

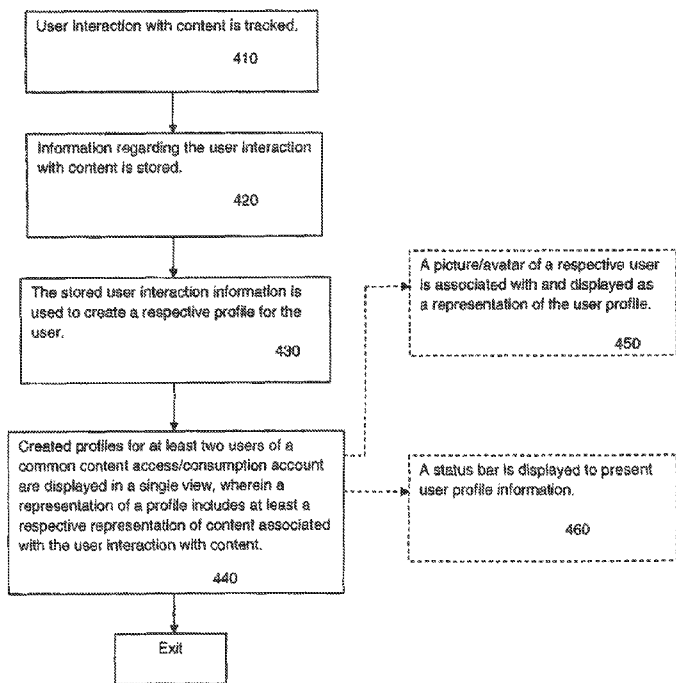


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[Continued on next page]

(54) Title: METHOD, APPARATUS AND SYSTEM FOR SIMULTANEOUSLY DISPLAYING MULTIPLE USER PROFILES



400

FIG. 4

(57) Abstract: A method, apparatus and system for simultaneously displaying multiple user profiles for a single content access account are provided. User interaction with content is tracked and information regarding the user interaction with content is stored. A respective profile is created for the user using the stored user interaction information. Created profiles for at least two users of the single content access account are displayed in a single view, in which a representation of a respective created profile includes at least a representation of content associated with the user interaction with content for the user of the created profile.



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## METHOD, APPARATUS AND SYSTEM FOR SIMULTANEOUSLY DISPLAYING MULTIPLE USER PROFILES

This application claims priority from U.S. Provisional Application No.  
5 61/865,588 filed August 13, 2013.

### **TECHNICAL FIELD OF THE INVENTION**

The present disclosure generally relates to content user profiles, and more  
particularly, to a method, apparatus and system for simultaneously displaying multiple  
10 user profiles for a single account.

### **BACKGROUND OF THE INVENTION**

Media consumption systems typically comprise a primary account for  
accessing available media content. Some media consumption systems even allow  
15 for multiple user profiles to be formed under a primary account. Such multiple user  
profiles enable a system administrator or user of the system to keep track of  
consumption habits of individual users. However, in such systems only a single  
profile is seen/displayed or selected at a time.

### **SUMMARY OF THE INVENTION**

In one embodiment, a method for displaying multiple user profiles for a single  
content access account includes tracking user interaction with content for a user, storing  
information regarding the user interaction with content, creating a respective profile for the  
user using the stored user interaction information and effectuating a display of created  
25 profiles for at least two users of the single content access account in a single view, wherein a  
representation of a respective created profile includes at least a representation of content  
associated with the user interaction with content for the user of the created profile. In such  
embodiments of the present principles, the display of created profiles creates an interactive  
user interface in which a selection of a created profile effectuates the display of additional  
30 information associated with the created profile such as information regarding content with  
which the user of the profile has interacted, a content sale offer for the user of the profile,  
content recommendations and content search results

In an alternate embodiment of the present principles, a media device for  
displaying multiple user profiles for a single content access account includes a receiver

receiving an input stream, a processor processing the input stream, a display interface generating displays for presenting at least user profiles and a memory storing program instructions, information regarding user interactions with content and at least the input stream and content associated with the input stream. The media device further includes  
5 a controller executing the program instructions and interfacing with the processor, the display and the memory to configure the apparatus to track user interaction with content for a user, store information regarding the user interaction with content, create a respective profile for the user using the stored user interaction information and effectuate a display of created profiles for at least two users of the single content access account in a single view, wherein a  
10 representation of a respective created profile includes at least a representation of content associated with the user interaction with content for the user of the created profile.

