITTER, INC.
EXHIBIT 1001

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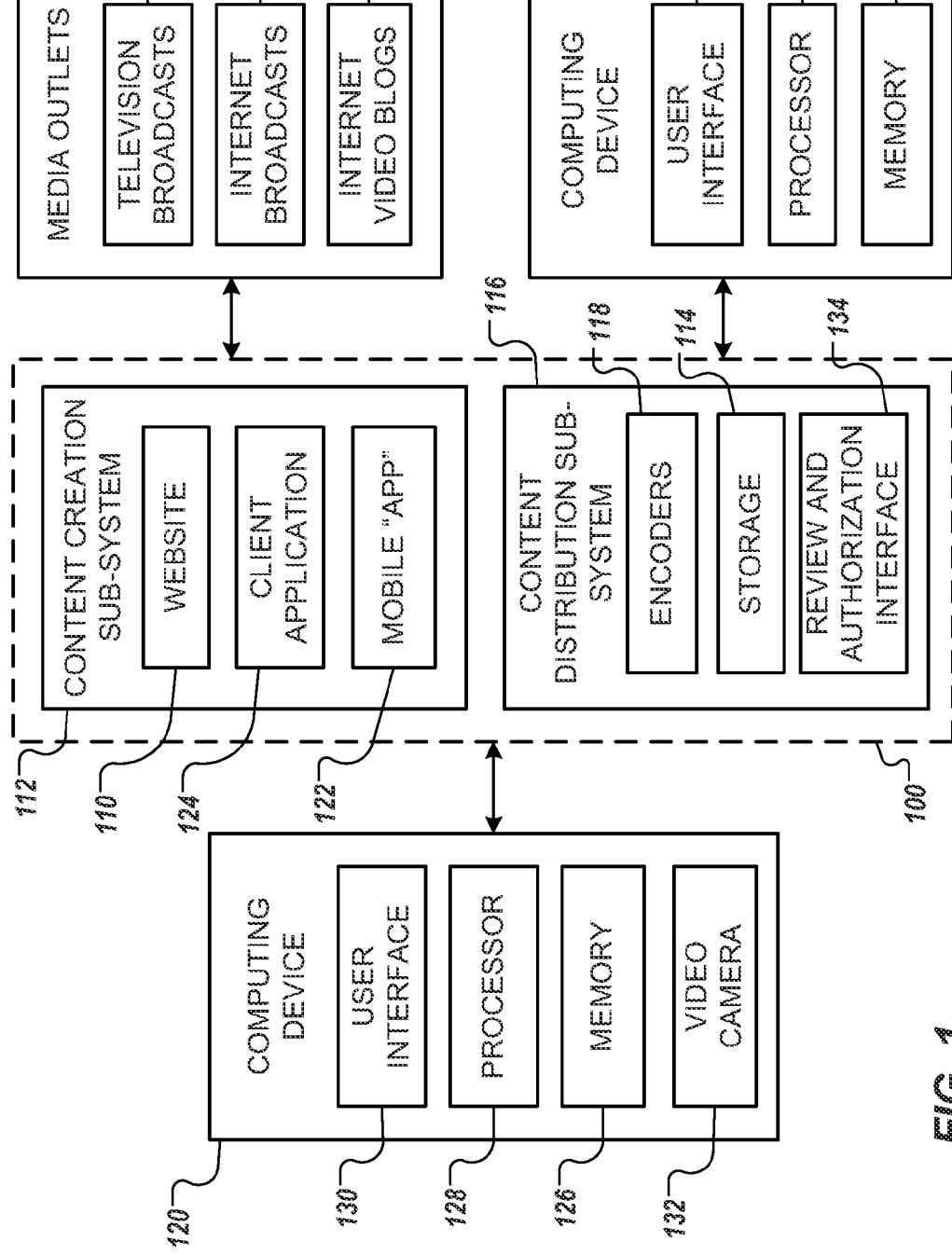


