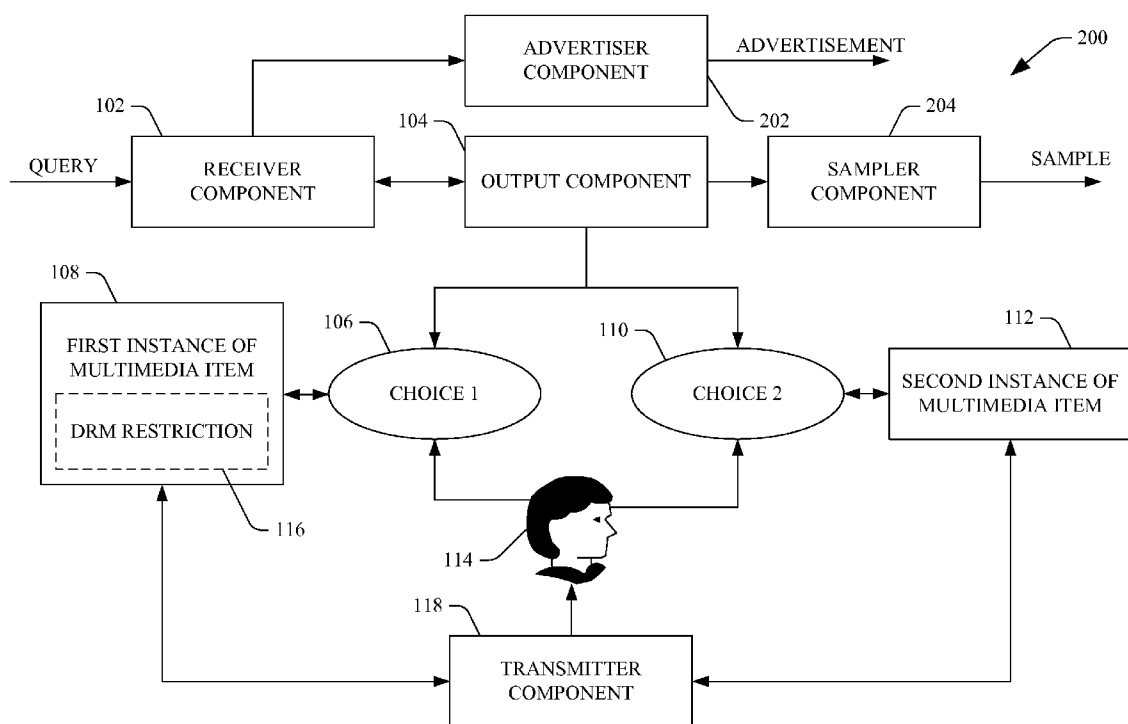


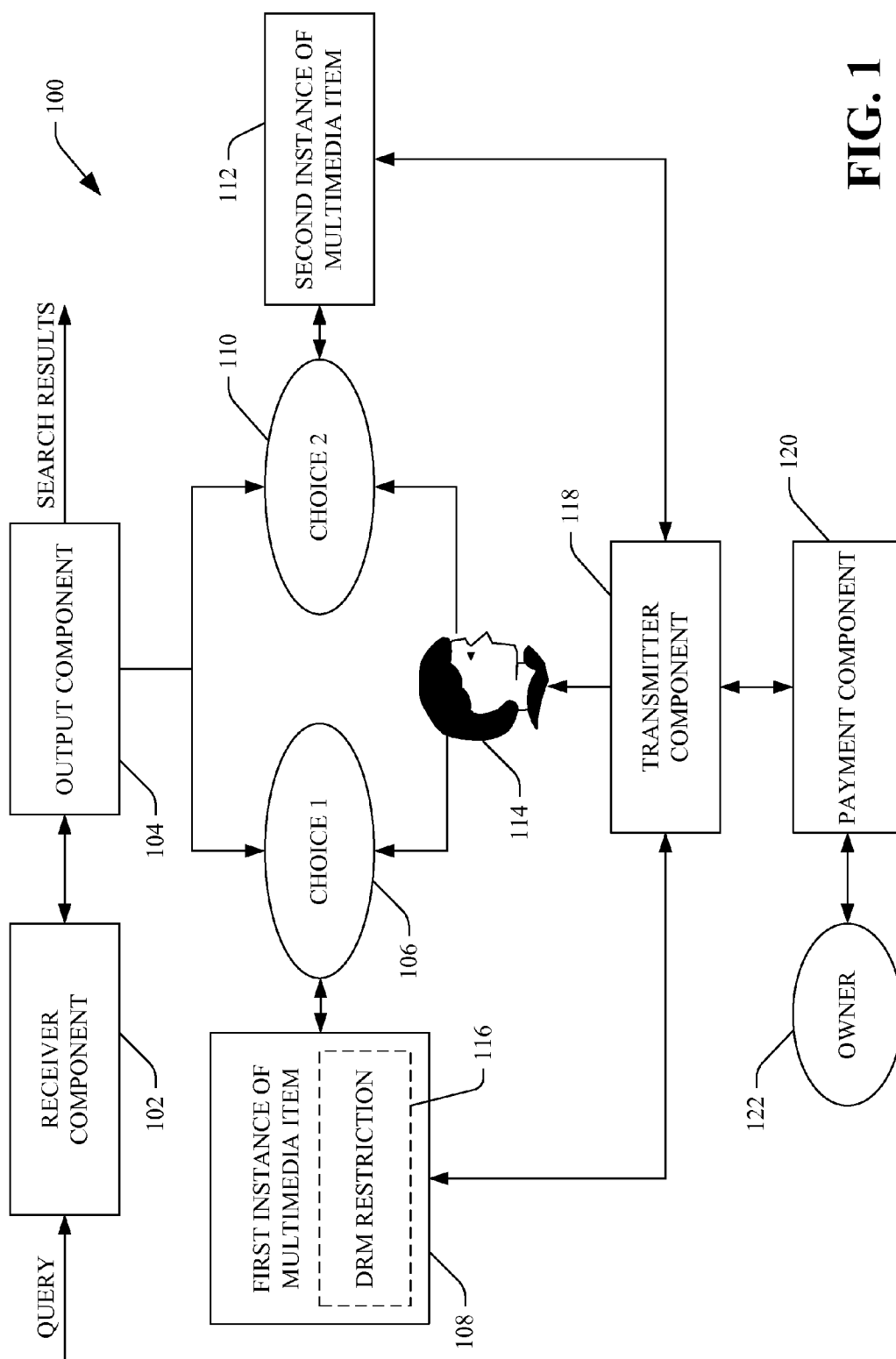


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**Redmond, WA (US)**(21) **Appl. No.: 13/041,637**(22) **Filed: Mar. 7, 2011****Related U.S. Application Data**(63) Continuation of application No. 12/141,615, filed on  
Jun. 18, 2008, now Pat. No. 7,925,590.**Publication Classification**(51) **Int. Cl.**  
**G06Q 30/00** (2006.01)(57) **ABSTRACT**

Described herein is a search engine that can include a receiver component that receives a query from a user that pertains to a multimedia item and an output component that outputs multiple choices for receiving an instance of the multimedia item to a user. The multiple choices may include a first choice for receiving a first instance of the multimedia item for no charge, wherein the first instance of the multimedia item includes a digital rights management restriction. The multiple choices may also include a second choice for receiving a second instance of the multimedia item for a fee, wherein the second instance of the multimedia item is free of digital rights management restrictions. The search engine can further include a transmitter component that transmits one of the first multimedia item or the second multimedia item to the user.