In an alternate embodiment of the present principles, a system for displaying multiple user profiles for a single content access account includes at least one content source providing content, at least one network delivering content and a media device.  
15 The media device includes a receiver receiving content from the at least one content source, a processor processing the content, a display interface generating displays for presenting at least user profiles, a memory storing program instructions, information regarding user interactions with content and at least the content. The media device further includes a controller executing the program instructions and interfacing with the processor,  
20 the display and the memory to configure the apparatus to track user interaction with content for a user, store information regarding the user interaction with content, create a respective profile for the user using the stored user interaction information and effectuate a display of created profiles for at least two users of the single content access account in a single view, wherein a representation of a respective created profile includes at least a representation of  
25 content associated with the user interaction with content for the user of the created profile.

### **BRIEF DESCRIPTION OF THE DRAWINGS**

These and other aspects, features and advantages of the present disclosure will be described or become apparent from the following detailed description of the  
30 described embodiments of the present principles, which are to be read in connection with the accompanying drawings. In the drawings, like reference numerals denote similar elements throughout the views:

FIG. 1 depicts a high level block diagram of a system for simultaneously displaying multiple user profiles for a single account in accordance with an  
35 embodiment of the present principles;

FIG. 2 depicts a high level block diagram of an apparatus for simultaneously displaying multiple user profiles for a single account in accordance with an embodiment of the present principles;

FIG. 3 depicts a representation of a user interface in which multiple user profiles with their visual representations are displayed in accordance with an embodiment of the present principles; and

FIG. 4 depicts a flow diagram of a method for simultaneously displaying multiple user profiles for a single account in accordance with an embodiment of the present principles.

It should be understood that the drawing(s) is for purposes of illustrating the concepts of the disclosure and is not necessarily the only possible configuration for illustrating the disclosure.

#### **DETAILED DESCRIPTION OF PREFERRED EMBODIMENTS**

Embodiments of the present principles advantageously provide a method, apparatus and system for simultaneously displaying multiple user profiles for a single account. Although the present principles will be described primarily within the context of a set-top box and poster art representations of content, the specific embodiments of the present principles should not be treated as limiting the scope of the invention. It will be appreciated by those skilled in the art and informed by the teachings of the present principles that the concepts of the present principles can be advantageously applied by any access device or content rendering device, such as but not limited to, a server, a gateway, a router, a content playout device and the like and that other visual and/or audio representations can be provided for content.

In the claims hereof, any element expressed as a means for performing a specified function is intended to encompass any way of performing that function including, for example, a) a combination of circuit elements that performs that function or b) software in any form, including, therefore, firmware, microcode or the like, combined with appropriate circuitry for executing that software to perform the function. The present principles as defined by such claims reside in the fact that the functionalities provided by the various recited means are combined and brought together in the manner which the claims call for. It is thus regarded that any means that can provide those functionalities are equivalent to those shown herein.

Moreover, all statements herein reciting principles, aspects, and embodiments of the present principles, as well as specific examples thereof, are intended to encompass both structural and functional equivalents thereof. Additionally, it is intended that such equivalents include both currently known equivalents as well as  
5 equivalents developed in the future, i.e., any elements developed that perform the same function, regardless of structure.

The functions of the various elements shown in the figures can be provided through the use of dedicated hardware as well as hardware capable of executing software in association with appropriate software. When provided by a processor,  
10 the functions can be provided by a single dedicated processor, by a single shared processor, or by a plurality of individual processors, some of which can be shared. Moreover, explicit use of the term "processor" or "controller" should not be construed to refer exclusively to hardware capable of executing software, and can implicitly include, without limitation, digital signal processor ("DSP") hardware, read-only  
15 memory ("ROM") for storing software, random access memory ("RAM"), and non-volatile storage. Moreover, all statements herein reciting principles, aspects, and embodiments of the invention, as well as specific examples thereof, are intended to encompass both structural and functional equivalents thereof. Additionally, it is intended that such equivalents include both currently known equivalents as well as  
20 equivalents developed in the future (i.e., any elements developed that perform the same function, regardless of structure).

Thus, for example, it will be appreciated by those skilled in the art that the block diagrams presented herein represent conceptual views of illustrative system components and/or circuitry embodying the principles of the invention. Similarly, it  
25 will be appreciated that any flow charts, flow diagrams, state transition diagrams, pseudocode, and the like represent various processes which may be substantially represented in computer readable media and so executed by a computer or processor, whether or not such computer or processor is explicitly shown.