FIG. 1

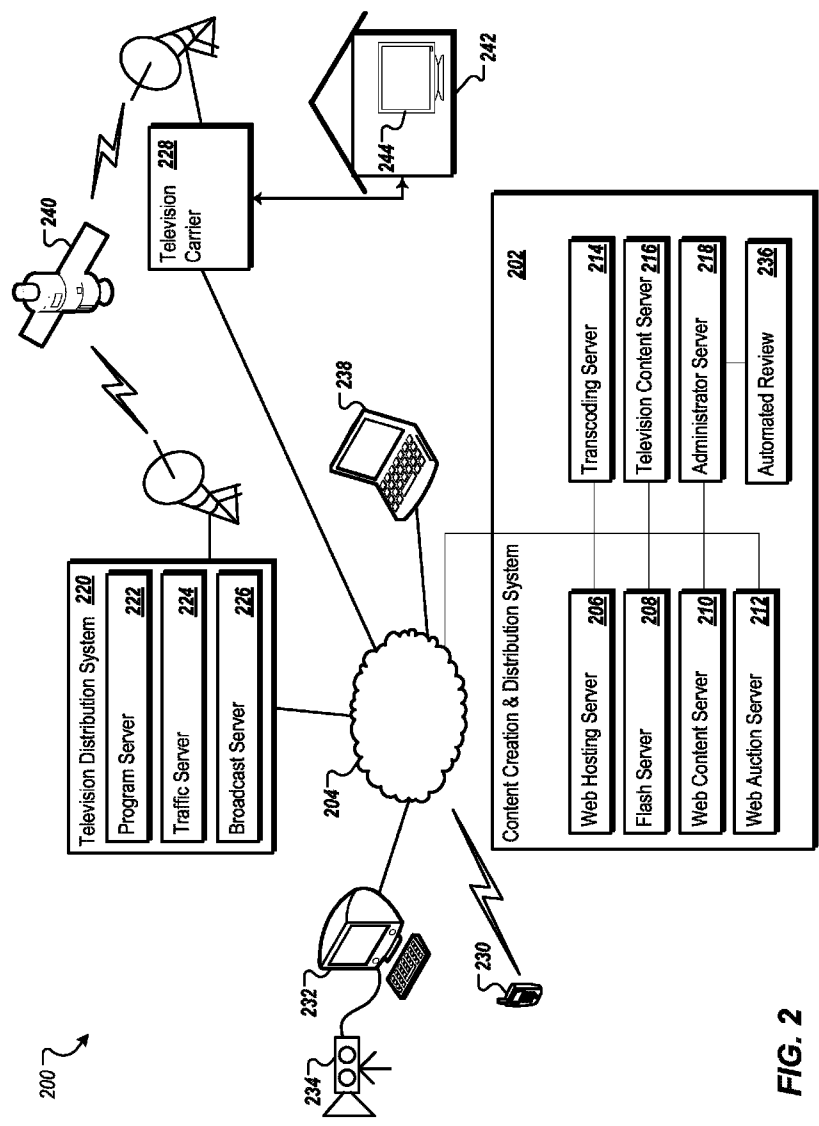


FIG. 2

300

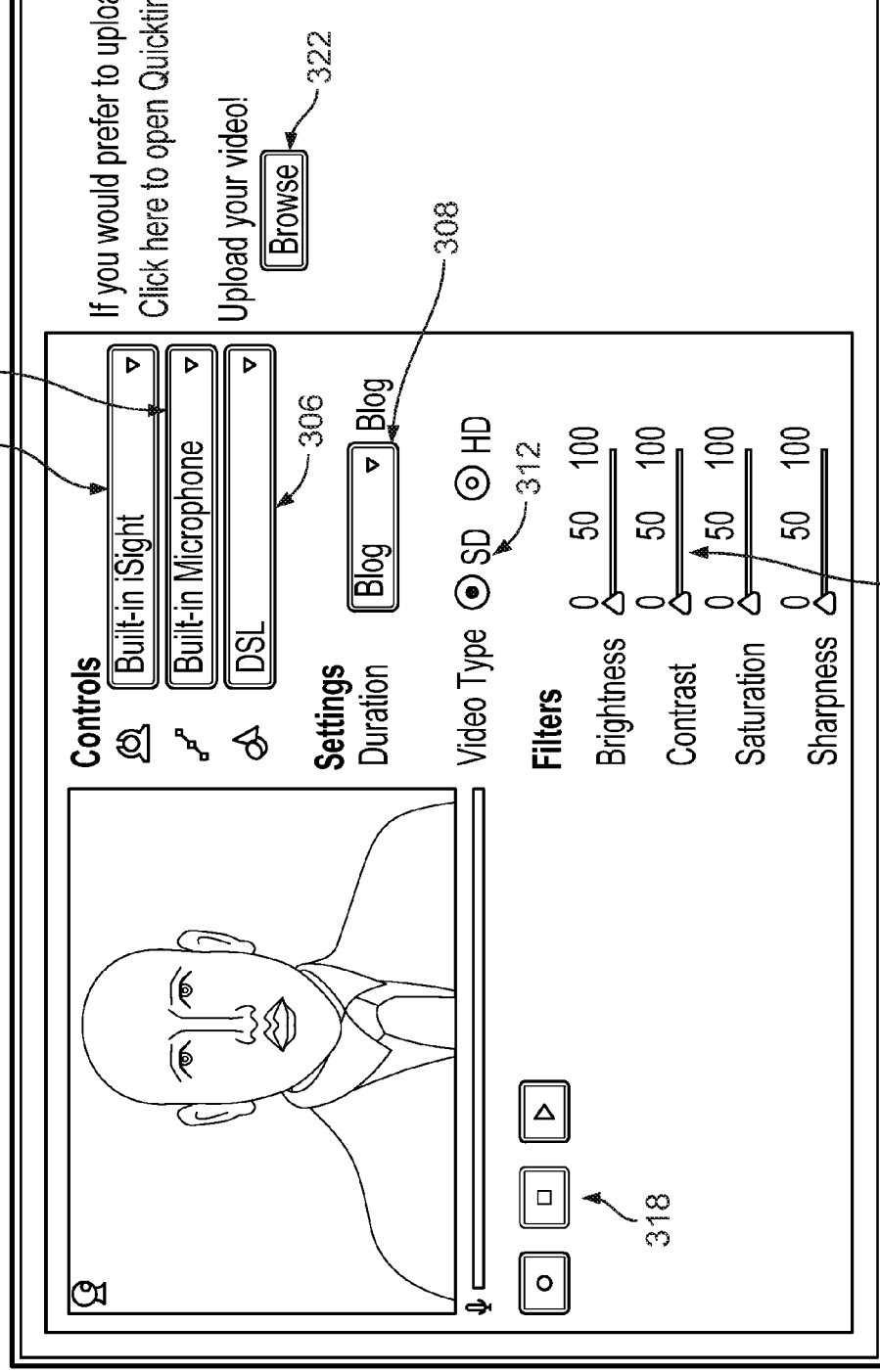


FIG. 3

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