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Rogers et al.

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(54) **MEDIA TOOLBAR AND AGGREGATED/DISTRIBUTED MEDIA ECOSYSTEM**

(75) Inventors: **Ian C. Rogers**, Santa Monica, CA (US); **Matthew Kozlov**, Santa Monica, CA (US)

(73) Assignee: **Yahoo! Inc.**, Sunnyvale, CA (US)

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G06F 15/16 (2006.01)

(52) **U.S. Cl.** **709/227**; 709/228; 709/229; 705/346; 707/710; 725/9

(58) **Field of Classification Search** 709/227–229; 715/738; 726/5; 705/346; 707/710; 725/9
See application file for complete search history.

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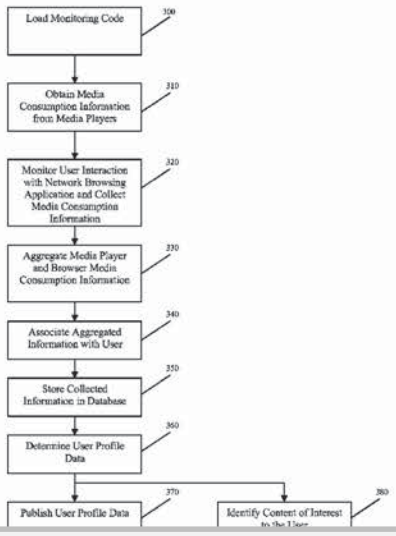
Primary Examiner — Ario Etienne
Assistant Examiner — Michael C Lai
(74) *Attorney, Agent, or Firm* — Berkeley Law & Technology Group, LLP

(57) **ABSTRACT**

A method and network architecture through which user-specific media profile data can be made available to third parties. A browser is optionally enhanced to facilitate playback and control of one or more media players, thereby allowing the user to play content via the browser. As the user plays content in the browser or any of the media players, information is collected about the content and stored in a database. By monitoring all media-related interactions made by the user within the browser, the collected content information can encompass information from a wide range of sources. User-specific profile data is then determined based on the collected data and such user-specific profile data is made available to third parties. The user-specific profile data can be used, for example, for social networking purposes, and may also be used to drive advertisements or other content to the user.

20 Claims, 13 Drawing Sheets



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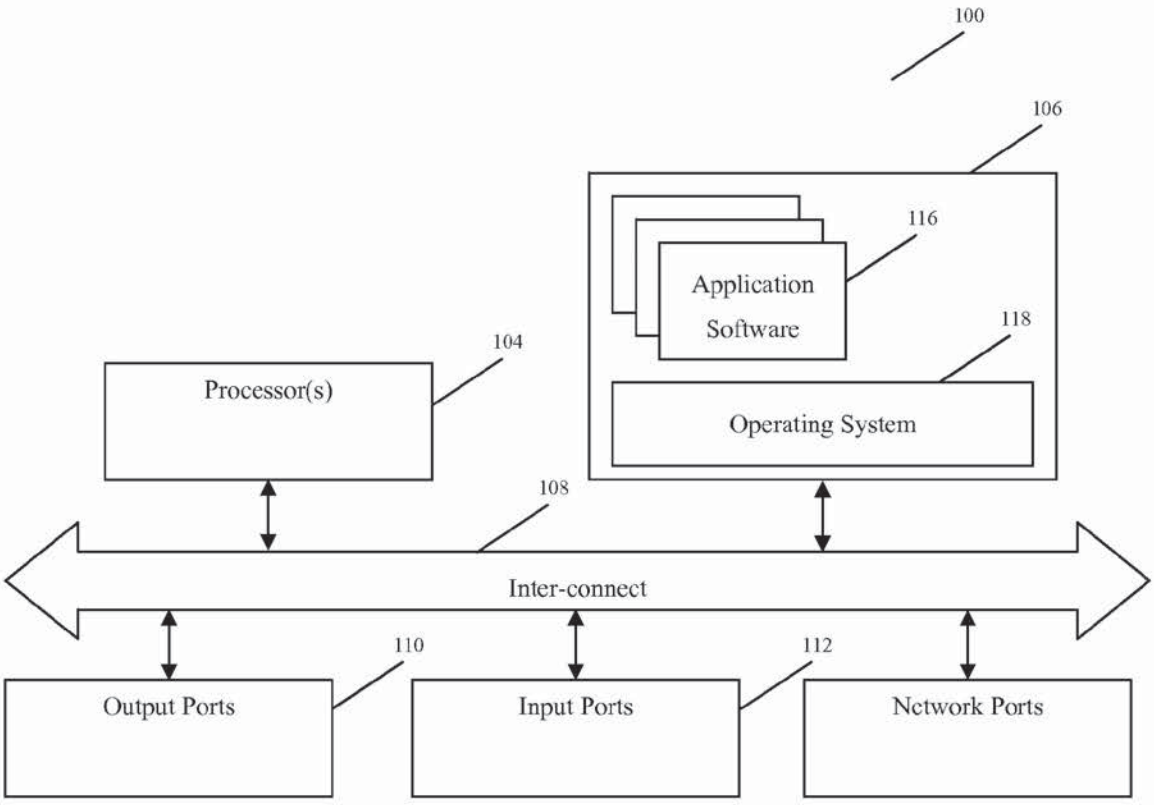