Furthermore, because some of the constituent system components and  
30 methods depicted in the accompanying drawings can be implemented in software, the actual connections between the system components or the process function blocks may differ depending upon the manner in which the present principles are programmed. Given the teachings herein, one of ordinary skill in the pertinent art will

be able to contemplate these and similar implementations or configurations of the present principles.

In the claims hereof, any element expressed as a means for performing a specified function is intended to encompass any way of performing that function including, for example, a) a combination of circuit elements that performs that function or b) software in any form, including, therefore, firmware, microcode or the like, combined with appropriate circuitry for executing that software to perform the function. The disclosure as defined by such claims resides in the fact that the functionalities provided by the various recited means are combined and brought together in the manner which the claims call for. It is thus regarded that any means that can provide those functionalities are equivalent to those shown herein.

FIG. 1 depicts a high level block diagram of a system 100 for simultaneously displaying multiple user profiles for a single account in accordance with an embodiment of the present principles. The system 100 of FIG. 1 illustratively includes a content source 102, such as a movie studio or production house, from which content can originate. In various embodiments of the present principles, the content can be supplied in at least one of two forms. One form can include a broadcast form of content. The broadcast content is provided to a broadcast affiliate manager 104, which is typically a national broadcast service, such as the American Broadcasting Company (ABC), National Broadcasting Company (NBC), Columbia Broadcasting System (CBS), etc. The broadcast affiliate manager 104 can collect and store the content, and schedule delivery of the content over a deliver network, depicted as delivery network 1 (106) in the system 100 of FIG. 1. In one embodiment, delivery network 1 (106) can include satellite link transmission from a national center to one or more regional or local centers. Delivery network 1 (106) can also be capable of local content delivery using local delivery systems such as over the air broadcast, satellite broadcast, or cable broadcast. The locally delivered content is provided to a media device 108 in a user's home, where the content can be subsequently searched by the user. In various embodiments of the present principles, the media device 108 can take many forms and can be embodied as a set top box/digital video recorder (DVR), a gateway, a modem, etc. Further, the media device 108 can function as an entry point, or gateway, for a home network system that includes additional devices configured as either client or peer devices in the home network.

As described above, in alternate embodiments of the present principles, the system 100 of FIG. 1 can optionally include a second form of content, referred to as special content. Special content can include content delivered as premium viewing, pay-per-view, video on demand, or other content otherwise not provided through the broadcast affiliate manager, such as movies, video games, applications, and other video elements. In many cases, the special content can include content requested by the user. The special content can be delivered to a content manager 110. The content manager 110 can be a service provider, such as an Internet website, affiliated, for instance, with a content provider, broadcast service, or delivery network service. The content manager 110 can also incorporate Internet content into the delivery system.

The content manager 110 can deliver special content to the user's media device 108 over a second delivery network 2 (112) of the system 100 of FIG. 1. In various embodiments of the present principles, the second delivery network 2 (112) can include high-speed, broadband, Internet-type communications systems. In the system 100 of FIG. 1, the content from the broadcast affiliate manager 104 can also be delivered using all or parts of the second delivery network 2 (112) and content from the content manager 110 can be delivered using all or parts of the first delivery network 1 (106). In alternate embodiments, the user can obtain content directly from the Internet via delivery network 2 (112) without necessarily having the content managed by the content manager 110.

The media device 108, as a consumption device, can receive different types of content from one or both of the first delivery network 1 and the second delivery network 2. The media device 108 processes the content, and provides a separation of the content based on user preferences and commands such as search commands. The media device 108 can also include a storage device, such as a hard drive or optical disk drive, for recording and playing back audio and video content. The content can then be provided to a display device 114. The display device 114 can include a conventional 2-D type display or can alternatively be an advanced 3-D display. The media device 108 keeps track of user interactions with content and stores information regarding the user interaction with content (described in greater detail below. As described further below, the media device 108 can receive information from a content source regarding what visual or audio representations to



use to represent respective content or can decide by, in one embodiment, parsing content on which images to user as representations for content.

In FIG. 1, the system 100 also illustratively includes a back end server 118 and a usage database 120. In one embodiment of the present principles, the back end server 118 includes a personalization engine that analyzes the usage habits of a user and makes recommendations based on those usage habits. The usage database 120 is where the usage habits for a user are monitored and information about such usage habits is stored. It is possible to use such user habit information to develop a profile for a user which is then used for recommending advertisements and programming. In various embodiments, the usage database 120 can be part of the back end server 118. In the example of FIG. 1, the back end server 118 (as well as the usage database 120) is connected to the system 100 and accessed through the second delivery network 2 (112).