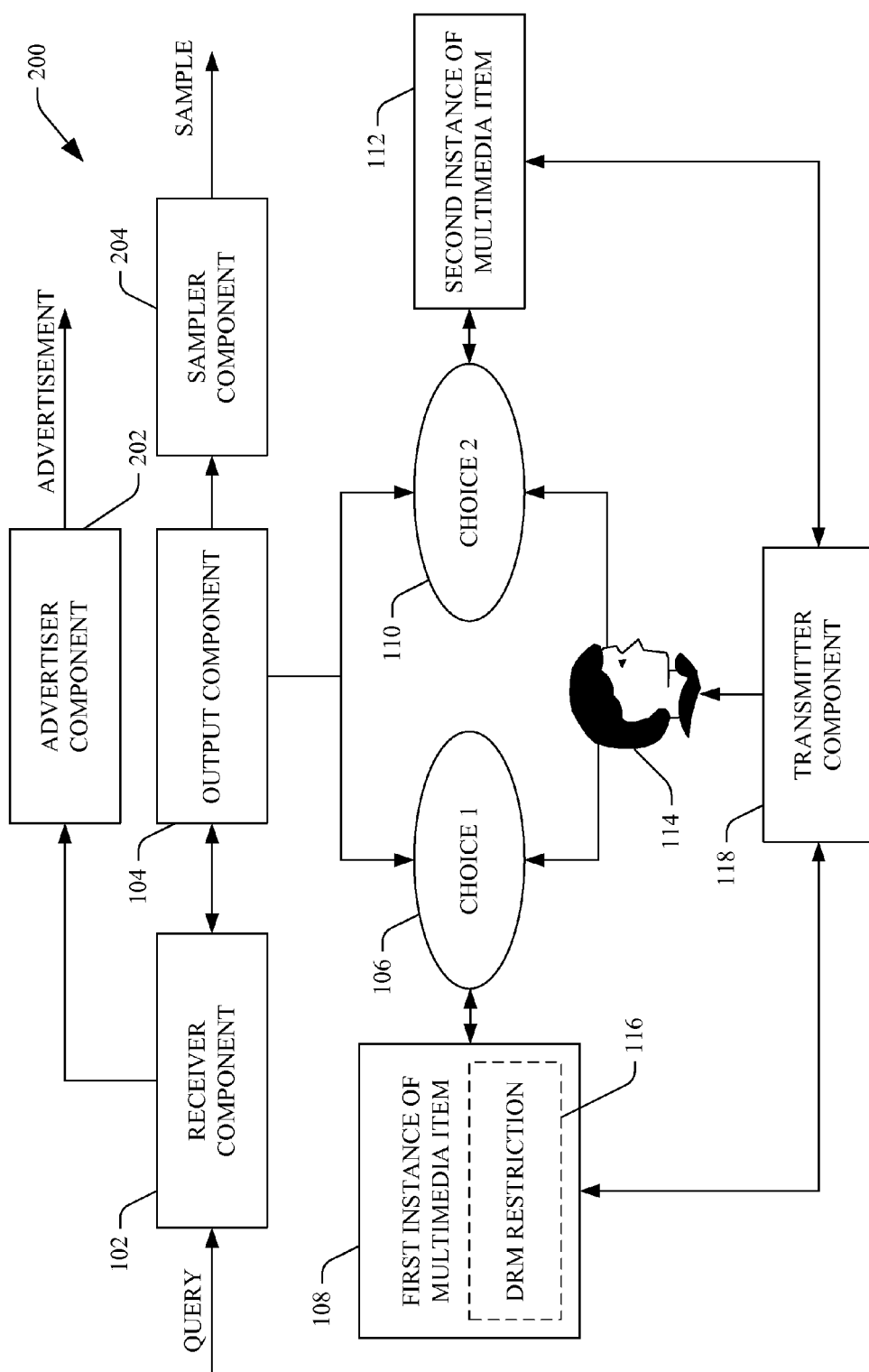
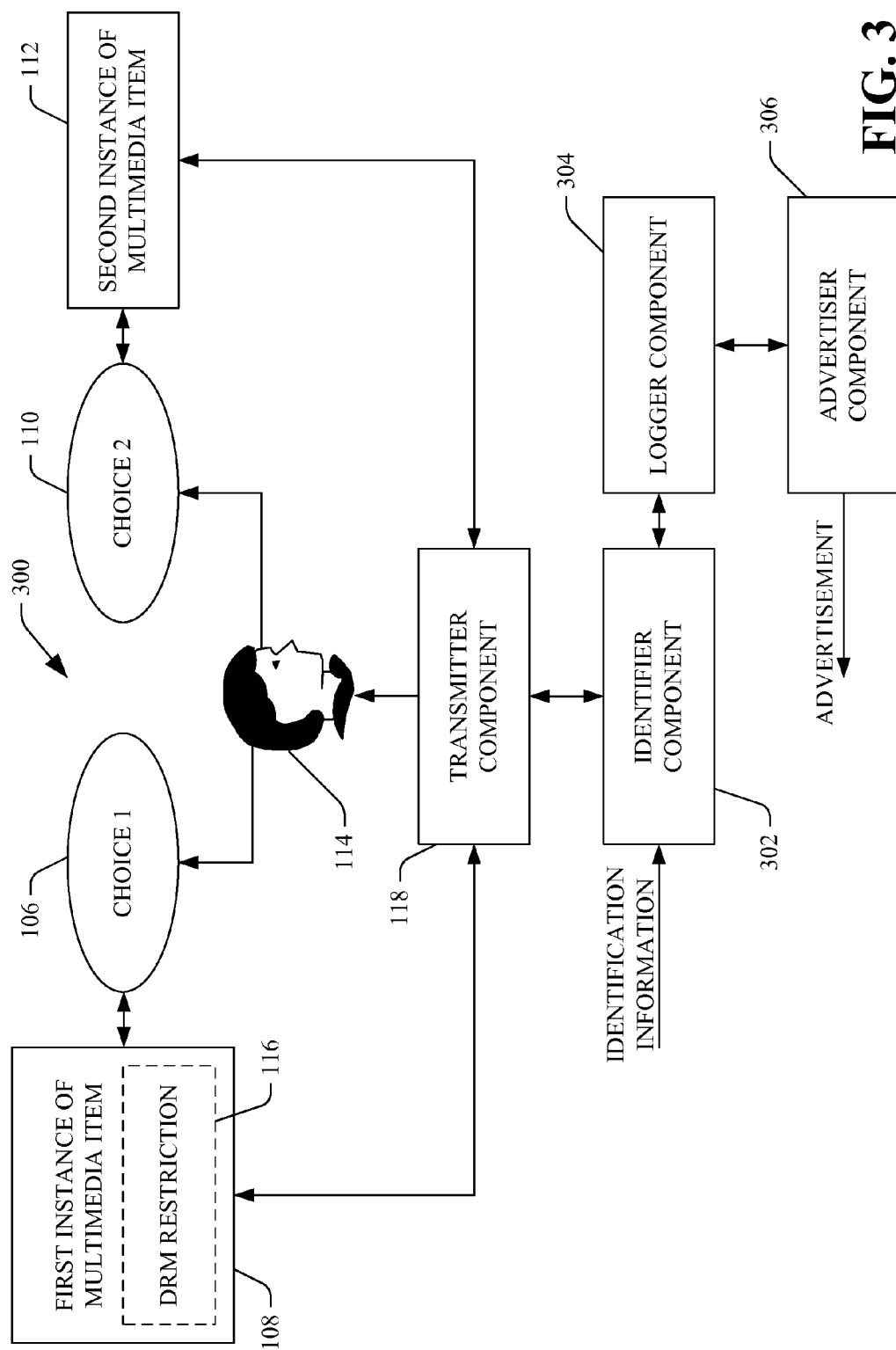


