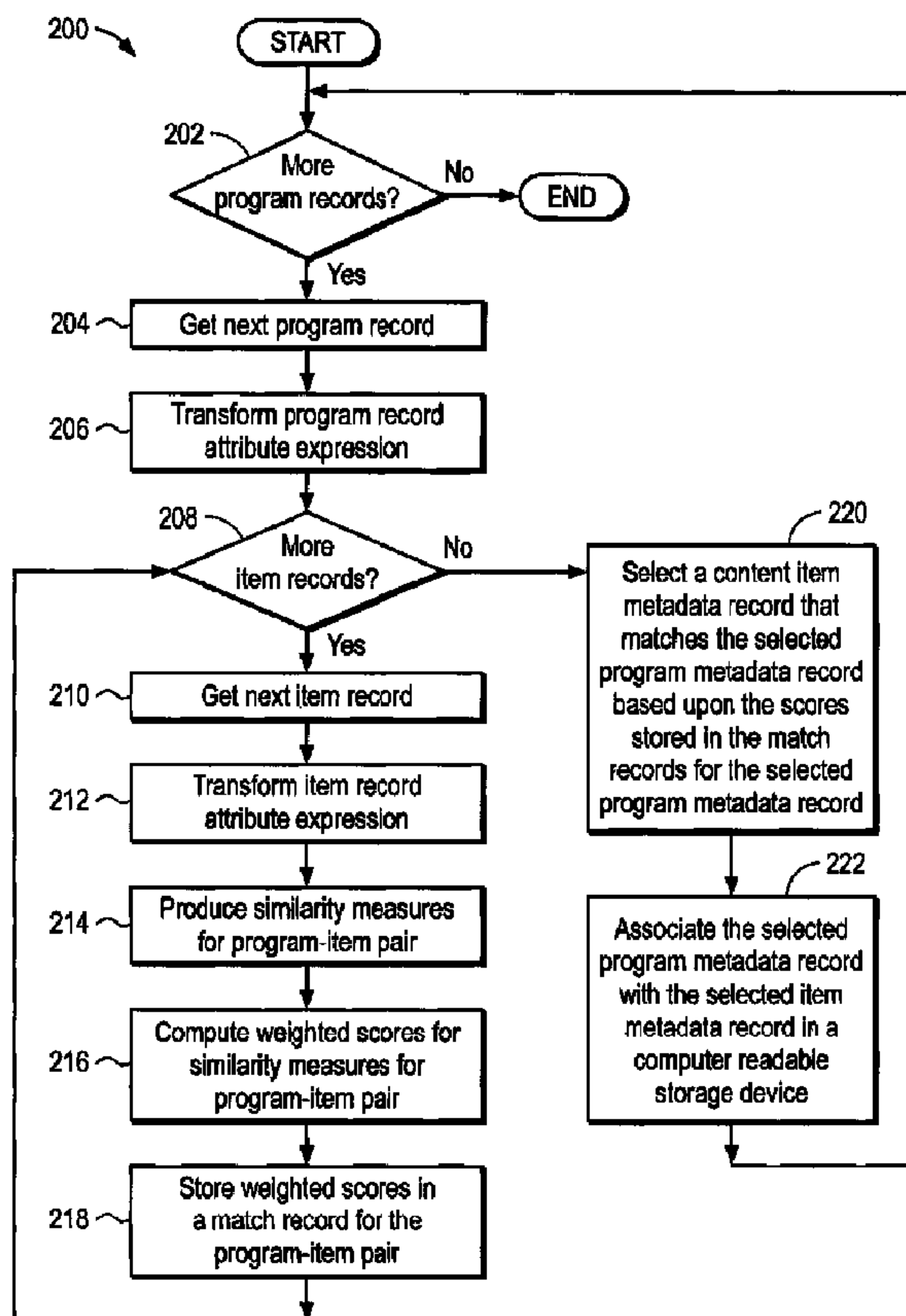




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(54) Title: MANAGEMENT AND DELIVERY OF AUDIOVISUAL CONTENT ITEMS THAT CORRESPOND TO SCHEDULED PROGRAMS



(57) Abrégé/Abstract:

A method is provided to designate visual content that is accessible from a computer readable storage device and that correspond to programs distributed according to a predetermined schedule comprising: comparing attribute information of a respective

(57) **Abrégé(suite)/Abstract(continued):**

program metadata record with respective attribute information of multiple respective content metadata records to measure similarity between corresponding attributes; determining respective program-content attribute match scores for each of the compared content metadata records as a function of the measure of similarity between the program attributes of the respective compared program metadata record and corresponding visual content attributes of respective content metadata records and of relative weighting of respective attribute comparisons; and selecting a respective visual content based upon the determined program-content attribute match score.

