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(54) Title: DISPLAYING INFORMATION RELATED TO CONTENT PLAYING ON A DEVICE

(57) Abstract: A method at a server system includes: detecting presentation of a media content item, identifying the media content item and one or more entities related to the media content item, determining respective levels of interest in the identified entities based on one or more signals, selecting a subset of the entities based on the determined levels of interest, and sending to a client device of a user, for presenting at the client device, the selected subset of the entities.

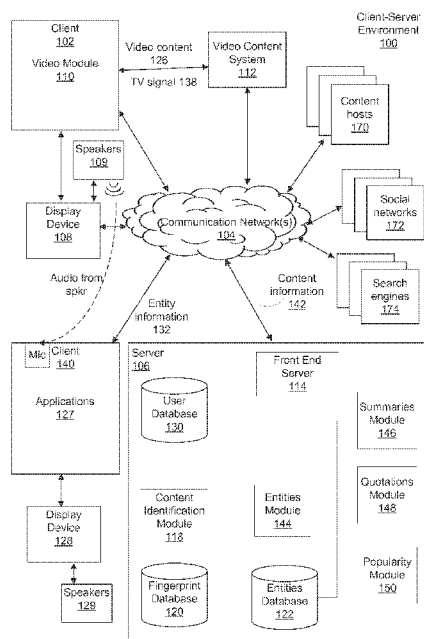


FIGURE 1A

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