FIG. 2



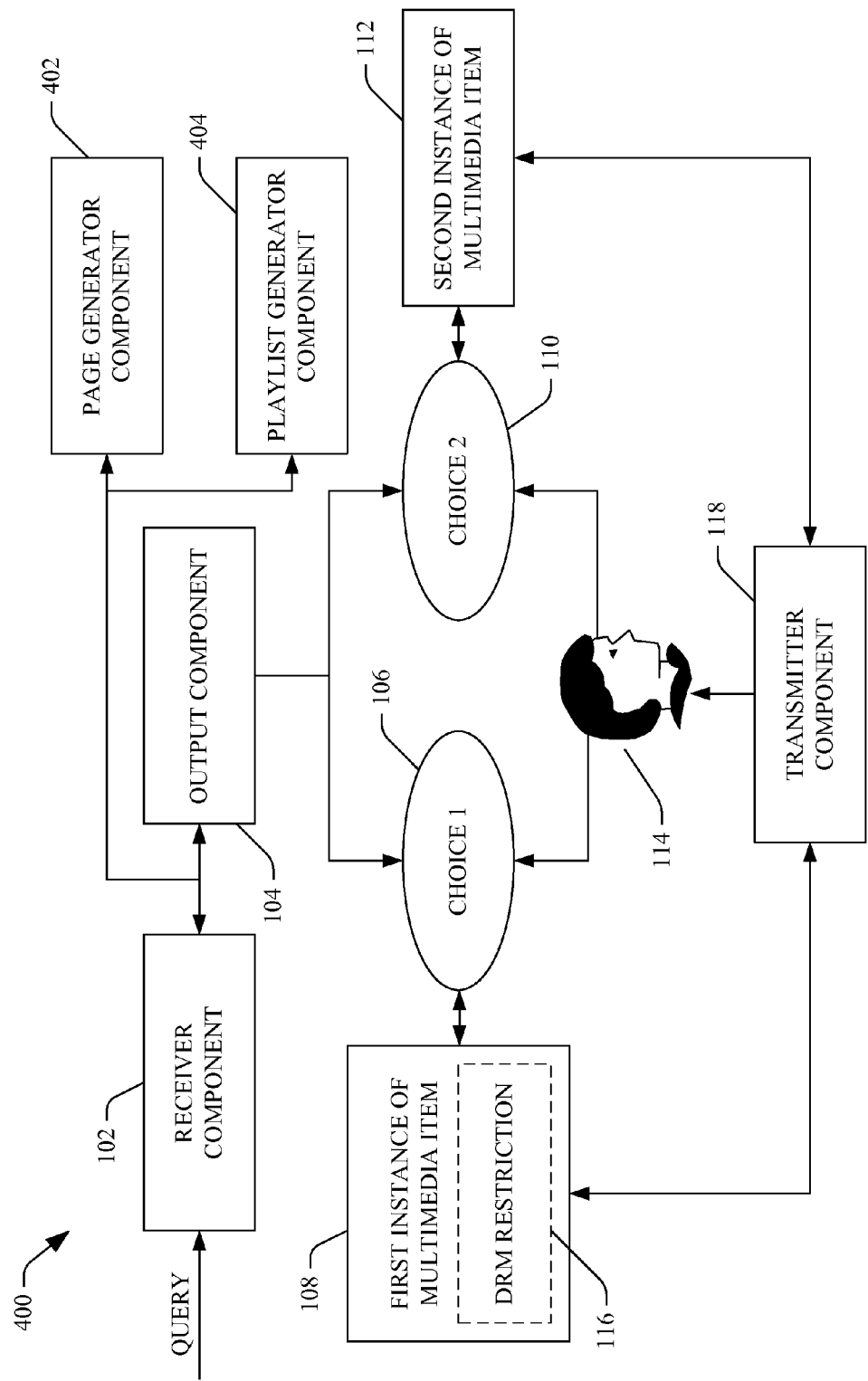
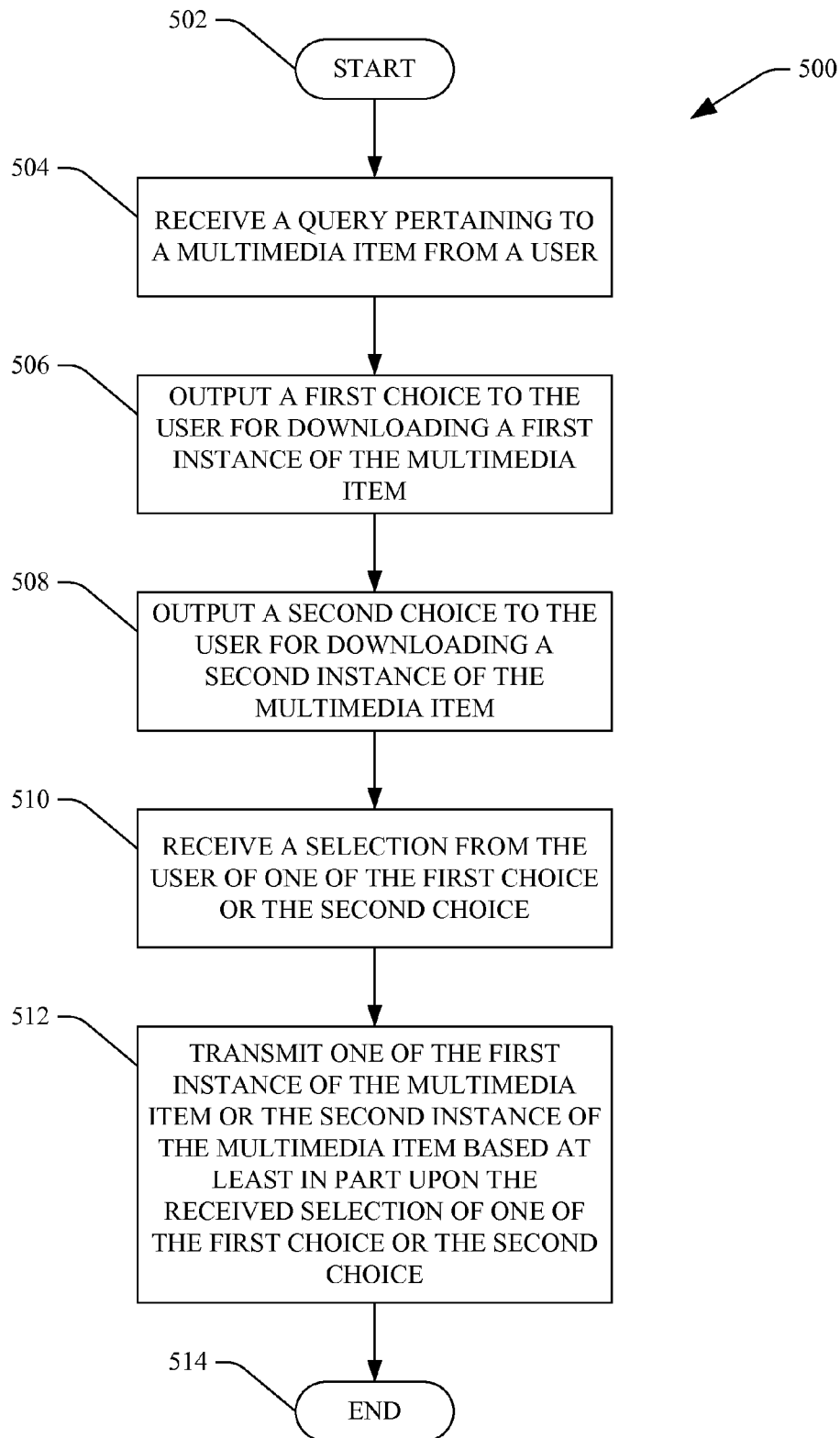
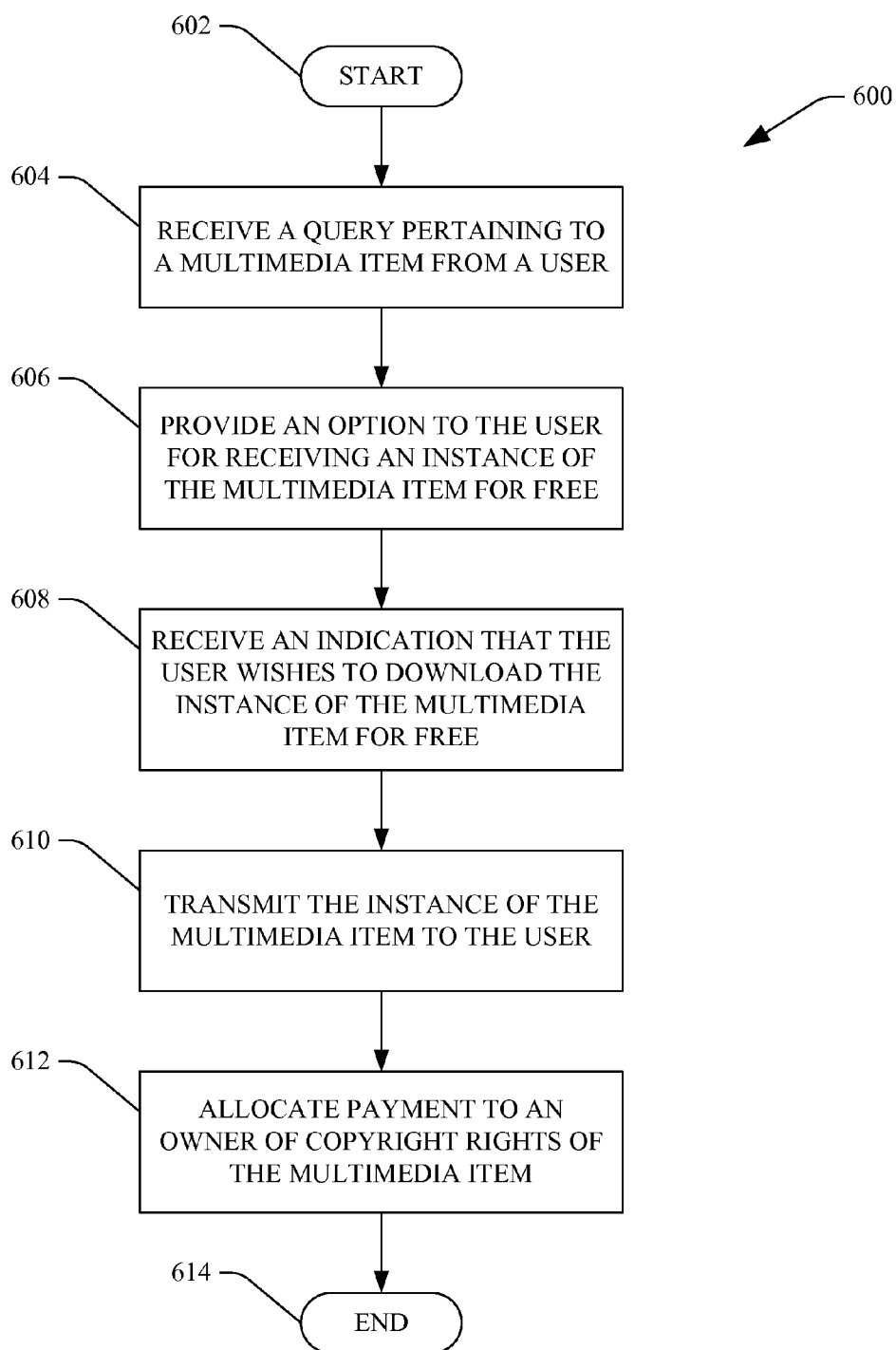
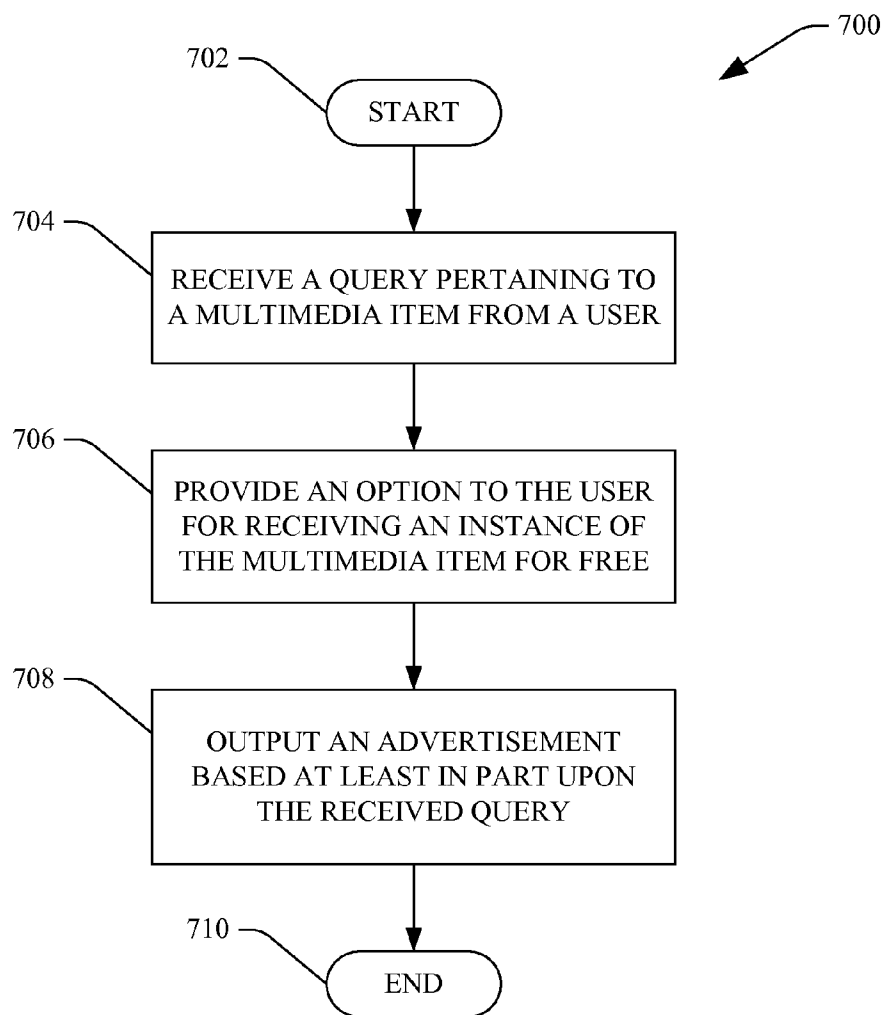