## ABSTRACT OF THE DISCLOSURE

A method is provided to designate visual content that is accessible from a computer readable storage device and that correspond to programs distributed according to a predetermined schedule comprising: comparing attribute information of a respective program metadata record with respective attribute information of multiple respective content metadata records to measure similarity between corresponding attributes; determining respective program-content attribute match scores for each of the compared content metadata records as a function of the measure of similarity between the program attributes of the respective compared program metadata record and corresponding visual content attributes of respective content metadata records and of relative weighting of respective attribute comparisons; and selecting a respective visual content based upon the determined program-content attribute match score.

## **MANAGEMENT AND DELIVERY OF AUDIOVISUAL CONTENT ITEMS THAT CORRESPOND TO SCHEDULED PROGRAMS**

### **CROSS REFERENCE TO RELATED APPLICATION**

The subject matter of this application is related to that of commonly owned patent application Serial No. \_\_\_\_\_ (Reference No. FTR\_0003US), entitled "Method and System to Request Audiovisual Content Items Matched to Programs Identified in a Program Grid", filed on even day herewith.

### **BACKGROUND OF THE INVENTION**

In the field of television broadcasting, electronic program guides (EPGs) are software programs that reside inside cable TV and satellite set-top boxes, and inside TVs. An EPG displays a user interface that allows the viewer to interactively browse and search through listings of television programs which will be aired on a specific list of program sources such as television channels or on a specific range of dates. An EPG typically employs a program database, which describes, for each Program, the specific time it will air and the channel it will air on. Program databases are generally assembled via a manual and/or automated process of collecting the program information from each television broadcaster.

Recently, the Internet has become a popular source of audiovisual content. Content Publishers such as television broadcasters, movie studios, web-only video publishers, and other publishers offer content often in a video format for download and/or streaming delivery from their web sites and/or FTP sites. Content Aggregators discover, index, and republish or provide URL links to the available audiovisual content, typically video content, from multiple Content Publishers, on their web sites. A Content Aggregator typically uses an automated process to retrieve each Content Publisher's list of available audiovisual content (e.g., video content). Such a list typically comprises the metadata for each audiovisual content item such as its series and episode titles, air date, season and episode numbers, provider, duration, rating, a brief description and the URL or other identifier to

indicate where the file containing the content can be downloaded from and/or the streaming can be requested from. A Content Aggregator will typically store this metadata information in a visual content item metadata database.

A Content Aggregator's web site may provide the site visitor with multiple methods to find visual content items, (e.g., videos) including an item search feature, browse by title, browse by category/genre, browse by publisher, etc. Another method is to provide a list of videos organized by the specific date on which that television program or movie was first aired or re-aired. This list may consist of a list of videos organized by day of the week, or a two-dimensional EPG-like grid or table using Channels and Times as its two axis.

The challenge in implementing this type of time-based Guide is that although a program database typically indicates which programs were aired on a specific date, it does not provide information regarding the availability of visual content items (e.g., videos) for download or streaming. Conversely, although a visual content item metadata database typically indicates a visual content item's availability for download or streaming, it may omit or include inaccurate air-date or program source information.

These and other features and advantages will be apparent from the following description of illustrative embodiments in conjunction with the drawings.

#### BRIEF DESCRIPTION OF THE DRAWINGS

**Figure 1** is an illustrative drawing showing a program metadata database and a visual content item metadata database.

**Figure 2** is an illustrative drawing of a process to determine matches between respective program metadata records from the program metadata database and respective visual content item metadata records from the visual content item metadata database.

**Figure 3** is an illustrative diagram showing a configuration of a computer system to produce individual weighted similarity measurement scores for corresponding attributes of a pair comprising a currently selected program metadata

record and a currently selected visual content item metadata record consistent with the process of **Figure 2**.

**Figure 4** is an illustrative drawing showing a program metadata database and a visual content item metadata database that contains both series metadata records and visual content item metadata records.

**Figures 5A-5B** are illustrative drawings of a process to determine matches between respective program metadata records from the program metadata database and respective series metadata records and visual content item metadata records from the visual content item metadata database 404.

**Figure 6** is an illustrative drawing of program-series match records produced by the process of **Figure 5**.

**Figure 7** is an illustrative drawing of program-video match records produced by the process of **Figure 5**.

**Figure 8** is an illustrative drawing showing a first example program metadata record and multiple example content item metadata records and their corresponding content item match score records.

**Figure 9** is an illustrative drawing showing a second example program metadata record and multiple example content item metadata records and their corresponding content item match score records.

**Figure 10** is an illustrative drawing of an interactive user interface display including an image of a two-dimensional grid having multiple grid coordinate locations each identifying a program and each corresponding to a combination of a program provider and a scheduled program air time.