The system 100 of FIG. 1 further illustratively depicts optional media services. For example, media services 140 and 150 represent media service providers such as M-GO, NETFLIX, AMAZON MEDIA SERVICES, and the like that deliver media content such as videos, audio, computer programs, and the like to at least one receiving device such as the receiving device 108 of FIG. 1. Media services 140 and 150 can be delivered in the form of Internet Protocol (IP) packets that are from an over the top (OTT) service where an OTT service is independent and not controlled by a service provider. Alternatively, media services 140 and 150 can also be implemented as having a service provider such as COMCAST, TIME-WARNER CABLE, VERIZON FIOS, and the like which delivers media content in the form of a video on demand service, application store, downloadable video, among other implementations.

FIG. 2 depicts a high level block diagram of an apparatus for inserting additional information, such as content description and advertisements, within recommendation/search results in accordance with an embodiment of the present principles. The media device 108 of FIG. 2 includes an input signal receiver 202. In the media device 108, the content is received by an input signal receiver 202. The input signal receiver 202 can include one of several known receiver circuits used for receiving, demodulation, and decoding signals provided over one of the several possible networks including over the air, cable, satellite, Ethernet, fiber and phone line networks. A desired input signal can be selected and retrieved by the input

signal receiver 202 based on user input provided through a control interface or an optional touch panel interface 222. The touch panel interface 222 can include an interface for a touch screen device. The touch panel interface 222 can also be adapted to interface to a cellular phone, a tablet, a mouse, a high end remote or the like.

The decoded output signal of the input signal receiver 202 is provided to an input stream processor 204. The input stream processor 204 performs the final signal selection and processing, and includes separation of video content from audio content for the content stream. The audio content is provided to an audio processor 206 for conversion from the received format, such as compressed digital signal, to an analog waveform signal. The analog waveform signal is provided to an audio interface 208 and further to a display device or audio amplifier (not shown). Alternatively, the audio interface 208 can provide a digital signal to an audio output device or display device using a High-Definition Multimedia Interface (HDMI) cable or alternate audio interface such as via a Sony/Philips Digital Interconnect Format (SPDIF). The audio interface can also include amplifiers (not shown) for driving one more sets of speakers. The audio processor 206 also performs any necessary conversion for the storage of the audio signals.

The video output from the input stream processor 204 is provided to a video processor 210. The video signal can include one of several formats. The video processor 210 provides, as necessary, a conversion of the video content based on the input signal format. The video processor 210 also performs any necessary conversion for the storage of the video signals.

A storage device 212 stores audio and video content received at the input. The storage device 212 enables later retrieval and playback of the content under the control of a controller 214 and also based on commands, e.g., navigation instructions such as fast-forward (FF) and rewind (Rew), received from a user interface 216 and/or optional touch panel interface 222. The storage device 212 can comprise a hard disk drive, one or more large capacity integrated electronic memories, such as static RAM (SRAM), or dynamic RAM (DRAM), or may be an interchangeable optical disk storage system such as a compact disk (CD) drive or digital video disk (DVD) drive.

The converted video signal, from the video processor 210, either originating from the input or from the storage device 212, is provided to the display interface 218.

The display interface 218 provides the display signal to a display device. The display interface 218 can include an analog signal interface such as red-green-blue (RGB) or can include a digital interface such as HDMI. In various embodiments of the present principles, the display interface 218 generates the various screens for presenting the recommendation results and/or search results, which will be described in greater detail below.

The controller 214 is interconnected via a bus to several of the components of the device 200, including the input stream processor 202, audio processor 206, video processor 210, storage device 212, and a user interface 216. The controller 214 manages the conversion process for converting the input stream signal into a signal for storage on the storage device or for display. The controller 214 also manages the retrieval and playback of stored content. Furthermore, as will be described below, the controller 214 performs searching of content and the creation and adjusting of the grid display representing the content, either stored or to be delivered via the delivery networks, described above.

The controller 214 is further coupled to control memory 220 (e.g., volatile or non-volatile memory, including RAM, SRAM, DRAM, ROM, programmable ROM (PROM), flash memory, electronically programmable ROM (EPROM), electronically erasable programmable ROM (EEPROM), etc.) for storing information and instruction code for the controller 214. The control memory 220 can store instructions for the controller 214. The control memory 220 can also store a database of elements, such as graphic elements containing content, various graphic elements used for generating a displayed user interface for the display interface 218, and the like. Alternatively, the memory can store the graphic elements in identified or grouped memory locations and use an access or location table to identify the memory locations for the various portions of information related to the graphic elements. In addition, various graphic elements can be generated in response to computer instructions interpreted by the controller 214 for output to the display interface 218.