Figure 1

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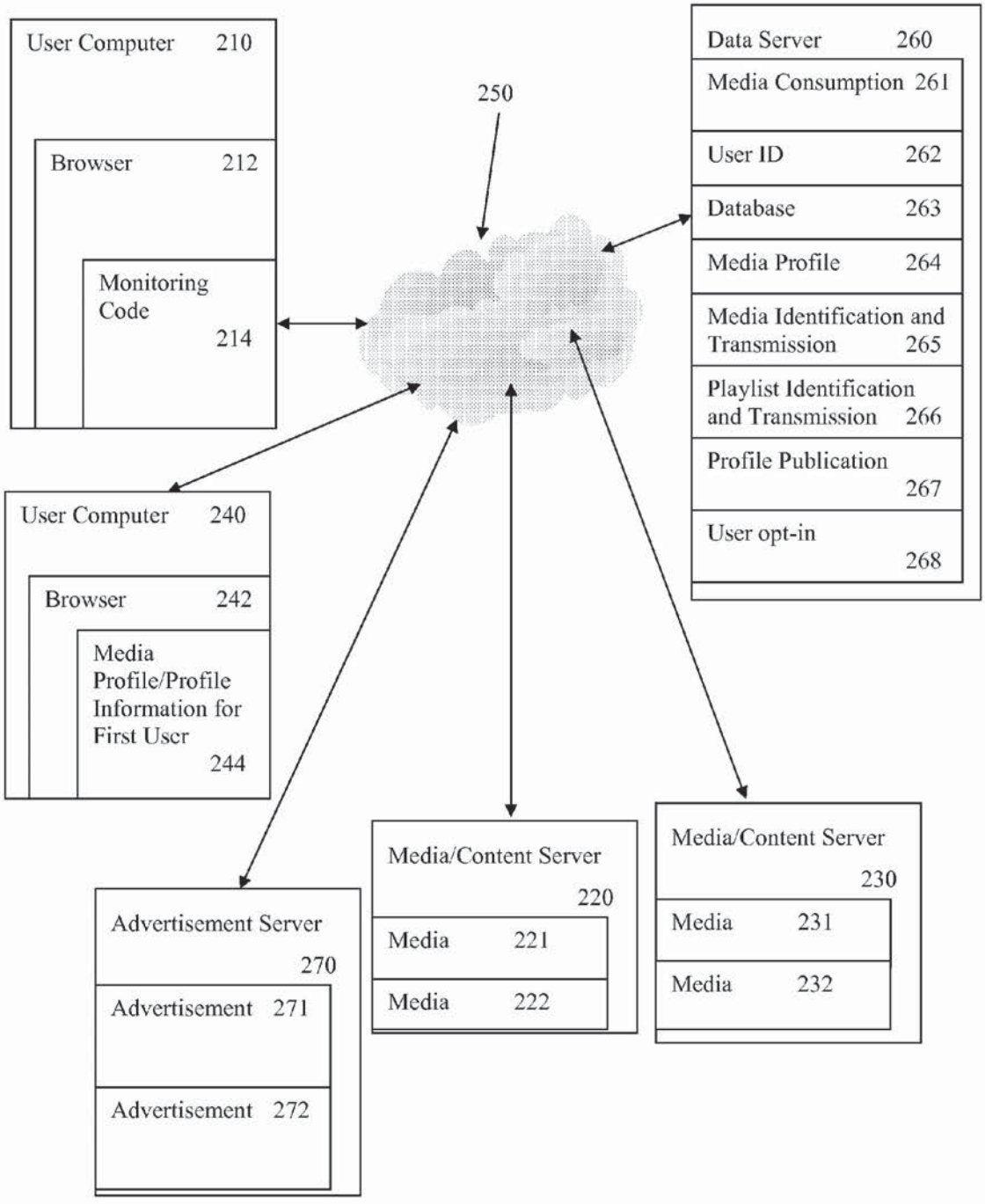