**Figure 11** is an illustrative flow diagram representing a process to create an EPG grid having associations with specific audiovisual content items that are available for viewing.

**Figure 12** is an illustrative flow diagram representing a process to dispatch a user request made through a program grid to access audiovisual content items.

**Figure 13** is an illustrative drawing of a network system to deliver a user interface grid and content item identifier information to a user machine.

**Figure 14** is an illustrative drawing of a machine to generate a user interface grid and content item identifier information for use locally by the machine.

**Figure 15** is an illustrative flow diagram representing a process that the machine of **Figure 14** is configured to perform.

**Figure 16** is an illustrative flow diagram representing a process to access audiovisual content in response to a user selection of a UI grid location.

**Figure 17** is an illustrative drawing of an example UI grid that appears after a user already has selected a grid location in accordance with some embodiments.

**Figure 18** is an illustrative drawing representing flow of control among web pages following a user selection of a UI grid location in accordance with some embodiments.

## DESCRIPTION OF THE EMBODIMENTS

The following description is presented to enable any person skilled in the art to create and use a system and method to manage and deliver audiovisual content items, such as videos, that correspond to scheduled programs and is provided in the context of particular uses and their requirements. Various modifications to the disclosed embodiments will be readily apparent to those skilled in the art, and the generic principles defined herein may be applied to other embodiments and applications without departing from the spirit and scope of the invention. Moreover, in the following description, numerous details are set forth for the purpose of explanation. However, one of ordinary skill in the art will realize that the invention might be practiced without the use of these specific details. In other instances, well-known structures and processes are shown in block diagram form in order not to obscure the description of the invention with unnecessary detail. Thus, the present invention is not intended to be limited to the embodiments shown, but is to be accorded the widest scope consistent with the principles and features disclosed herein.

### Introduction

The term 'program' as used herein refers to visual or audiovisual content that is presented using a display system in a series of images to convey the

appearance of motion or to represent a sequence of still images representing scenes in motion and that is scheduled for delivery through mass distribution over any of a variety of distribution networks including cable, internet, and satellite and terrestrial television broadcast systems. A program's content may include movies or motion pictures films and television (TV) episodes, for example.

The terms 'visual content item', 'visual item' and 'item' as used herein refer to visual or audiovisual content that is encoded in a machine readable storage device and that is presented using a display system in a series of images to convey the appearance of motion or to represent a sequence of still images representing scenes in motion and that is available in inventory. A visual content item may be accessed individually through streaming from an internet web site, downloading from a web site or FTP site, or retrieval from a database or local storage system, for example. A video recording or video is one example of a visual content item. A visual content item's content may include movies or motion pictures films and television (TV) episodes, for example.

The same visual or audiovisual content may be presented as a program or as a visual content item. Thus, a user may have a choice of watching a program presentation that contains certain visual or audiovisual content, e.g., a television episode, or watching a visual content item presentation that contains the same visual or audiovisual content. Well established protocols exist to inform the viewing public of the scheduling of programs. For instance electronic program guides (EPGs) and Interactive Electronic Program Guides (IEPGs) are routinely distributed that provide a 'grid' to inform program viewers of the program source or channel and scheduled time that a program is to be presented. A viewer may want to access a visual content item to watch visual or audiovisual content that is the same as or a close match to that of a program at some time other than the program's scheduled viewing time.

Thus, there has been a need to designate visual content items that correspond to programs. In accordance with one aspect of some embodiments, program metadata that includes attribute information used to identify programs is compared with visual content item metadata that includes attribute information used to identify visual content items. In accordance with another aspect of some embodiments, a



user interface display is provided that associates programs with identifiers used to obtain matching visual content items.

Matching Program Metadata with Audiovisual Content Metadata

**Figure 1** is an illustrative drawing showing a first program metadata database 102 and a first visual content item metadata database ( a first 'item' metadata database)104. The first program metadata database 102 includes a plurality of respective program metadata records 106 corresponding to respective programs. The first item metadata database 104 includes a multiplicity of respective item metadata records 108 that correspond to respective visual or audiovisual content that is or may be available in inventory over a network such as through streaming over the internet, or through a file download or through retrieval from storage such as disk or a database, for example.

In some embodiments, program metadata records are obtained using known automated processes. Metadata records may be provided in different file formats such as binary, text, XML, CSV, DB records, for example. Any of a variety of methods can be used to obtain the metadata records such as reads from an RSS feed, reads from an FTP site, reads from web site (HTTP/HTTPS), reads from database, reads from file sytem, for example. In some embodiments, the first program metadata database includes all programs that air on the current day and 14 days going back and 14 days going forward. If a program airs more than once during this time frame, it is typically but not always represented by a single program metadata record. Program metadata may include the air date and air time, for each time zone, and runtime or duration of the audiovisual content, or that metadata may be provided in a separate events record

The program metadata records 106 and the visual content item metadata records 108 each contain respective attribute information that is descriptive of the respective programs or videos to which they correspond. The following Table 1 sets forth some typical attribute information of the program metadata records in accordance with some embodiments.