In accordance with an embodiment of the present principles, a single view is provided for a user content/media access account having multiple profiles. For example, FIG. 3 depicts a representation of a user interface in which multiple user profiles with their visual representations for a single account are displayed in accordance with an embodiment of the present principles. That is, FIG. 3 depicts a user interface that displays multiple user profiles for primary/master account of a

media service. In the embodiment of FIG. 3 there is a master account having multiple user profiles for the master account. Each user profile is associated with the activity of a particular user including what media assets a user has consumed, what media assets the user has searched or interacted with, and the like. Each profile  
5 displays a representation of a media asset that was used by or recommended to an owner/user of that profile as a representation of the profile.

For example in the embodiment of FIG. 3, there is illustratively six user profiles associated with a master account. In FIG. 3, each profile is associated with a name for the profile. In addition, in the embodiment of FIG. 3, each profile displays a visual  
10 representation (e.g., poster art) of a last media asset that was used by the profile. As depicted in FIG. 3, the "Matty" profile was used to last watch "Brave" while "Dark Shadows" was last accessed with the "Jerry" profile. As further depicted in the embodiment of FIG. 3, a user profile can optionally include a picture/avatar to represent the user profile. As depicted in the embodiment of FIG. 3 and in  
15 accordance with various embodiments of the present principles, a user interface of the present principles can also include a selection for adding a new user profile. This selection can lead to another page or window (not shown) of the user interface for entering any and all information needed for creating a new user profile to be displayed as described above.

20 Although in the embodiment of FIG. 3 a content representation includes a visual representation of content, and more specifically poster art of content, in alternate embodiments of the present principles, a representation of content can include audio, visual and/or audio/visual representations of content. In addition, although in the embodiment of FIG. 3, a content representation depicts a last media  
25 asset with which a user has interacted, in alternate embodiments of the present principles, a content representation can depict any media asset with which a user has interacted or alternatively can depict a media asset purchased for a particular profile, new titles suggested for a profile, a representative graphic or audio clip selected by and uploaded by a user and the like.

30 Referring back to FIG. 3, a user interface of the present principles can optionally further include a status bar (illustratively to the right) which can present user profile information such as a title of a last content watched, a number of movies rated by a user associated with the profile, a monthly spending allowance associated with the profile and/or the master account (where all of the profiles are totaled in an

aggregate amount), and a remaining balance assigned to an account. In one embodiment of the present principles, such information is presented for a user profile that has been highlighted. In an alternative embodiment of the present principles, such information can be presented for a user profile over which a pointing device (e.g., pointer of a mouse) is hovering. As described above, all such information can be stored in a memory associated with a media device that generated the user interface and/or profiles. For example in FIG. 3 a user profile for a user "Mary" is highlighted and a status bar on the right displays a title of a last movie, Safe Haven, watched by Mary, a number of movies rated by Mary, a monthly monetary allowance, \$100, for Mary and a remaining monetary balance, \$28, for Mary.

FIG. 4 depicts a flow diagram of a method for simultaneously displaying multiple user profiles for a single account in accordance with an embodiment of the present principles. The method 400 begins at step 410 during which user interaction with content is tracked. For example, in various embodiments of the present principles, content viewed, ordered or for which more information is requested by the user is tracked. Such information can be used to determine content recommendations for the user and, as described above, can be used to determine a content profile including a content representation to display with respect to the content profile for that user. The method 400 can then proceed to step 420.

At step 420, information regarding the user interaction with content is stored. The method 400 can then proceed to step 430.

At step 430, the stored user interaction information is used to create a respective profile for the user. The method 400 can then proceed to step 440.

At step 440, created profiles for at least two users of a common content access/consumption account are displayed in a single view, wherein a representation of a profile includes at least a respective representation of content associated with the user interaction with content for the user of the profile. For example and as described above, in one embodiment of the present principles, a user profile is created for each user of a primary/master account; the profile for each user being depicted in a user interface as a representation of content with which the user has interacted. The method 400 can then be exited or can proceed to optional step 450 or optional step 460.

At optional step 450, a picture/avatar of a respective user is associated with and displayed as a representation of the user profile.