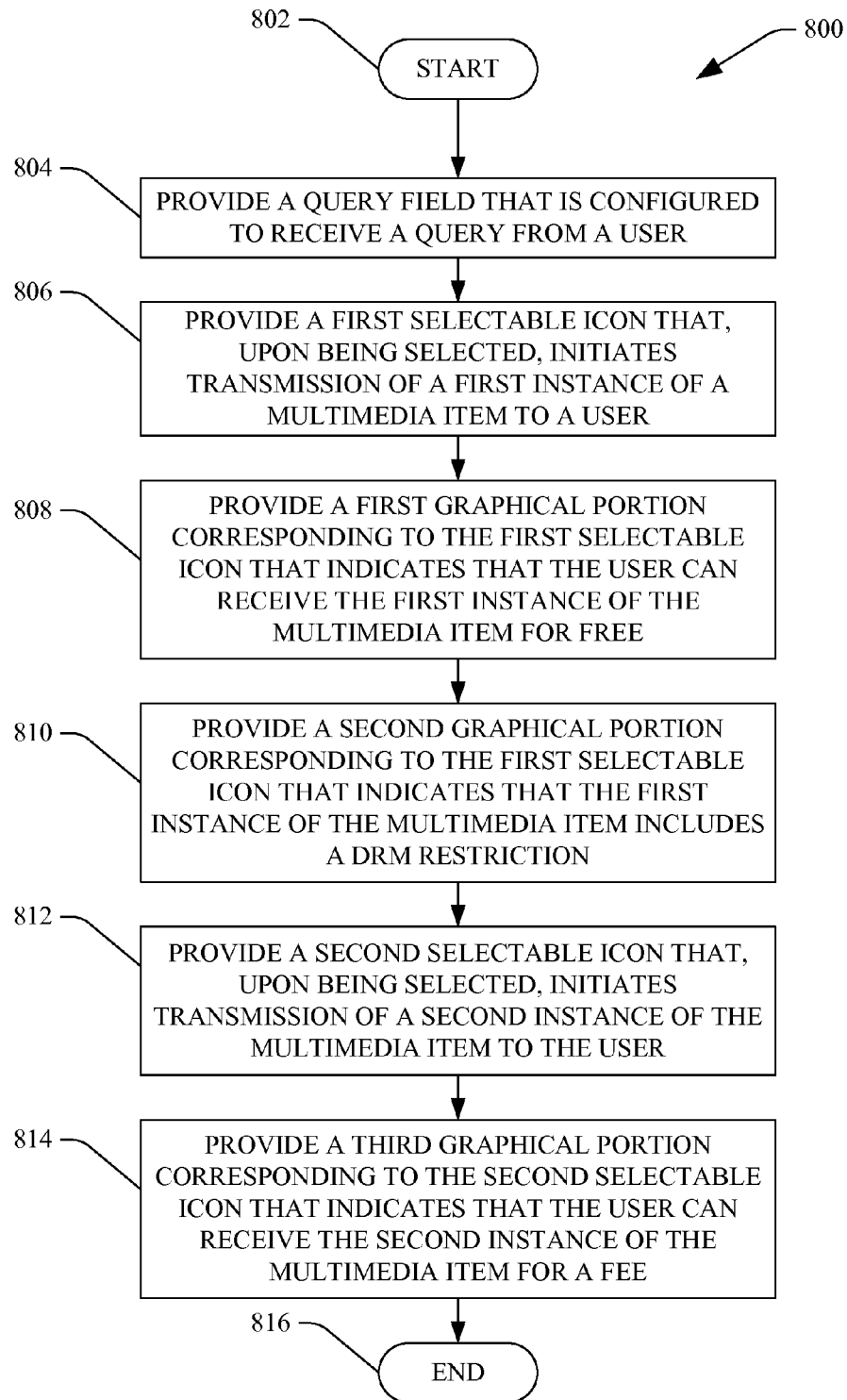
FIG. 4

**FIG. 5**

**FIG. 6**

**FIG. 7**



**FIG. 8**

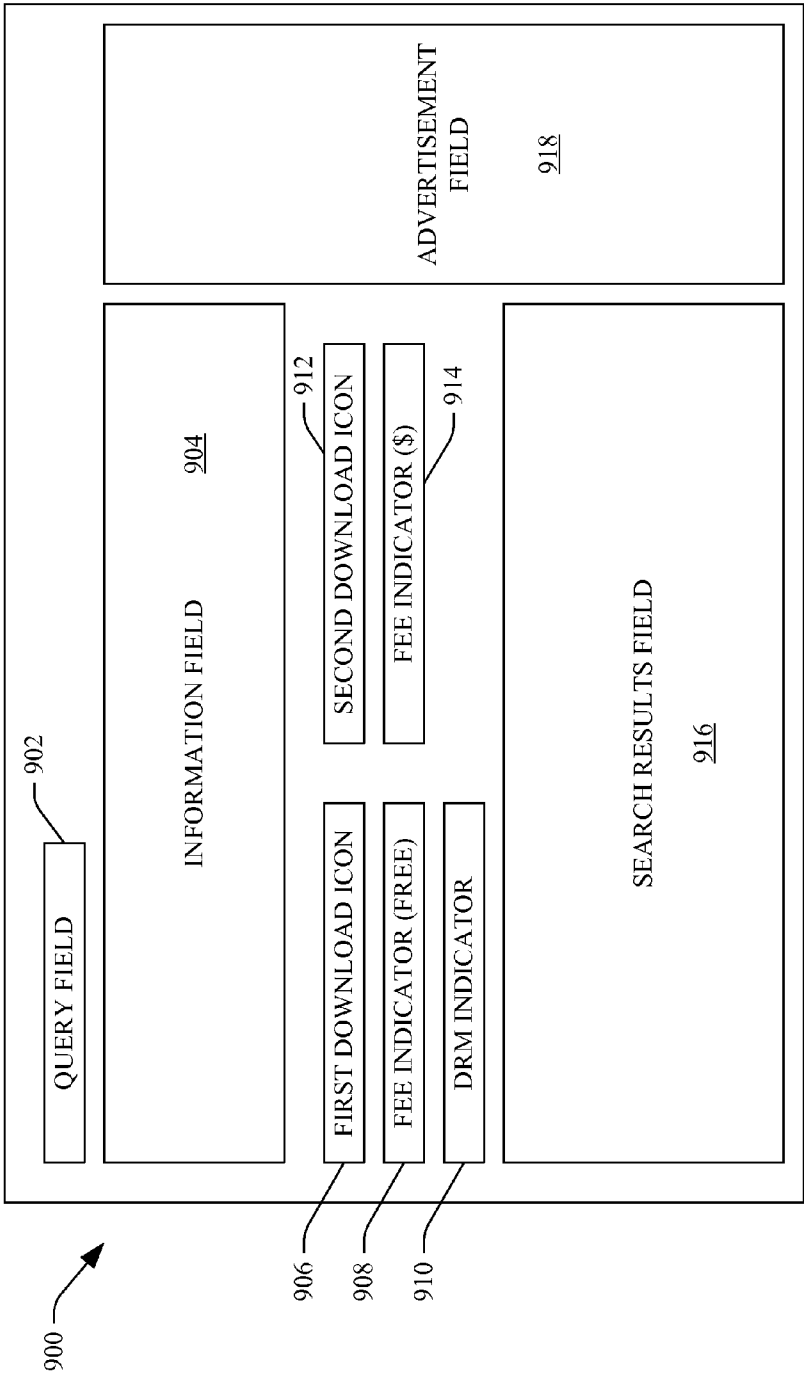


FIG. 9

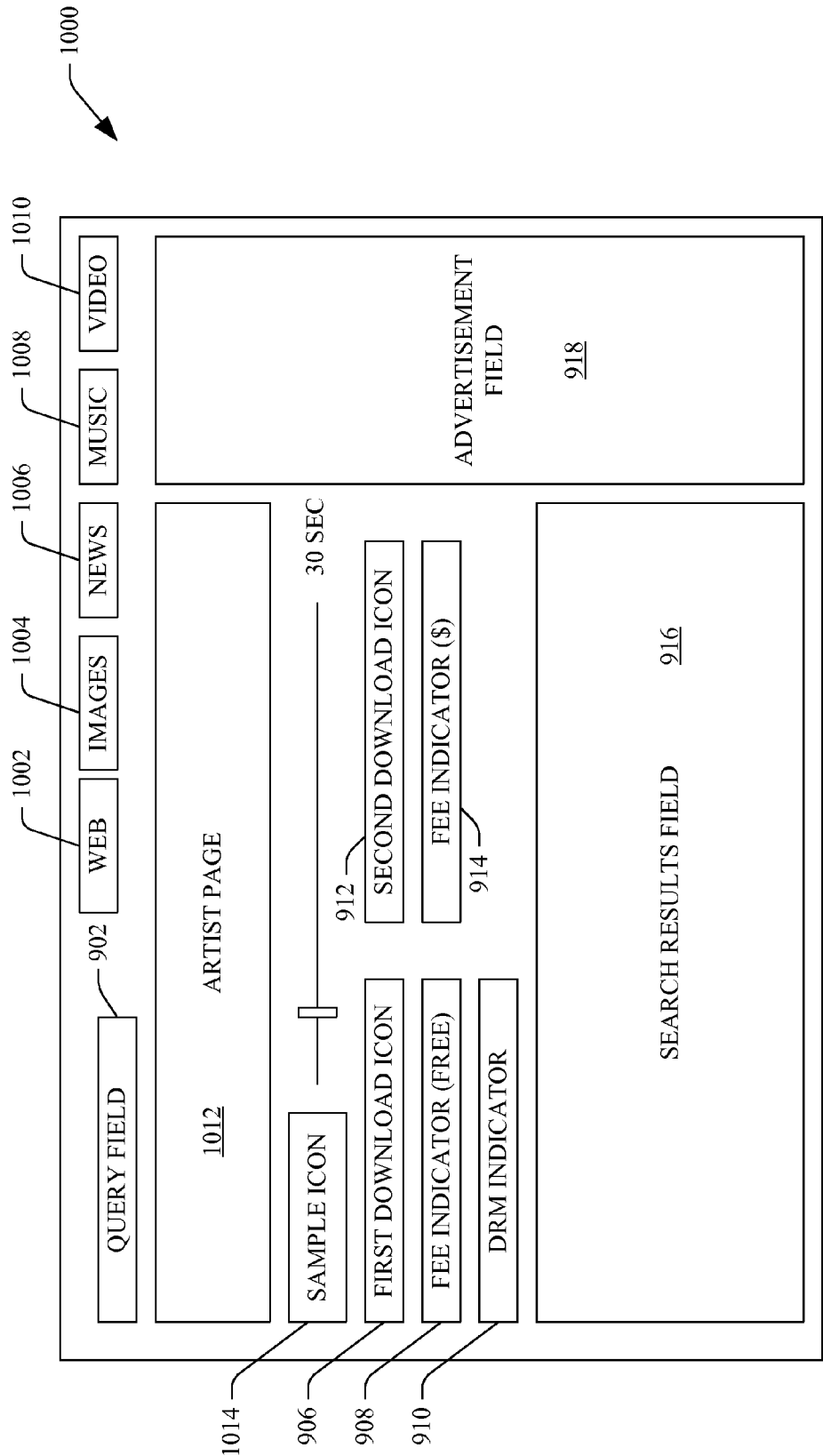


FIG. 10

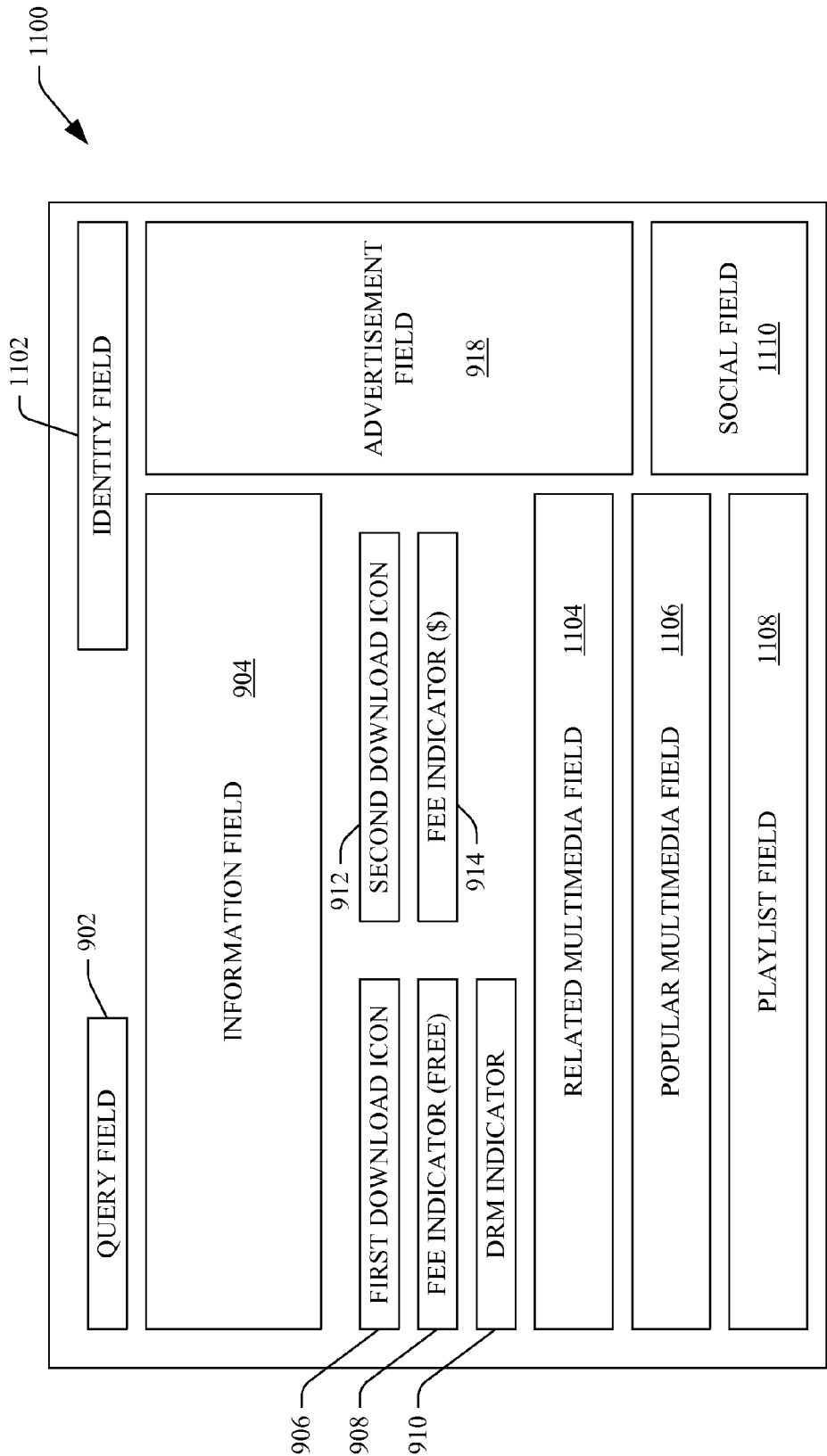
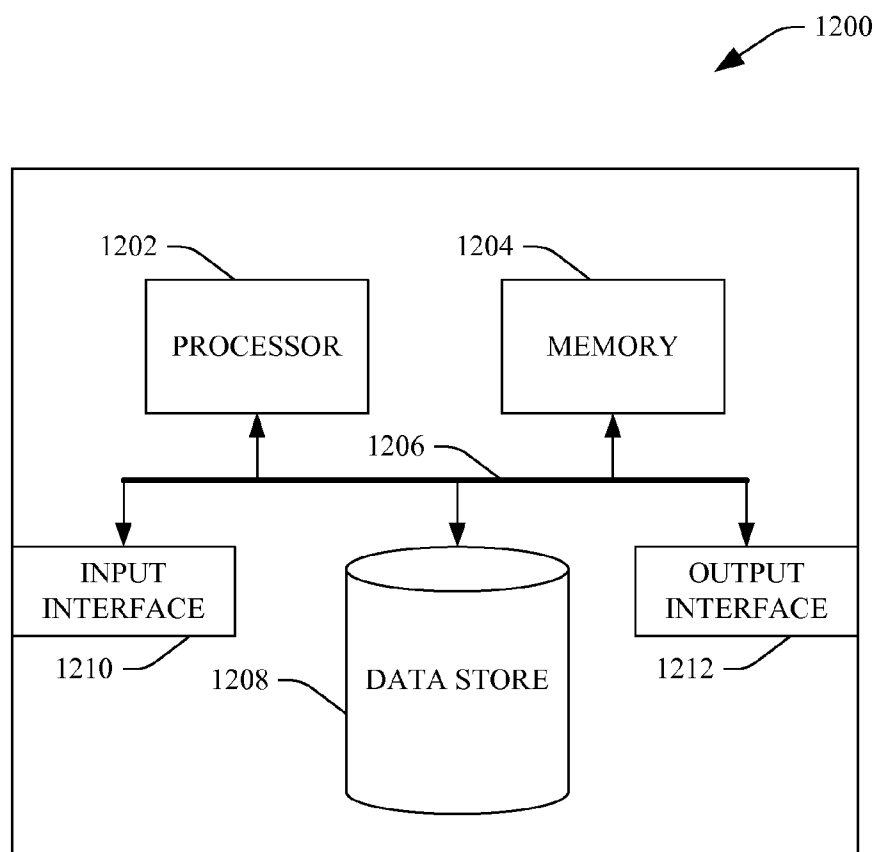


FIG. 11

**FIG. 12**

## MULTIMEDIA SEARCH ENGINE

### CROSS REFERENCE TO RELATED APPLICATIONS

[0001] This application is a continuation of U.S. patent application Ser. No. 12/141,615, filed on Jun. 18, 2008, and entitled "MULTIMEDIA SEARCH ENGINE", the entirety of which is incorporated herein by reference.

### BACKGROUND

[0002] Recent advancements in computers and networking have revolutionized the entertainment field in general, and the music industry in particular. For instance, in the past, to purchase a song or album, an individual had to travel to a retail store and purchase a vinyl record therefrom. To listen to the song or album, the individual had to be in their home or at another location that included a record player. As time passed, vinyl records were replaced by audio tapes, which are more portable. Recordable audio tapes can be used to replicate audio that is on a purchased audio tape that includes content that is subject to copyright protection. Sound quality, however, often diminishes when content of a first audio tape is recorded onto a second audio tape.

[0003] As time passed, compact disks replaced audio tapes, wherein compact disks are computer-readable mediums that include digital audio content. As technology advanced, users have been able to create perfect copies of compact disks through utilization of compact disk burners. Furthermore, content that is subject to copyright protection can be retained on a computer storage device where, for instance, a single song uses a very small amount of available data storage. Thus, an individual can retain thousands of songs on a personal computer, a portable media player, and/or the like. Furthermore, individuals can transfer digital content amongst one another in a matter of seconds or less. The music industry has estimated billions of dollars in loss due to copyright infringement and file sharing.

[0004] In an attempt to curb copyright infringement and to gain revenue from the sale of multimedia by way of the Internet, songs and/or albums can be purchased online. These songs and/or often are packaged with digital rights management (DRM) restrictions. For instance, a DRM restriction may restrict a device that can be used to play the song, may restrict a number of times that the song can be played, may restrict copying of the song, amongst other restrictions.

### SUMMARY

[0005] The following is a brief summary of subject matter that is described in greater detail herein. This summary is not intended to be limiting as to the scope of the claims.