Table 1

Program series title	Program episode title	Program season-episode Numbers	Program date	Program description
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The following Table 2 sets forth some typical attribute information of the visual content item metadata records in accordance with some embodiments.

Table 2

Item series title	Item type	Item episode title	Item season-episod numbers	Item date	Item description
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**Figure 2** is an illustrative drawing of a first process 200 to determine matches between respective program metadata records 106 from the program metadata database 102 and respective visual content item metadata records 108 from the first visual content item metadata database 104. In general, for a typical 14 day period the program metadata database 102 contains about 50,000 metadata records covering 2000 channels/sources. The content item metadata database typically includes about 10-100 item metadata records from a small publisher/local affiliate TV station, 1000-20,000 item metadata records from a national network, and 10,000 - 100,000 item metadata records from Studios, Publishers and Aggregators. The flow diagram of **Figure 2** includes a plurality of modules, each representing an aspect of the process 200 that configures machine to perform a specified function of such module. The modules are implemented using computer program codes stored in a computer readable storage device. In decision module 202, a determination is made as to whether there are additional program metadata records 106 in the first program metadata database 102 that have not yet been processed for matching against one or more item metadata records 108 of the first item metadata database 104. When at least one additional program metadata record remains to be processed, module 204 configures the machine to select a next program metadata record for match processing. Module 206 configures the machine to perform one or more transformations of the metadata attributes of the selected

program metadata record. The transformations may involve changing the expression or representation of attributes to hide or remove extraneous or irrelevant differences so as to get at the core meaning of the expression.. Decision module 208 configures the machine to determine whether there are additional visual content item metadata records 108 in the first program metadata database 104 that have not yet been processed for matching against program metadata record 106 currently selected by module 204. When at least one additional item metadata record remains to be processed, module 210 configures the machine to select a next item metadata record for match processing. Module 212 configures the machine to perform one or more transformations of the metadata attributes of the selected item metadata record.

Module 214 configures the machine to compare respective attributes of the selected program metadata record with corresponding respective attributes of the visual content item metadata record and produces respective values representing similarity measures for one or more of the corresponding attributes. Module 216 configures the machine to produce weighted scores for one or more corresponding attributes of the selected program metadata record and the selected visual content item metadata record based upon the similarity measures. As explained below scores may not be produced for all corresponding attributes. Module 218 configures the machine to produce a match record (not shown) for the currently selected program-visual content item metadata pair, which is stored in a computer readable storage device.

The process 500 next returns to decision module 208, which again configures the machine to determine whether there are additional item metadata records 108 in the item metadata database 104 that have not yet been processed for matching against the program metadata record 106 currently selected by module 204. If there are, then the process 500 once again proceeds to module 210, and the processing of modules 212-218 is performed for a next selected visual content item metadata record. If there are not, then module 220 configures the machine to select a visual content item metadata record that matches the currently selected program metadata record based upon the scores within the stored match records (not shown) that have been stored for the currently selected program metadata record. In some

embodiments, module 222 configures the machine to create in computer readable storage an association (not shown) such as a reference or link, between the selected visual content item metadata record and the currently selected program metadata record. Alternatively, in other embodiments module 222 configures the machine to cause the display or rendering of a user interface (UI) display selector (not shown) that corresponds to a content item that corresponds to the selected visual content item metadata record. Next, decision module 202 once again configures the machine to determine whether there are additional program metadata records 106 in the first program metadata database 102 that have not yet been processed for matching against one or more visual content item metadata records 108 of the visual content item metadata database 104. If there are, then the process once again proceeds to module 204. If there are not, then the process 200 ends.

**Figure 3** is an illustrative diagram showing a configuration 300 within a computer system to produce individual weighted similarity measurement scores for corresponding attributes of a pair comprising a currently selected program metadata record 304 and a currently selected visual content item metadata record 306 consistent with the process of **Figure 2**. The scores are placed within a match record 308 corresponding to the currently selected program metadata record pair. A first comparison and weighting module 310 configures the machine to compare a program series title (PST) attribute with a video series title (IST) attribute and to produce a series title (ST) score. A second comparison and weighting module 312 configures the machine to compare a program episode title (PET) attribute with a video series title (IET) attribute and to produce an episode title (ET) score. A third comparison and weighting module 314 configures the machine to compare program season and episode numbers (Pse-ep) attribute with a video season and episode numbers (Ise-ep) attribute and to produce a season and episode numbers (se-ep) score. A fourth comparison and weighting module 316 configures the machine to compare a program date (Pdate) attribute with a video date (Idate) attribute and to produce a date score. A fifth comparison and weighting module 318 configures the machine to compare a program description (Pdesc) attribute with a video description (Idesc) attribute and to produce a description (descr) score. It will be appreciated

