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(54) **ENHANCED VIDEO PROGRAMMING SYSTEM AND METHOD UTILIZING USER-PROFILE INFORMATION**

(58) **Field of Classification Search**
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See application file for complete search history.

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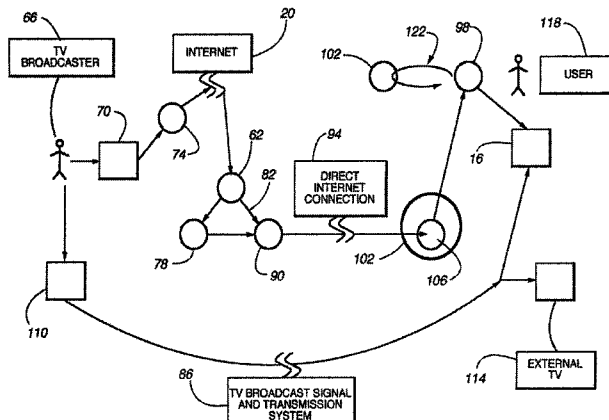
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(57) **ABSTRACT**

Example methods of providing media content via a network are presented. In one example, a user profile and a group profile are accessed. The user profile includes information describing a user of media content, and the group profile includes information describing a group of users of media content. Based on the information of the user profile, the user profile is assigned to the user group, in which the user profile is linked as a child profile to the group profile. Based on the information of the user profile and on the assigning of the user profile to the user group, an item of media content is determined for transmission to a user device of the user. The item of media content is transmitted via the network to the user device.

21 Claims, 11 Drawing Sheets



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