[0006] Described herein are various technologies pertaining to distribution of multimedia. More particularly, a search engine that can provide a user with a multimedia item (e.g., a song) at no cost to the user is described herein. A search engine described herein can receive a query pertaining to a multimedia item, such as a song, a movie, a television program, or other suitable multimedia item. Based at least in part upon the query, the search engine can output multiple choices to the user, wherein the user can select one of the choices to obtain an instance of the multimedia item. More specifically, the multiple choices can include a first choice and a second choice. If the user selects the first choice, a first instance of the multimedia item can be transmitted to the user, wherein the

first instance is free of charge and is subject to at least one digital rights management restriction. If the user selects the second choice, a second instance of the multimedia item can be transmitted to the user, wherein the second instance is free of digital rights management restrictions and is associated with a fee. In other words, the user can pay for the second instance of the multimedia item.

[0007] Payment can be allocated to an owner of copyright rights of the multimedia item regardless of whether the first choice or the second choice is selected. For instance, payment can be provided to the American Society of Composer, Authors, and Publishers if a user obtains an instance of the multimedia item by way of the search engine.

[0008] Furthermore, advertisements can be presented to users that search for multimedia items by way of the search engine. For example, revenue generated by way of advertisements can be used to support provision of instances of multimedia items to users of the search engine. An advertisement provided to a user may be based at least in part upon a query proffered by the user, previous online activity of the user, and/or the like.

[0009] Other aspects will be appreciated upon reading and understanding the attached figures and description.

### BRIEF DESCRIPTION OF THE DRAWINGS

[0010] FIG. 1 is a functional block diagram of an example system that facilitates transmitting an instance of a multimedia item to a user.

[0011] FIG. 2 is a functional block diagram of an example system that facilitates outputting an advertisement based at least in part upon a search pertaining to a multimedia item.

[0012] FIG. 3 is a functional block diagram of an example system that facilitates tracking online activity of a user and outputting an advertisement based at least in part thereon.

[0013] FIG. 4 is a functional block diagram of an example system that facilitates transmitting an instance of a multimedia item to a user.

[0014] FIG. 5 is a flow diagram that illustrates an example methodology for transmitting an instance of a multimedia item to a user.