that, as indicated with dashed lines in **Figure 3**, the first through fifth comparison and weighting modules 310-318 of **Figure 3** correspond to modules 214 and 216 of the process 200 of **Figure 2**. It will be appreciated that although processes of modules 214-216 of **Figure 2** are shown as being separate, the similarity measure and weighting may be achieved through unified computation as indicated in **Figure 3**. The scores computed by modules 310-318 are stored within the match record 308 shown in **Figure 3** in accordance with module 218 of **Figure 2**. It will be appreciated that an additional match record 308 is created during each pass of the process of 200 of **Figure 2** through modules 214, 216 and 218.

The embodiment of **Figure 3** shows respective weighted similarity scores computed as a function of a respective comparison measure (Comp) and a respective weight (Wt). Specifically, the function involves multiplication:  $\text{Comp} * \text{Wt}$ . However it will be appreciated by persons skilled in the art that weighted similarity scores may be computed based upon other different functions that may involve addition or subtraction or division or some combination that serves to scale similarity scores based upon some measure of importance or reliability of a particular attribute, for example.

**Figure 4** is illustrative drawing showing a second program metadata database 402 and a second visual content item metadata database 404. The second program metadata database 402 includes a plurality of respective program metadata records 406, within a table 418, each corresponding to respective programs. The second visual content item metadata database 404 includes a multiplicity of visual content item metadata series records 420 each corresponding to a visual content item series, which includes one or more visual content item episodes. The visual content item metadata database 404 includes a multiplicity of respective visual content item metadata records 408 that correspond to respective items that are or may be available in inventory.

More particularly, in some embodiments, the second program database 402 of **Figure 4** includes one program metadata record 406 per program. In some embodiments a program metadata record 406 includes the attribute information of the type in the following Table 3:

Table 3

Format	Attribute
string	series_title
string	episode_title
string	episode_description
integer	season_number
integer	episode_number
date	original_air_date
datetime	start_time
integer	duration
integer	source_id
string	program_type

The visual content item metadata database of **Figure 4** contains one visual content item metadata record 408 per visual content item in a table 424. In some embodiments a visual content item metadata record 408 includes the attribute information of the type in the following Table 4:

Table 4

Format	Attribute
string	episode_title
string	episode_description
integer	season_number
integer	episode_number
date	original_air_date
integer	duration
string	video_type
string	stream_url
integer	series_id

Each item record 408 points to one and only one series metadata record 420 in a series table 426. There maybe a series metadata record 420 per TV Series or per movie. In some embodiments series metadata records 420 include the attribute information in the following Table 5:

Table 5

Format	Attribute
string	series_title
string	series_description

In the example visual content item metadata database arrangement of **Figure 4**, two visual content item metadata records 408 indicated by arrows V1 and V2 are known to be associated within the second visual content item metadata database 404 with the series metadata record indicated by arrow S1. Four visual content item metadata records 408 indicated by arrows V3-V6 are known to be associated within the second visual content item metadata database 404 with the series metadata record indicated by arrow S2. Three visual content item metadata records 408 indicated by arrows V7-V9 are known to be associated within the second visual content item metadata database 404 with the series metadata record indicated by arrow S3. Continuing with this example, the process 500 of **Figures 5A-5B**, described below, can determine that a given program metadata record 406-1 within the program metadata database 402 has a program series title that matches video series titles of three series metadata records 420 as indicated by arrows S1, S2 and S3. The process 500 of **Figures 5A-5B** uses the known associations between the series metadata records identified by arrows S1-S3 to determine that program metadata record 406-1 is most likely to match one of visual content item metadata records V1-V9, thus obviating the need to evaluate all potential matches with other visual content item metadata records.

**Figures 5A-5B** are illustrative drawings of an alternative embodiment process 500 to determine matches between respective program metadata records 406 from the second program metadata database 402 and respective series metadata records 420 and visual content item metadata records 408 from the second visual content item metadata database 404. The flow diagram of **Figures 5A-5B** includes a plurality of modules, each representing an aspect of the process 500 that configures machine, e.g., a computer processor (not shown) to perform a specified function of such module. The modules are implemented using computer program codes stored in a computer readable storage device. The alternative process 500 of **Figures 5A-5B** is similar to the process 200 of **Figure 2**. However the process alternative process 500 uses a series metadata structure 426 of **Figure 4** to aid in the correlation of program metadata records with item metadata records.