At optional step 460, a status bar to be displayed is provided to present user profile information such as a title of a last content watched, a number of movies rated by a user associated with the profile, a monthly spending allowance associated with the profile and/or the master account (where all of the profiles are totaled in an aggregate amount), and a remaining balance assigned to an account. As described  
5 above, in one embodiment of the present principles, such information is presented for a user profile that has been highlighted. In an alternative embodiment of the present principles, such information can be presented for a user profile over which a pointing device (e.g., pointer of a mouse) is hovering. As described above, all such  
10 information can be stored in a memory associated with a media device that generated the user interface.

Although embodiments which incorporate the teachings of the present disclosure have been shown and described in detail herein, those skilled in the art can readily devise many other varied embodiments that still incorporate the principles  
15 of the teachings herein. Having described preferred embodiments of a method, apparatus and system for simultaneously displaying multiple user profiles for a single account (which are intended to be illustrative and not limiting), it is noted that modifications and variations can be made by persons skilled in the art in light of the above teachings. It is therefore to be understood that changes may be made in the  
20 particular embodiments of the disclosure disclosed which are within the scope of the disclosure as outlined by the appended claims.

**CLAIMS**

1. A method for displaying multiple user profiles for a single content access account, comprising:
  - 5 tracking user interaction with content for a user;
  - storing information regarding the user interaction with content;
  - creating a respective profile for the user using the stored user interaction information;and
  - 10 effectuating a display of created profiles for at least two users of the single content access account in a single view, wherein a representation of a respective created profile includes at least a representation of content associated with the user interaction with content for the user of the created profile.
2. The method of claim 1, wherein the representation of a content comprises poster art work  
15 for content viewed by the user.
3. The method of claim 2, wherein the content viewed by the user comprises the last content viewed by the user.
- 20 4. The method of claim 1, wherein the representation of a content comprises poster art work for content recently purchased by the user.
5. The method of claim 1, wherein the representation of a content comprises poster art work for content recommended to the user.  
25
6. The method of claim 1, wherein the representation of a content comprises at least one of audio content and video content selected by the user.
7. The method of claim 1, wherein created user profiles for all users of the single content  
30 access account are displayed in a single view.
8. The method of claim 1, wherein information regarding the user interaction with content comprises information regarding at least one of titles of content with which the user interacted, a title of a last content watched, a number of movies rated by the user, a monthly  
35 spending allowance associated with the profile and/or the master account, and a remaining balance assigned to an account.

9. The method of claim 1, wherein a representation of a respective created profile includes a representative name for the user.
10. The method of claim 1, wherein a representation of a respective created profile  
5 includes an avatar for the user.
11. The method of claim 1, comprising effectuating the display of a status bar to present user profile information.
- 10 12. The method of claim 1, wherein the display of created profiles comprises an interactive user interface.
13. The method of claim 12, wherein a selection of a created profile effectuates the display of additional information associated with the created profile.  
15
14. The method of claim 13, wherein the additional information comprises at least one of information regarding content with which the user of the profile has interacted, a content sale offer for the user of the profile, content recommendations and content search results.
- 20 15. An apparatus for displaying multiple user profiles for a single content access account, comprising:  
a receiver receiving an input stream;  
a processor processing the input stream;  
a display interface generating displays for presenting at least user profiles;  
25 a memory storing program instructions, information regarding user interactions with content and at least said input steam and content associated with said input stream; and  
a controller executing the program instructions and interfacing with said processor, said display and said memory to configure said apparatus to:  
track user interaction with content for a user;  
30 store information regarding the user interaction with content;  
create a respective profile for the user using the stored user interaction information; and  
effectuate a display of created profiles for at least two users of the single content access account in a single view, wherein a representation of a respective  
35 created profile includes at least a representation of content associated with the user interaction with content for the user of the created profile.



16. The apparatus of claim 15, wherein the apparatus causes a display of poster art work for content viewed by the user as a representation of a respective created profile for the user.

5 17. The apparatus of claim 15, wherein the content viewed by the user comprises the last content viewed by the user.

18. The apparatus of claim 15, wherein the apparatus causes a display of poster art work for content recently purchased by the user as a representation of a respective created profile  
10 for the user.

19. The apparatus of claim 15, wherein the apparatus causes a display of poster art work of content recommended to the user as a representation of a respective created profile for the  
15 user.

20. The apparatus of claim 15, wherein the apparatus causes a display of at least one of audio content and video content selected by the user as a representation of a respective created profile for the user.