[0015] FIG. 6 is a flow diagram that illustrates an example methodology for allocating payment to an owner of copyright rights of a downloaded instance of a multimedia item.

[0016] FIG. 7 is a flow diagram that illustrates an example methodology for outputting an advertisement based at least in part upon a received query pertaining to a multimedia item.

[0017] FIG. 8 is a flow diagram that illustrates an example methodology for providing a graphical user interface to a user.

[0018] FIGS. 9-11 are example graphical user interfaces.

[0019] FIG. 12 is an example computing system.

### DETAILED DESCRIPTION

[0020] Various technologies pertaining to search engines and search engine graphical user interfaces in general, and advertisement-sponsored multimedia search in particular, will now be described with reference to the drawings, where like reference numerals represent like elements throughout. In addition, several functional block diagrams of example systems are illustrated and described herein for purposes of explanation; however, it is to be understood that functionality that is described as being carried out by certain system components may be performed by multiple components. Simi-

larly, for instance, a component may be configured to perform functionality that is described as being carried out by multiple components.

**[0021]** With reference to FIG. 1, an example system **100** that facilitates providing a user with multiple options for downloading instances of a multimedia item is illustrated. Pursuant to an example, a search engine may comprise the system **100**. The system **100** includes a receiver component **102** that receives a query from a user that pertains to a multimedia item. For instance, the user may be searching for an audio track, and therefore the query may be directed towards a title of the audio track, a title of an album that includes the audio track, a name of the artist or band of the audio track, etc. In another example, the user may be searching for a video (e.g., a movie), and the query may be directed towards a title of the video, a director of the video, an actor included in the video, etc.

**[0022]** An output component **104**, in response to receipt of the query by the receiver component **102**, can output multiple choices to the user for receiving an instance of a multimedia item returned in response to the received query. In an example, the output component **104** can output hyperlinks, graphical icons, or the like that are selectable by a user, wherein a hyperlink, graphical icon, etc. may be a choice that is presented to the user that, upon selection, initiates user-obtainment of an instance of the multimedia item pertaining to the query issued by the user.

**[0023]** The choices output by the output component **104** can include a first choice **106** for receiving a first instance of the multimedia item **108** and a second choice **110** for receiving a second instance of the multimedia item **112**. Pursuant to an example, the first instance of the multimedia item **108** may be offered to a user **114** for free (at no charge to the user). Additionally, the first instance of the multimedia item **108** may include at least one digital rights management (DRM) restriction **116**. For example, the DRM restriction **116** may be a restriction on a device that can be used to access the first instance of the multimedia item **108**. In another example, the DRM restriction **116** may be a restriction on a type of device that can be used to access the first instance of the multimedia item **108**. Thus, the first instance of the multimedia item **108** may be restricted to a particular portable multimedia player or type of portable multimedia player. The DRM restriction **116** may also be or include a restriction on a number of times that the first instance of the multimedia item **108** may be accessed, a restricted time window wherein the user **114** can access the first instance of the multimedia item **108** (e.g., twenty four hours after obtaining the first instance of the multimedia item **108**), amongst other restrictions.

**[0024]** The second choice **110** provided to the user **114** for receiving the second instance of the multimedia item **112** corresponds to a fee. Thus, the user **114** can obtain the second instance of the multimedia item **112** if the user **114** is willing to pay a fee to obtain such instance of the multimedia item **112**. The second instance of the multimedia item **112**, however, is free of DRM restrictions. The user **114** may provide payment for the second instance of the multimedia item **112** by any suitable payment mechanism, including credit card, debit card, payment from an online account, etc. In addition, the output component **104** can output a listing of search results in response to a received query, wherein the search results may include web pages, similar multimedia items, information pertaining to an artist related to the received query, etc. Still further, the output component **104** can output

social networking information that may or may not pertain to a received query. The social networking information can depict music enjoyed by friends of the user, playlists of friends of the user, amongst other information pertaining to social networking.

**[0025]** Therefore, the user **114** may initiate a query for a desired multimedia item, and may be provided with multiple choices for obtaining an instance of such item. If the user **114** selects the first choice **106**, the user **114** can obtain the first instance of the multimedia item **108** free of charge; however, the first instance of the multimedia item **108** includes one or more DRM restrictions. If the user **114** selects the second choice **110**, the user **114** can obtain the second instance of the multimedia item **112** for a fee; however, the second instance of the multimedia item **112** is free of DRM restrictions. Pursuant to an example, the first instance of the multimedia item **108** may be formatted in a first data format (e.g., a proprietary data format corresponding to a particular type of portable multimedia player), while the second instance of the multimedia item **112** may be formatted in a second format (e.g., MP3, WAV, . . .).

**[0026]** The system **100** additionally includes a transmitter component **118** that transmits either the first instance of the multimedia item **108** to the user **114** or the second instance of the multimedia item **112** to the user based at least in part upon receipt of a selection of one of the first choice **106** and the second choice **110** by the user **114**. Thus, if the user **114** selects the first choice **106**, the transmitter component **118** can transmit the first instance of the multimedia item **108** to the user (e.g., to a computing device of the user **114**). Similarly, if the user **114** selects the second choice **110** (and provides payment), the transmitter component **118** can transmit the second instance of the multimedia item **112** to the user **114**. While not shown, the transmitter component **118** may access the appropriate instance of the multimedia item from a server and transmit the instance of the multimedia item to the user **114** by way of the Internet or other suitable network.

**[0027]** The system **100** may additionally include a payment component **120** that allocates payment to an owner **124** (e.g., ASCAP, BMI, another owner of copyright rights, . . .) of the multimedia item regardless of which of the first choice **106** or the second choice **110** is selected by the user **114**. Thus, if the user **114** chooses to obtain the first instance of the multimedia item **108**, the system **100** will bear the cost of such first instance of the multimedia item **108** for the user **114**.

**[0028]** Referring now to FIG. 2, an example system **200** that facilitates provision of an instance of a multimedia item to a user is illustrated. The system **200** includes the receiver component **102** that receives a query that is proffered by the user **114** and pertains to a multimedia item, such as an audio track, a video, etc. The system **200** additionally includes the output component **104** that outputs multiple choices to the user, wherein the choices relate to providing an instance of the multimedia item to the user. More particularly, the output component **104** outputs at least the first choice **106** and the second choice **110**, which correspond to the first instance of the multimedia item **108** and the second instance of the multimedia item **112**. The user **114** can select one of the first choice **106** and the second choice **110**, and the transmitter component **118** can transmit either the first instance of the multimedia item **108** and the second instance of the multimedia item **112** based at least in part upon whether the user selected the first choice **106** or the second choice **110**.

[0029] The system 200 may additionally include an advertiser component 202 that can automatically serve an advertisement to the user 114 based at least in part upon the received query. For instance, the receiver component 102 may receive a query pertaining to an audio track. The advertiser component 202 may output, for instance, an advertisement for a multimedia player or other hardware associated with a multimedia player, such as a docking station, headphones, and/or the like. In another example, the advertiser component 202 may output an advertisement pertaining to upcoming concerts where the artist of the multimedia item will be performing. In still yet another example, the advertiser component 202 can output an advertisement based upon inferred or provided demographic information of the user 114. For instance, the advertiser component 202 can determine that a high probability exists that a user searching for a particular multimedia item is a teenage male. Accordingly, the advertiser component 202 can output advertisements for items typically purchased by teenage males, such as video game consoles, a particular line of clothing, etc. Still further, the advertiser component 202 may use an auction approach in connection with selling advertisements to advertisers on a per click basis, a per display basis, or any other suitable manner for generating revenue. Revenue generated by way of providing advertisements to users may be used to offset payments allocated to owners of copyright rights of multimedia items (e.g., payments output by the payment component 120 (FIG. 1)).

[0030] The system 200 may also include a sampler component 204 that can provide the user 114 with a streaming sample of the multimedia item. For example, the user 114 may wish to listen to a sample of an audio track prior to downloading an instance of such audio track. The sampler component 204 may provide the user 114 with a streaming sample of the audio track, such as a thirty second sample. Upon reviewing the sample, the user 114 may determine whether it is desirable to download the first instance of the multimedia item 108 or the second instance of the multimedia item 112.

[0031] Turning now to FIG. 3, an example system 300 that facilitates transmitting an instance of a multimedia item to a user is illustrated. The system 300 includes the transmitter component 118, which can transmit either the first instance of the multimedia item 108 or the second instance of the multimedia item 112 based at least in part upon whether the user 114 selects the first choice 106 or the second choice 110. The system 300 may also include an identifier component 302 that can identify the user 114. For instance, the identifier component 302 may receive an IP address corresponding to the user 114 and may identify the user 114 based at least in part upon the received IP address. In another example, the identifier component 302 can receive a username, password, personal identification number, and/or the like, and can identify the user 114 based at least in part upon such information. In still yet another example, the identifier component 302 may receive biometric information, such as a fingerprint scan, a voice sample, and/or the like and can identify the user 114 based at least in part upon the received biometric information.

[0032] Pursuant to an example, the transmitter component 118 can restrict access to at least one of the choices 106 or 110 output by the output component 104 (FIG. 2) if the user 114 has not been identified by the identifier component 302. More particularly, the transmitter component 118 may allow the user to download the first instance of the multimedia item 108

only if the identifier component 302 has received information that can be used to identify the user 114 from such user 114 (e.g., login data). In another example, the output component 104 (FIG. 1) can output additional choices or reduce a fee corresponding to the second choice 110 if the identifier component 302 has received identifying information from the user 114. In still yet another example, the output component 104 may not output one or more of the choices 106 or 110 if the identifier component 302 has not received identifying information from the user 114. Upon the identifier component 302 receiving identifying information from the user 114 (and the identifier component 302 authenticating an identity of the user 114), the output component 104 can output the first choice 106 and the second choice 110 to the user 114.

[0033] The system 300 may also include a logger component 304 that logs online activity of the user 114 upon the user 114 being identified to create a user log. For instance, the user log generated by the logger component 304 can include queries proffered by the user 114, identities of multimedia items downloaded by the user, information pertaining to whether the user 114 typically downloads instances of multimedia items that have DRM restrictions (and are free) or typically downloads multimedia items that are free of DRM restrictions but are associated with a fee, web pages visited by the user 114, advertisements clicked on by the user 114, purchases resulting from advertisements, etc. Further, the logger component 304 can log online activity of the user 114 over multiple sessions to generate a comprehensive user log of online activity of the user 114.