Decision module 502 configures the machine to determine whether additional program metadata records remain that have not yet been processed for matches. If there are more program metadata records to be processed then module 504 configures the machine to select a next program metadata record. Next, module 506 configures the machine to perform one or more transformations of the metadata attributes of the selected program metadata record as generally described above.

Decision module 508 configures the machine to determine whether more visual content item series metadata records of table 426 remain that have not yet been processed for matches with the currently selected program metadata record. If there are additional visual content item series metadata records to be processed then module 510 configures the machine to select a next visual content item series metadata record. Module 512 configures the machine to perform one or more transformations of the metadata attributes of the selected visual content item series metadata record as generally described above.

Module 514 configures the machine to produce similarity measures for program-series ST comparisons. Module 516 configures the machine to produce a weighted series title similarity score for the current program-series metadata record pair. Decision module 517 configures the machine to determine whether there is a match between the program series title attribute of the currently selected program metadata record and the visual content item series title attribute of the currently selected visual content item series metadata record. If there is no match, then process control flows back to decision module 508, which once again configures the machine to determine whether more visual content item series metadata records have not yet been processed for matches with the currently selected program metadata record. Module 518 configures the machine to store the weighted series title similarity score in a program-series match pair record corresponding to the currently selected pair of program and visual content item metadata records. Module 520 configures the machine to get a list of visual content item metadata records associated with the currently selected series metadata record.

Decision module 522 configures the machine to determine whether there are visual content item metadata on the list obtained by module 520 that have not yet



been processed for matches with the currently selected program metadata record. If not, then process control flows to decision module 508. However, if additional visual content item metadata records on the list remain to be processed for matches, then module 524 configures the machine to select a next video attribute record. Module 526 configures the machine to perform one or more transformations of the metadata attributes of the selected visual content item metadata record as generally described above. Module 528 configures the machine to compare respective attributes of the selected program metadata record with corresponding respective attributes of the visual content item metadata record and to produce respective values representing similarity measures for one or more of the corresponding attributes. Module 530 configures the machine to produce weighted scores for one or more corresponding attributes of the selected program metadata record and the selected visual content item metadata record based upon the similarity measures. Module 532 configures the machine to produce a match record (not shown) for the currently selected program-visual content item metadata pair which is stored in a computer readable storage device.

Next, decision module 522 once again configures the machine to determine whether there are visual content item metadata records on the list obtained by module 520 that have not yet been processed for matches with the currently selected program metadata record. If there are, then control again flows to module 524. If there are not, then control flows to decision module 508. Assuming that decision module 508 determines that there are no further video series records in table 426 that remain to be compared with the currently selected program metadata record, module 534 configures the machine to select one of a series metadata record or a visual content item metadata record as matching the currently selected program metadata structure based upon the scores stored pursuant to module 518. In some embodiments, module 536 configures the machine to associate the currently selected program metadata record in computer readable storage with the selected video series or visual content item metadata record. Alternatively, in other embodiments module 536 configures the machine to cause display or rendering of a UI icon (not shown) that represents the selected the selected video series or visual

content item metadata record. Control flows once again to decision module 502. If there are no further program metadata records to process, then process 500 ends. Otherwise, control flows again to module 504.

In some embodiments, modules 516-518 and 528-532 of the process 500 of **Figures 5A-5B** employ the configuration of the process **Figure 3**.

**Figure 6** is an illustrative drawing of respective example program-series match records produced by the process 500 of **Figures 5A-5B** for the matching of program metadata record 406-1 with respective series metadata records indicated by arrows S1, S2 and S3. Each program-series match record has a weighted similarity score for the series title comparison, but no score is determined for any other attribute. It will be appreciated that in this context, the series metadata records serve as an index in to the visual content item metadata table 424. A determination of series title matching in decision module 514 is used to identify visual content item metadata records associated with a series metadata record that are most likely to have a close match to a given program metadata record. Unnecessary processing effort is avoided by not performing other attribute comparisons for the series metadata records.

**Figure 7** is an illustrative drawing of example program-video match records produced by the process 500 of **Figures 5A-5B** for the matching of program metadata record 406-1 with respective visual content item metadata records indicated by arrows V1 to V9. The series title score for each visual content item metadata record is the same as that of the series metadata record with which it is associated. Also, in this example, each visual content item metadata record has a score for each attribute. The program-series match record scores of **Figure 6** and the program-video match record scores of **Figure 7** are evaluated as explained in more detail below to select a match with the given record, 406-1, in this example.

