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Anushka Ghatia

Leo Baghdassarian

Rashmi Murthy

Padmaja Ragavendra

Timur Calmațui

See next page for additional authors

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Inventor(s)

Anushka Ghatia, Leo Baghdassarian, Rashmi Murthy, Padmaja Ragavendra, Timur Calmațui, Ashwin Srigiri, Ashish Agrawal, and Kalyan Ganapathisubramanian

Personalized Content Recommendations Across Devices Using Discover Tab

Abstract

A television device includes a media application that displays a user interface that enables a user to select and launch media content across a variety of streaming platforms. The user interface includes a discover tab that provides personalized recommendations across a plurality of streaming platforms. For example, a media platform may obtain signals relating to the user's entitlements (e.g., which service/application that the user has access to) and/or provider affinities (e.g., which service/application tends to user), and generate, using the signals, recommendations that are personalized to the user, where the recommendations include programs from multiple different streaming services. The recommendations are provided in the discover tab.

In some examples, the signals may include implicit affinity signals. The implicit affinity signals include one or more signals that identify applications, from a period of time (e.g., the last seven days) with a foreground time greater than a threshold level (e.g., greater than zero, greater than one minute, greater than five minutes, etc.). In some examples, the implicit affinity signals include signals that identify applications with programs in a certain number of rows (e.g., top four rows) on the home screen (e.g., home tab) below Play-Next. In some examples, the implicit affinity signals include one or more signals that identify applications that were not part of pre-installed applications. In some examples, the implicit affinity signals include one or more signals that identify one or more applications that were added or moved by the user in a favorites row.

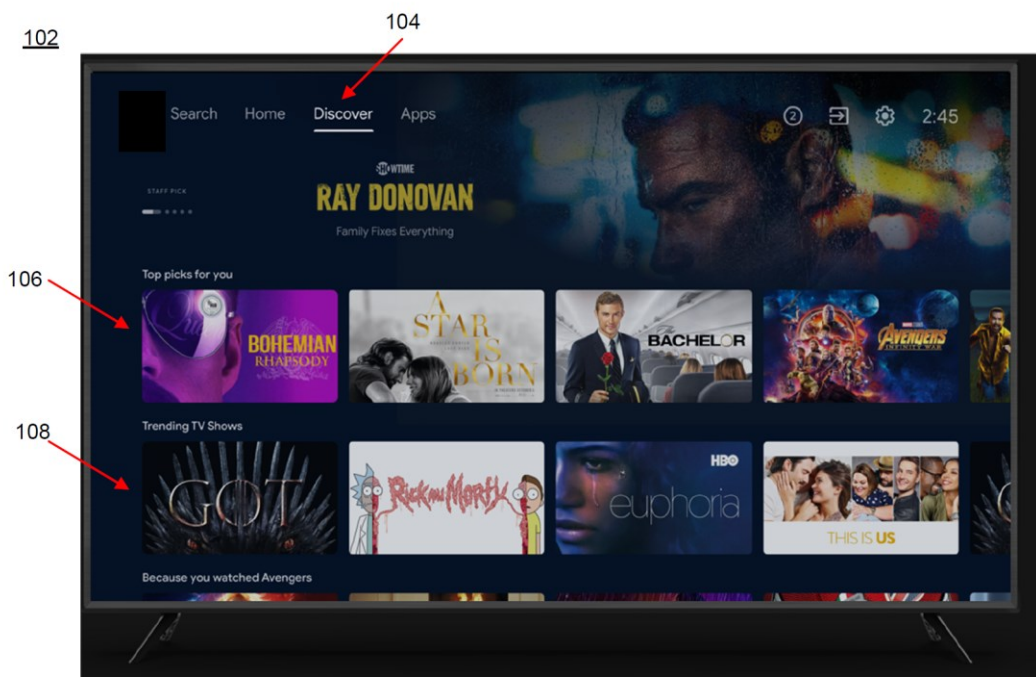


FIG. 1

As shown in FIG. 1, a media application, executable by a television device, may render a user interface 102 with a plurality of tabs, where one of the tabs includes a discover tab 104. The discover tab 104 identifies one or more rows with programs selected by a media platform. For example, a row 106 (e.g., top picks for you) includes personalized recommendations across a plurality of streaming platforms, and a row 108 (e.g., trending TV shows) includes personalized recommendations across a plurality of streaming platforms.

The media platform may communicate, over a network, with the streaming platforms to identify which media content is available to be streamed by display devices and user devices. The media platform may identify a set or multiple sets of media content items (e.g., across the various streaming platforms) as recommendations to a user of the media application. In some examples, the media platform may determine whether

the user of the media application has rights (e.g., stored as entitlement data) to stream media content from one or more of the streaming platforms (e.g., whether the user has subscribed to access media content from the streaming platform(s)), and, if so, may include those media content items as candidates in a selection (e.g., ranking) mechanism to potentially be displayed in the user interface of the media application.

In some examples, the user interface may display media content (e.g., a plurality of media content items), which may be selected by the media platform based at least in part on information representing the user's interests and activities (e.g., the user's search queries, search results, previous watch history, purchase history, application usage history, application installation history, user actions on the network-connected television device, physical activities of the user, etc.). In some examples, the media application may be associated with a user account, and the user account may store the information representing the user's interests and activities, and the media platform may use this information to select and present the media content items in the user interface. In some examples, the media content items may be organized as a plurality of clusters based on one or more categories, such as content type (e.g., "Action Movies"), viewing history (e.g., "Because You watched Movie ABC"), release time (e.g., "Trending"), and the like. In some examples, the media content items provided by different streaming platforms (e.g., action movies from two different streaming services and a broadcast television channel) can be recommended in the same cluster. In some examples, the user interface may include tabbed interfaces, where one of the tabbed interfaces includes personalized media content that is organized as a plurality of clusters based on one or more categories, such as release time (e.g., "This Week," "Next week," "Next Month," etc.), user action

and user application interaction, native app usage (e.g., items that are “From App ABC”), etc.

It is noted that a user of the media application may be provided with controls allowing the user to make an election as to both if and when the system may enable the collection of information representing the user's interests and activities. In addition, certain data may be treated in one or more ways before it is stored or used, so that personally identifiable information is removed. For example, a user's identity may be treated so that no personally identifiable information can be determined for the user, or a user's geographic location may be generalized where location information is obtained (such as to a city, ZIP code, or state level), so that a particular location of a user cannot be determined. Thus, the user of the media application may have control over what information is collected about the user, how that information is used, and what information is provided to the user and/or to the server computer.

A television device includes one or more processors, one or more memory devices, and an operating system configured to execute (or assist with executing) one or more native applications. The native applications may include a media application configured to communicate, over the network with a media platform executable by one or more server computers. In some examples, the media application is a program that is part of the operating system. In some examples, the media application is a separate standalone application that is downloaded and installed on the operating system. In some examples, the native applications include a media player, which, when launched, is configured to display content received via the tuner. In some examples, the media application may execute operation(s) discussed with reference to the operating system

(and/or vice versa). In some examples, the display device is not a smart television, but is converted to a smart television when connected to a casting device, where the casting device is configured to connect to the network and execute an operating system configured to execute native applications, including the media application.