[0034] The system 300 can also include an advertiser component 306 that outputs an advertisement to the user 114 based at least in part upon contents of the user log. For instance, based upon contents of the user log, the advertiser component 306 can infer demographic information of the user 114, such as sex of the user 114, age of the user 114, location of the user 114, interests of the user 114, etc. The advertiser component 306 may then provide targeted advertisements to the user 114. For example, the advertiser component 306 can determine that the user 114 has an interest in skiing, and can provide the user with advertisement pertaining to ski resorts, ski equipment, etc. (even if the query proffered by the user 114 is not germane to skiing).

[0035] Now referring to FIG. 4, an example system 400 that facilitates transmitting an instance of a multimedia item to a user is illustrated. The system 400 includes the receiver component 102 that receives a search query from the user 114 and an output component 104 that outputs the first choice 106 and the second choice 110 based at least in part upon the received query. The system 400 also includes the transmitter component 118 that transmits either the first instance of the multimedia item 108 or the second instance of the multimedia item 112 depending on whether the user 114 selected the first choice 106 or the second choice 110 (e.g., depending upon a graphical icon, hyperlink, or the like selected by the user 114).

[0036] The system 400 can also include a page generator component 402 that can display information pertaining to an artist, actor, or the like based at least in part upon the received query. For instance, the user 114 may search for a particular audio track, and the page generator component 402 can output information pertaining to the artist of the audio track. Such information may be included in a particular display field of a graphical user interface, and is referred to herein as an artist page. For instance, as will be illustrated herein, the artist



page may be included as a portion of a graphical user interface that corresponds to a search engine. In another example, the page generator component 402 can generate the artist page in a separate browser window. An artist page may include albums of the artist, upcoming concerts of the artist, photos of the artist, information pertaining to upcoming album releases, and other information.

[0037] The system 400 can also include a playlist generator component 404 that can output a playlist to the user 114, wherein the playlist may include audio tracks and/or videos downloaded by the user 114 by way of the system 400, may include audio tracks and/or videos resident upon a personal computer of the user 114, may include audio tracks and/or videos recommended to the user 114, etc. In another example, the playlist generator component 404 can output a playlist that includes multimedia items that related to the multimedia item pertaining to the query, such as multimedia items that are in a substantially similar genre as the multimedia item pertaining to the query, multimedia items that are by the same artist as the multimedia item pertaining to the query, etc. Moreover, the playlist generator component 404 can output a playlist to the user 114 that is a playlist of another user who has similar interests to the user 114, who is in a similar geographic location of the user 114, who is of a similar age to the user 114, etc.

[0038] With reference now to FIGS. 5-8, various example methodologies are illustrated and described. While the methodologies are described as being a series of acts that are performed in a sequence, it is to be understood that the methodologies are not limited by the order of the sequence. For instance, some acts may occur in a different order than what is described herein. In addition, an act may occur concurrently with another act. Furthermore, in some instances, not all acts may be required to implement a methodology described herein.

[0039] Moreover, the acts described herein may be computer-executable instructions that can be implemented by one or more processors and/or stored on a computer-readable medium or media. The computer-executable instructions may include a routine, a sub-routine, programs, a thread of execution, and/or the like. Still further, results of acts of the methodologies may be stored in a computer-readable medium, displayed on a display device, and/or the like.

[0040] Referring specifically to FIG. 5, an example methodology 500 for transmitting an instance of a multimedia item to a user is illustrated. The methodology 500 starts at 502, and at 504 a query pertaining to a multimedia item is received from a user. The query may include keywords pertaining to a title of the multimedia item, an artist of the multimedia item, a title of an album that includes the multimedia item, etc.

[0041] At 506, a first choice is output to the user for downloading a first instance of the multimedia item. Pursuant to an example, the choice may be presented to the user as a hyperlink, a selectable graphical icon, etc. Further, the first instance of the multimedia item can include one or more DRM restrictions. Moreover, downloading of the first instance of the multimedia item may be free to the user.

[0042] At 508, a second choice is output to the user for downloading a second instance of the multimedia item. The second instance of the multimedia item may be free of DRM restrictions; however, the user may have charged with a fee if the user selects the second choice.

[0043] At 510, a selection of one of the first choice or the second choice is received from the user. For example, the user

may select a hyperlink or graphical icon corresponding to one of the first choice or the second choice. For instance, the received selection from the user can be the first choice, the user may be requested to provide login information prior to transmitting a corresponding first instance of the multimedia item to the user.

[0044] At 512, one of the first instance of the multimedia item or the second instance of the multimedia item is transmitted based at least in part upon the received selection of one of the first choice or the second choice. The one of the first instance or the second instance of the multimedia item can be transferred to a client computer operated by the user. The methodology 500 completes at 514.

[0045] Now referring to FIG. 6, an example methodology 600 for transmitting an instance of a multimedia item to a user is illustrated. The methodology 600 starts at 602, and at 604 a query pertaining to a multimedia item is received from a user. At 606, an option is provided to the user to receive an instance of the multimedia item for free.

[0046] At 608, an indication is received that the user wishes to download the instance of the multimedia item for free. For example, the user may select a hyperlink or graphical icon that initiates the download.

[0047] At 610, the instance of the multimedia item is transmitted to the user. For example, the instance can be transmitted from a server to a client that is operated by the user. At 612, payment is allocated to an owner of copyright rights of the multimedia item. For example, upon the instance of the multimedia item being downloaded, monies can be transferred to an account that corresponds to the owner of copyright rights of the multimedia item. In another example, monies can be held and then transferred to an account that corresponds to the owner of the copyright rights at a particular time (e.g., monthly payments). The methodology 600 completes at 614.

[0048] Turning now to FIG. 7, an example methodology 700 for outputting an advertisement is illustrated. The methodology 700 starts at 702, and at 704 a query pertaining to a multimedia item is received from a user. At 706, an option is provided to the user for receiving an instance of the multimedia item for free. At 708, an advertisement is output based at least in part upon the received query. Monies generated from advertising revenue can be used to offset expenses corresponding to providing the instance of the multimedia item for free. The methodology 700 completes at 710.

[0049] Now referring to FIG. 8, a methodology 800 for providing a graphical user interface to a user is illustrated. The methodology 800 begins at 802, and at 804 a query field is provided that is configured to receive a query from the user. At 806, a first selectable icon is provided, wherein the first selectable icon, upon being selected, can initiate transmission of a first instance of a multimedia item to a user. For instance, the first selectable icon may be text, graphics, or a combination thereof.

[0050] At 808, a first graphical portion corresponding to the first selectable icon is provided. The first graphical portion, for instance, may indicate that the user can receive the first instance of the multimedia item for free. The first graphical portion may be or include text, graphics, or some combination thereof. At 810, a second graphical portion that corresponds to the first selectable icon is provided. The second graphical portion may indicate that the first instance of the multimedia item includes a DRM restriction. For example, the second

graphical portion may indicate that the first instance of the multimedia item may only be accessed on a particular type of device.

[0051] At **812**, a second selectable icon is provided, wherein selection of the second selectable icon can initiate transmission of a second instance of the multimedia item to the user. At **814**, a third graphical portion that corresponds to the second selectable icon is provided, wherein the third graphical portion indicates that the user can receive the second instance of the multimedia item for a fee. For example, the third graphical portion may be text, graphics, or some suitable combination thereof. The methodology **800** completes at **816**.

[0052] Now collectively to FIGS. **9-11**, various example graphical user interfaces that can be used in connection with a search engine are depicted. The graphical user interfaces are depicted as including particular fields and/or graphical icons. It is to be understood, however, that a graphical user interface may include combinations of fields and/or graphical portions that are presented in FIGS. **9-11**. Furthermore, not all fields and/or graphical portions depicted in an example graphical user interface depicted herein may be necessary to fall within the scope of the hereto-appended claims.

[0053] Now referring specifically to FIG. **9**, an example graphical user interface **900** is illustrated. The graphical user interface **900** includes a query field **902** that can be configured to receive a query from a user. The graphical user interface **900** also includes an information field **904** that depicts information related to the query to the user. For example, the information field **904** may be configured to depict information relating to an artist that pertains to the query. Such information can comprise biographical information of the artist, albums of the artist, upcoming concert schedule of the artist, etc. In another example, the information field **904** can display information pertaining to a multimedia item related to the query.

[0054] The graphical user interface **900** can also include a first download icon **906**, wherein selection of the first download icon **906** can initiate transmission of a first instance of a multimedia item that pertains to the query to the user. The first download icon **906** may include text, graphics, or a combination thereof. The graphical user interface **900** can also include a first fee indicator portion **908**, wherein the first fee indicator portion **908** can indicate that the first instance of the multimedia item can be obtained by the user without charge. The fee indicator portion **908** may comprise text, graphics, or a combination thereof.

[0055] The graphical user interface **900** may also include a DRM indicator portion **910** that corresponds to the first download icon **906**. The DRM indicator portion **910** can indicate a type of DRM restriction that corresponds to the first instance of the multimedia item. For instance, the DRM indicator portion **910** may indicate that a particular type of device must be used to access the first instance of the multimedia item. The DRM indicator portion **910** may comprise text, graphics, or some suitable combination thereof.

[0056] The graphical user interface **900** may further comprise a second download icon **912**, wherein selection of the second download item may initiate transmission of a second instance of the multimedia item to the user. The second download icon **912** may comprise text, graphics, or a combination thereof.

[0057] A second fee indicator portion **914** can be included in the graphical user interface **900**, wherein the second fee indi-

cator portion **914** can indicate a particular fee that corresponds to the second instance of the multimedia item. The second fee indicator portion **914** may comprise text, graphics, or some combination thereof.

[0058] The graphical user interface **900** may additionally include a search results field **916** that can be configured to depict search results pertaining to the query. For instance, the search results field **916** may include links to web pages that pertain to the received query. Furthermore, the graphical user interface **900** may include an advertisement field **918** that is configured to display advertisements, wherein a displayed advertisement may be based at least in part upon the received query. In another example, an advertisement displayed in the advertisement field may be targeted to the user based upon previous online activities of the user.