#### Transformation of Metadata Records

For each program metadata record, module 206 of **Figure 2** and module 506 of **Figure 5A** generate multiple progressive transformations of the program episode title, which are referred to as:

Program.episode\_title 1 transformation

Program.episode\_title2 transformation

Program.episode\_title 3 transformation

The multiple transformations convert the program episode title through multiple transformation levels, three levels in this embodiment. The transformations are progressive in that each transformation transforms a prior level transformation to a next level transformation.

In some embodiments, the program title transformation proceeds as follows.

To produce the Program.episode\_title 1 transformation, starting with the program\_episode\_title text string within the program metadata record, convert all characters to lowercase letters; trim space characters from start and end; and remove sequences of two or more space characters. Thus, an original expression of a program episode title attribute is converted to a second level expression of the program episode title attribute that complies with a prescribed string format.

To produce the Program.episode\_title2 transformation, starting with the Program.episode\_title 1 transformation, remove all punctuation characters, and replace selected string sequences, for example “no.” -> “#”, “criminal intent” -> “ci”. Human intervention may be involved with inserting certain content-specific transformations such as well known abbreviations for a program title. Thus, the second expression of a program title attribute is converted to a third level expression of the program title attribute that complies with a prescribed string format.

To produce the Program.episode\_title3 transformation, starting with the Program.episode\_title2 transformation, remove all space characters and sequences of two or more same-letter sequences (e.g., to fix typos like “Friendds”). Thus, the third expression of a program title attribute is converted to a fourth level expression of the program title attribute that complies with a prescribed string format.

Similarly, for respective program metadata records, multiple progressive transformations of the program series title are generated, which are referred to as:

Program.series\_title1 transformation

Program.series\_title2 transformation

Program.series\_title3 transformation

The program series title transformation process is the same as that described above for transformation of program titles.

Likewise, for respective visual content item series metadata records, module 212 of process 200 of **Figure 2** and module 512 of **Figure 5A** generates multiple progressive transformations of the series title, which are referred to as:

Content\_item.series\_title1 transformation

Content\_item.series\_title2 transformation

Content\_item.series\_title3 transformation

The content item series title transformation process is the same as that described above for transformation of program titles.

In a like manner, for respective visual content items, module 212 of process 200 of **Figure 2** and module 526 of process 500 of **Figure 5A**, generate multiple progressive transformations of the episode title, which are referred to as:

Content\_item.episode\_title1 transformation

Content\_item.episode\_title2 transformation

Content\_item.episode\_title3 transformation

The content item episode title transformation process is the same as that described above for transformation of program titles and series titles.

#### Comparing and Scoring Title Attribute Similarities

The following Table 6 sets forth similarity scoring for title comparisons in accordance with some embodiments. The scoring is the same for comparisons of program series titles with item series titles and for comparisons of program episode titles with item episode titles. Matches at higher transformation levels are indicative of greater similarity between titles than matches at lower transformation levels. Accordingly, higher match scores for higher level title matches are indicative of greater similarity between titles than are match scores for lower level matches.

Also, an additional title 'contained within' title similarity comparison may be performed that ascertains whether an entire program series title is contained within a given item series title or a program episode title is contained within a given item episode title. Specifically, in accordance with some embodiments, if the program metadata record series title (or program metadata record episode title,

whichever one is being compared) contains some threshold number of characters, at least six characters in some embodiments, and a respective content item's metadata record series title or a content item's metadata record episode title (whichever is being compared) contains the entire program title, then a 'contained within' similarity match score is provided.

If there is no title match at any transformation and there is no 'contained within' match, then the title match score is zero (0).

Table 6

Transformation level	Title Similarity Score
Level 1	4
Level 2	3
Level 3	2
Contained within	1
No match	0

Comparison through multiple transformation levels proceeds as follows for both program metadata record series title to content item metadata record series title comparisons and for program metadata record episode title to content item metadata record episode title comparisons. Program series title to content item series title comparisons are discussed with reference to module 514 in **Figure 5A** and also with reference to module 310 of **Figure 3**. Program episode title to content item episode title comparisons are discussed with reference to module 214 of **Figure 2** and module 528 of **Figure 5A** and also with reference to module 312 of **Figure 3**.