20 21. The apparatus of claim 15, wherein the apparatus causes a display of in a single view created user profiles for all users of the single content access account.

22. The apparatus of claim 15, wherein the apparatus causes a display of a representative name for the user as a representation of a respective created profile.

25

23. The apparatus of claim 15, wherein the apparatus causes a display of an avatar for the user as a representation of a respective created profile.

24. The apparatus of claim 15, wherein the apparatus causes a display of a status bar to  
30 present user profile information.

25. A system for displaying multiple user profiles for a single content access account, comprising:

at least one content source providing content;

at least one network delivering content; and

5 a media device, comprising:

a receiver receiving content from said at least one content source;

a processor processing the content;

a display interface generating displays for presenting at least user profiles;

10 a memory storing program instructions, information regarding user interactions with content and at least said content; and

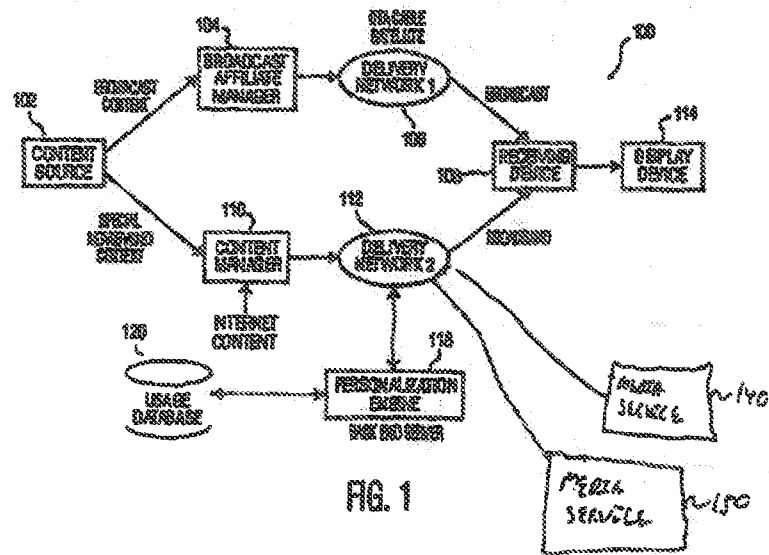
a controller executing the program instructions and interfacing with said processor, said display and said memory to configure said apparatus to:

track user interaction with content for a user;

store information regarding the user interaction with content;

15 create a respective profile for the user using the stored user interaction information; and

20 effectuate a display of created profiles for at least two users of the single content access account in a single view, wherein a representation of a respective created profile includes at least a representation of content associated with the user interaction with content for the user of the created profile.