[0059] Now referring to FIG. **10**, an example graphical user interface **1000** is depicted. The graphical user interface **1000** includes the query field **902**, the first download icon **906**, the first fee indicator portion **908**, the DRM indicator portion **910**, the second download icon **912**, the second fee indicator portion **914**, the search results field **916**, and the advertisement field **918**. Additionally, the graphical user interface **1000** can include a plurality of selectable icons **1002-1010** that can be used to filter a data set that can be searched over when a query is received. For instance, a web icon **1002** can be selected if the user wishes to perform a traditional web search. In another example, an images icon **1004** can be selected if the user wishes to search for images. In yet another example, a news icon **1006** can be selected if the user wishes to search for a particular news item. In still yet another example, a music icon **1008** can be selected if the user wishes to search for music (e.g., downloadable music). In another example, a video icon **1010** can be selected if the user wishes to search for video items.

[0060] The graphical user interface **1000** may additionally include an artist page **1012** that can depict a page that depicts information about an artist that pertains to a received query. For instance, a user may select the music icon **1008**, and may proffer a query pertaining to a particular multimedia item. The artist page **1012** may display information relating to the artist, including biographical information, information relating to upcoming concerts, other songs by the artist, etc.

[0061] The graphical user interface **1000** may also include a sample icon **1014** that, when selected, can initiate streaming of the multimedia item to the user. For instance, a thirty second sample of the multimedia item may be streamed to the user upon selection of the sample icon **1014**.

[0062] With reference to FIG. **11**, an example graphical user interface **1100** is depicted. The graphical user interface **1100** includes the query field **902**, the information field **904**, the first download icon **906**, the first fee indicator portion **908**, the DRM indicator portion **910**, the second download icon **912**, the second fee indicator portion **914**, the search results field **916**, and the advertisement field **918**.

[0063] The graphical user interface **1100** additionally includes an identity field **1102** that can depict an identity of the user (e.g., after the user has signed in) or request that the user provide identifying information. For instance, the identity field **1102** can be configured to receive a username, a password, a personal identification number, and/or the like. In an example, prior to being provided with the first download icon **906**, the user can be requested to provide identifying information.

[0064] The graphical user interface **1100** may also include a related multimedia field **1104** that depicts multimedia items that are related to the multimedia item that pertains to a received query. For instance, the related multimedia field **1104** can depict multimedia items in a substantially similar genre as the multimedia item that pertains to the received query.

[0065] The graphical user interface **1100** can also comprise a popular multimedia field **1106** that can depict most popular multimedia items to the user. In an example, the popular multimedia field **1106** can depict a threshold number of multimedia items that have been most downloaded by users. A playlist field **1108** can depict one or more playlists that can be selected by the user. For instance, the playlist field **1108** can depict a playlist of another user. Furthermore, the graphical user interface **1100** may comprise a social field **1110** that depicts social networking information. For example, the social field **1110** may depict multimedia items that have been downloaded by friends of the user. In another example, the social field **1110** may illustrate playlists of friends of the user.

[0066] Now referring to FIG. 12, a high-level illustration of an example computing device **1200** that can be used in accordance with the systems and methodologies disclosed herein is illustrated. For instance, the computing device **1200** may be used in a system that can be used in connection with providing a user with choices pertaining to downloading instances of a multimedia item. The computing device **1200** includes at least one processor **1202** that executes instructions that are stored in a memory **1204**. The instructions may be, for instance, instructions for implementing functionality described as being carried out by one or more components discussed above or instructions for implementing one or more of the methods described above. The processor **1202** may access the memory by way of a system bus **1206**. In addition to storing executable instructions, the memory **1204** may also store graphical icons, instances of multimedia items, DRM restrictions, etc.

[0067] The computing device **1200** additionally includes a data store **1208** that is accessible by the processor **1202** by way of the system bus **1206**. The data store **1208** may include executable instructions, instances of multimedia items, advertisements, etc. The computing device **1200** also includes an input interface **1210** that allows external devices to communicate with the computing device **1200**. For instance, the input interface **1210** may be used to receive instructions from an external computer device, a query, receive a selection of a choice, etc. The computing device **1200** also includes an output interface **1212** that interfaces the computing device **1200** with one or more external devices. For example, the computing device **1200** may transmit an instance of a multimedia item by way of the output interface **1212**.

[0068] Additionally, while illustrated as a single system, it is to be understood that the computing device **1200** may be a distributed system. Thus, for instance, several devices may be in communication by way of a network connection and may collectively perform tasks described as being performed by the computing device **1200**.

[0069] As used herein, the terms “component” and “system” are intended to encompass hardware, software, or a combination of hardware and software. Thus, for example, a system or component may be a process, a process executing

on a processor, or a processor. Additionally, a component or system may be localized on a single device or distributed across several devices.

[0070] It is noted that several examples have been provided for purposes of explanation. These examples are not to be construed as limiting the hereto-appended claims. Additionally, it may be recognized that the examples provided herein may be permuted while still falling under the scope of the claims.

What is claimed is:

1. A computer-readable memory comprising instructions that, when executed by a processor, cause a graphical user interface to be transmitted for display to an individual, the graphical user interface comprising:

a first graphical portion, wherein the first graphical portion comprises a selectable graphical icon, wherein selection of the graphical icon causes a first instance of a multimedia file to be downloaded to a computing device of the individual, wherein selection of the graphical icon further causes a search engine to allocate payment for the first instance of the multimedia file to an owner of copyright in the multimedia file, and wherein the first instance of the multimedia file has at least one digital rights management restriction assigned thereto; and

a second graphical portion, wherein the second graphical portion comprises text that indicates to the individual that the first instance of the multimedia file is downloadable to the computing device of the individual free of charge to the individual.

2. The computer-readable memory of claim 1, wherein the first graphical portion is presented to the individual responsive to receipt of a query from the individual that pertains to the multimedia file.

3. The computer-readable memory of claim 1, wherein the multimedia file is an audio track.

4. The computer-readable memory of claim 1, wherein the multimedia file is one of a movie or a television program.

5. The computer-readable memory of claim 1, wherein the at least one digital rights management restriction restricts at least one of a device that is able to access the first instance of the multimedia file, a type of device that is able to access the first instance of the multimedia file, a number of times that the first instance of the multimedia file is accessible to the individual, or a window of time within which the first instance of the multimedia file is accessible to the individual.

6. The computer-readable memory of claim 1, wherein the graphical user interface further comprises:

a third graphical portion, wherein the third graphical portion comprises a text entry field that is configured to receive data from the individual that uniquely identifies the individual.

7. The computer-readable memory of claim 1, wherein the graphical user interface further comprises a third graphical portion, wherein the third graphical portion comprises a second selectable graphical icon, wherein selection of the second selectable graphical icon causes a second instance of the multimedia file to be downloaded to the computing device of the individual for a fee that is charged to an account of the individual, wherein the second instance of the multimedia file is free of the at least one digital rights management restriction that is assigned to the first instance of the multimedia file.

8. The computer-readable memory of claim 1, wherein the computing device is a portable computing device.

9. The computer-readable memory of claim 8, wherein the portable computing device is one of a portable telephone or a portable multimedia player.

10. The computer-readable memory of claim 9, wherein a web browser is configured to display the graphical user interface.

11. The computer-readable memory of claim 1, wherein the graphical user interface comprises a third graphical portion, wherein the third graphical portion comprises an advertisement related to the multimedia file.

12. A method for displaying a graphical user interface on a display screen of a computing device to a user, the method comprising:

receiving a query from the user, wherein the query pertains to a multimedia item; and

responsive to receiving the query, causing a graphical user interface to be displayed on the display screen of the computing device, the graphical user interface comprising:

a first graphical portion that comprises a first graphical icon, wherein selection of the first graphical icon by the user causes a first instance of the multimedia item to be transmitted to the computing device free of charge to the user, wherein the first instance of the multimedia item has at least one digital rights management restriction assigned thereto, and wherein selection of the first graphical icon by the user causes a search engine to transmit monies to an owner of copyright in the multimedia item; and

a second graphical portion that comprises text that indicates to the user that the first instance of the multimedia item is downloadable to the computing device of the user free of charge to the user but subject to the at least one digital rights management restriction.

13. The method of claim 12, wherein the at least one digital rights management restriction is one of a restriction on a device that is able to access the first instance of the multimedia item, a restriction on a type of device that is able to access the first instance of the multimedia item, a restriction on a number of times that the first instance of the multimedia item is accessible to the user, or a restriction on a window of time within which the first instance of the multimedia item is accessible to the user.

14. The method of claim 12 configured for execution in a search engine.

15. The method of claim 12, wherein the multimedia item is one of an audio track, a movie, or a television program.

16. The method of claim 12, wherein the computing device is a portable computing device, and wherein the portable computing device is one of a multimedia player, a mobile telephone, or a tablet computing device.

17. The method of claim 12, wherein the graphical user interface comprises a third graphical portion that comprises an advertisement, wherein the advertisement is selected for presentation to the user based at least in part upon the query.

18. The method of claim 12, wherein the graphical user interface comprises a third graphical portion that includes a second graphical icon, wherein user selection of the second graphical icon causes a second instance of the multimedia item to be downloaded to the computing device of the user for a fee that is charged to an account of the user, wherein the second instance of the multimedia item is free of the at least one digital rights management restriction that is assigned to the first instance of the multimedia item.

19. The method of claim 12, wherein the graphical user interface comprises a third graphical portion that includes a plurality of other search results that are retrieved by a search engine responsive to receipt of the query.

20. A graphical user interface for a search engine, comprising:

a query field that is configured to receive a query from a user;

a first selectable icon that, upon being selected, initiates transmission of a first instance of a multimedia item to a user;

a first graphical portion corresponding to the first selectable icon that indicates that the user can receive the first instance of the multimedia item for free;

a second graphical portion corresponding to the first selectable icon that indicates that the first instance of the multimedia item has digital rights management restrictions assigned thereto that restricts at least one of a device that is able to access the first instance of the multimedia item, a type of device that is able to access the first instance of the multimedia item, a number of times that the first instance of the multimedia item is accessible to the user, or a window of time within which the first instance of the multimedia item is accessible to the user.

a second selectable icon that, upon being selected, initiates transmission of a second instance of the multimedia item to the user;

a third graphical portion corresponding to the second selectable icon that indicates that the user can receive the second instance of the multimedia item for a fee;

an advertisement field that displays an advertisement to the user, wherein the advertisement is based at least in part upon the query received in the query field; and

a social field that depicts social networking information.

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