Figure 2

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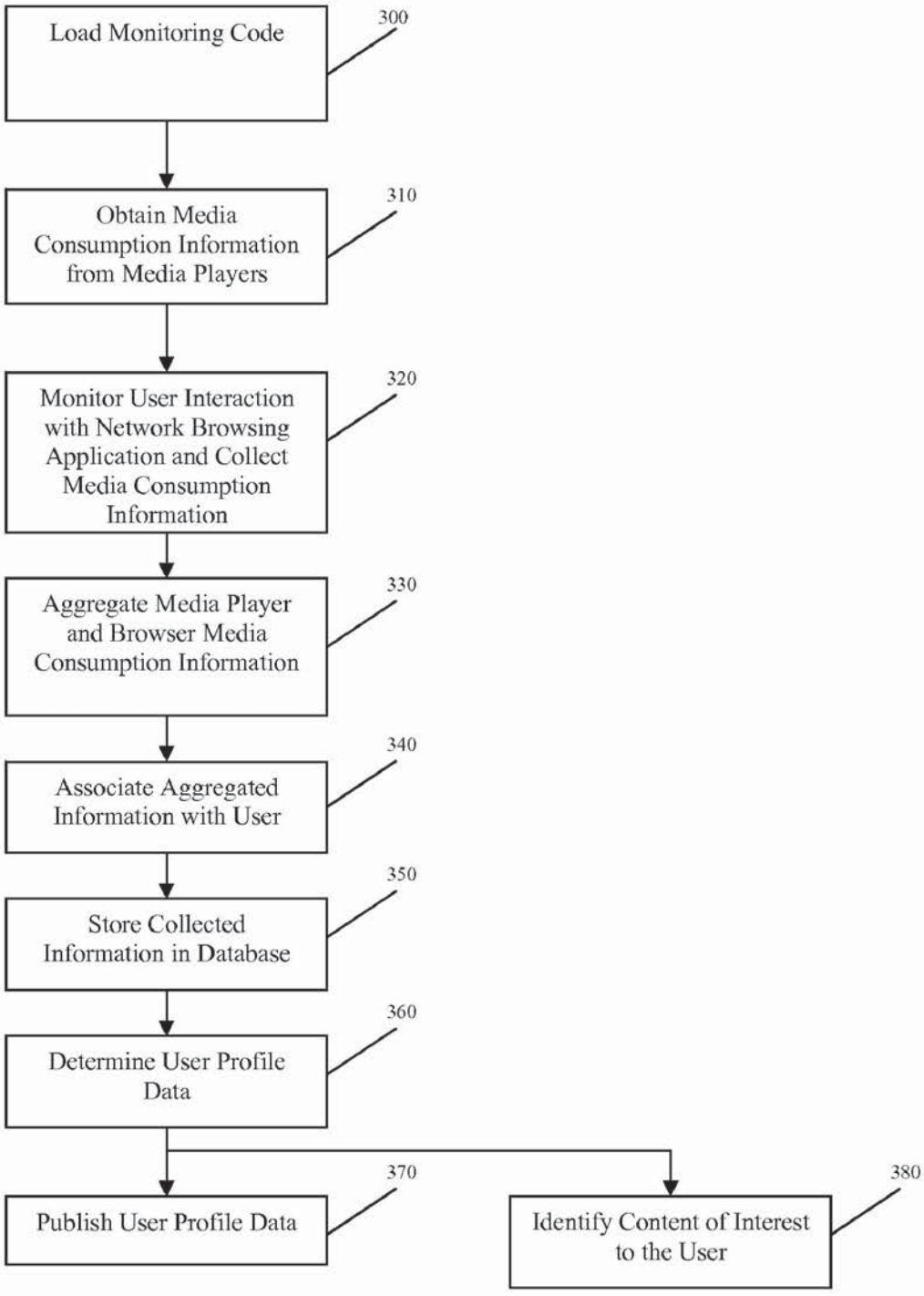

Figure 3

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Figure 4

(Prior Art)

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