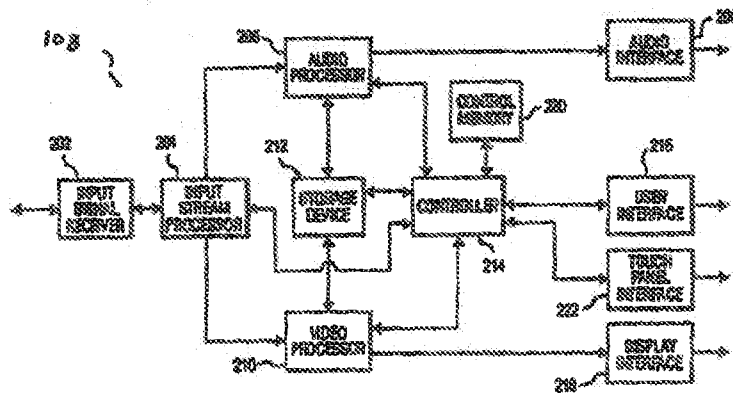


FIG. 2



FIG. 3

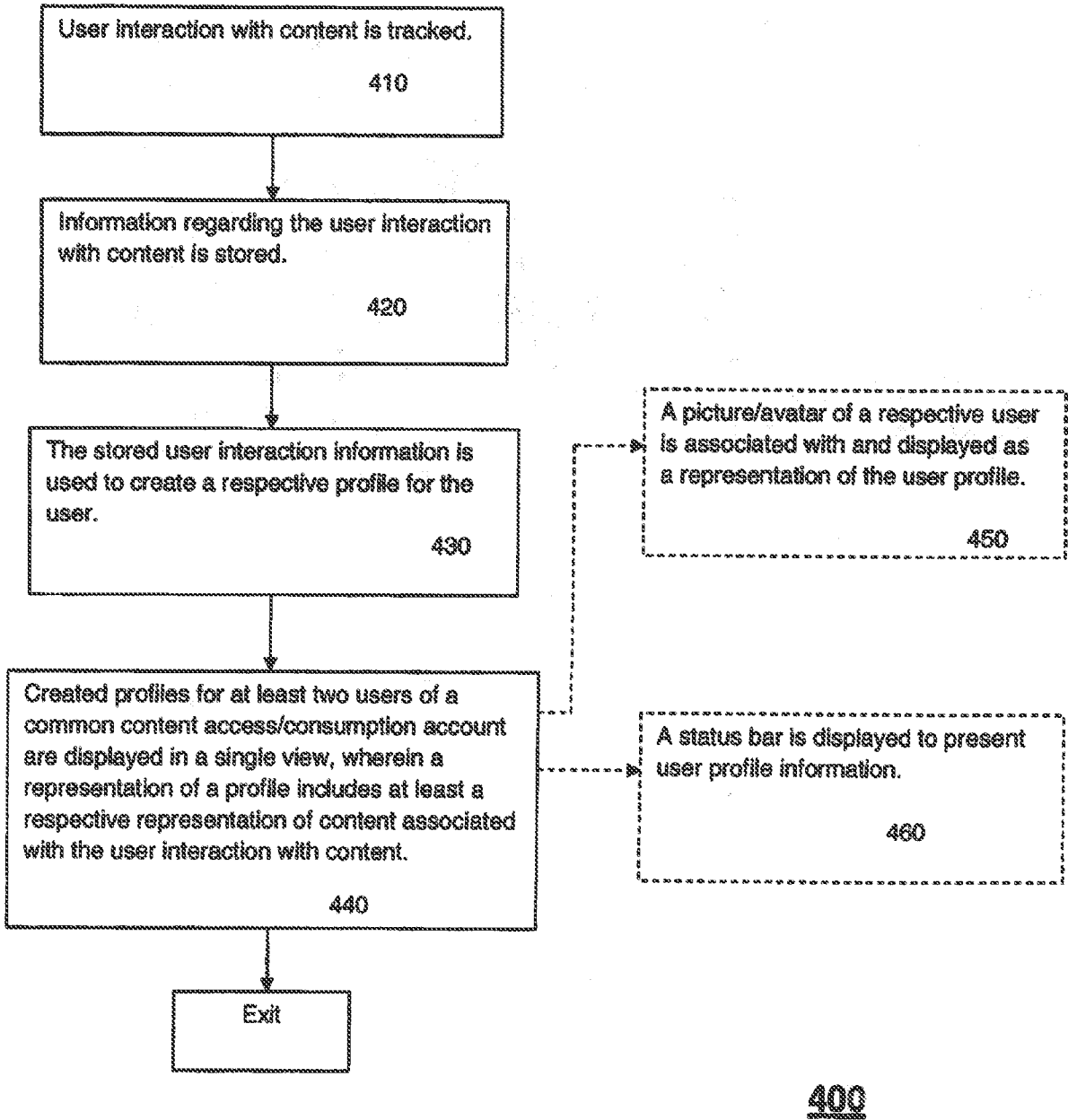


FIG. 4

**INTERNATIONAL SEARCH REPORT**

International application No  
PCT/US2014/050620

**A. CLASSIFICATION OF SUBJECT MATTER**  
INV. G06F11/34 G06Q30/02 H04N21/00  
ADD.

According to International Patent Classification (IPC) or to both national classification and IPC

**B. FIELDS SEARCHED**

Minimum documentation searched (classification system followed by classification symbols)  
G06F G06Q H04N

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

EPO-Internal, WPI Data

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2009/133090 A1 (BUSSE MARTIN A [US]) 21 May 2009 (2009-05-21) abstract figures 1,2,4a,5,6a paragraph [0060] - paragraph [0063] paragraph [0066] - paragraph [0069] paragraph [0073] paragraph [0092]	1-25
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Further documents are listed in the continuation of Box C.

See patent family annex.

\* Special categories of cited documents :

"A" document defining the general state of the art which is not considered to be of particular relevance

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"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

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"&" document member of the same patent family

Date of the actual completion of the international search

15 January 2015

Date of mailing of the international search report

26/01/2015

Name and mailing address of the ISA/

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Lanchès, Philippe

## INTERNATIONAL SEARCH REPORT

International application No

PCT/US2014/050620

C(Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
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