More particularly, for a given program record in the program metadata database 418, the title comparison process compares the program metadata record title (whether series title or episode title) with the content item metadata record title (whether series title or episode title). The title comparison process determines whether there is a match of program title and content item title at a first transformation level. If there is a match at a first title transformation level, then the title comparison process ends (for that particular program-item or episode title comparison), and indicia of a title match, including a title match score (e.g., 4) indicative of a first transformation level (Level 1) match, is stored in a content item match record or a content item series match record (depending upon whether a

series or item comparison is being made) within a computer readable storage device. If there is no first transformation level title match, then the title comparison process determines whether there is a match of program title and content item title at a second transformation level (Level 2). If there is a match at the second title transformation level then the title comparison process ends, and indicia of a title match, including a title match score (e.g., 3) indicative of a second transformation level match, is stored in a content item match record within a computer readable storage device. If there is no second title transformation level match then the title comparison process determines whether there is a match of program title and content item title at a third transformation level (Level 3). If there is a match at the third title transformation level then the title comparison process ends, and indicia of a title match, including a title match score (e.g., 2) indicative of a second transformation level match, is stored in a content item match record within a computer readable storage device. If there is no third title transformation level match then the title comparison process determines whether there is a 'contained within' match of program title and content item title. If there is a 'contained within' match then indicia of a 'contained within' match, including a title match score (e.g., 1) is stored in a content item match record within a computer readable storage device. If there is no 'contained within' title transformation level match, then the title match score is zero (0). This same process occurs for each comparison of a program series title with a content item series title and for each comparison of a program episode title with a content item episode title.

#### Scoring Content Metadata Item Type Attribute

An audiovisual content item metadata record having a Type attribute indicative of a 'full episode' is scored with a similarity measure of one (1). Otherwise, the Type attribute similarity is scored (0). As explained more fully below, the Type scores is not indicative of similarity but rather is used to sort match records corresponding to 'full' items from match items corresponding to 'clips', for example.

### Scoring Season Number/Episode Number Attribute Similarity

An audiovisual content item metadata that record has 'se-ep' attribute that matches the se-ep' attribute of a program metadata record is scored one (1). Otherwise, the se-ep attribute similarity is scored (0). Note that these two attributes, season number and episode number, are scored together as a single attribute since their combined matching is a far more probative of a match between a program metadata record and a content item or content series item metadata record than are individual season or episode attribute matches.

### Scoring Date Attribute Similarity

If a program metadata air date is the same as (exact match) a content item metadata record original air date then the date similarity is scored as two (2).

If a program metadata air date is within some prescribed proximity (e.g., within one day of exact match) of a content item metadata record original air date then the date similarity is scored as one (1).

Also, if a program metadata record indicates that program content type includes a feature film, and where no program original air date is provided and there are no content item metadata records that indicate the Type, "full episode" content item episodes for this series but there are one or more clips for the series, then the date similarity is scored as one (1).

Otherwise, the date attribute similarity is scored (0).

### Scoring Description Attribute Similarity

For each respective video match record, unless the description match is cancelled in accordance with the cancellation criteria set forth below, the episode description within a given program metadata record is compared with the episode description within a given audiovisual content item metadata record. In some embodiments, description comparison involves computing respective second progressive transformations of the program episode description string and of the given content item episode description string. A description (descr) attribute similarity score is computed as an integer representing the number of times that a word from the given transformed program episode description string appears in the given transformed content item episode description string.

Cancellation Criteria for Description Attribute Similarity Scoring

If any of the following are true, then cancel the description similarity scoring.

1. If a given program original air date is provided, and every "full length" content item in a given content item series has an original air date, and the program original air date does not match any of them, or

2. If program original air date is provided, and every "clip" content item in a given content item series has an original air date, and the program original air date does not match any of them, or

3. There is no date match (date similarity score = 0), and no Season/Episode number match (se-ep similarity score = 0), and there is a content item episode title match (episode title similarity score = 1 to 4) and the content item content.item.episode\_title transformation is not unique across the other content.item.episode\_title values (for content times of the same full/clip type) in this series, or

4. This is a clip with a date match.

The following explains operation of the selection module 220 of **Figure 2** and selection module 534 of **Figure 5B**.

Producing Weighted Match Scores

Module 214 of **Figure 2** and modules 516 and 528 of **Figures 5A-5B** compute separate weighted match scores for respective metadata record attributes by multiplication of the respective attribute similarity scores by weighting factors according to the weights in the following Table 7.

Table 7

Video	Attribute Weight
Video type	10,000
Video date	5,000
Video season no. / episode no.	2,500
Video episode title	500
Video series title	100
Video description	1

It will be appreciated from the above weighting scheme that date matches and season/episode matches carry more weight than episode matches. Moreover,



episode title matches carry more weight than series title matches. The description match has a low weight and may serve as a tie breaker if it is even performed. As suggested by the description weighting, descriptions have been found to not be highly probative for comparisons. Note that the Type attribute is highly weighted due to a preference for “full” items as opposed to “clips” items. The rather extreme high weighting of Type causes every “full” item to be scored as a better match (at least in terms of raw numerical score) than all “clip” Type items. However, the Type attribute is not a true indicator of whether a particular program metadata record actually matches an item metadata record.

#### Discarding Certain Match Records from Consideration

The selection module 220 of **Figure 2** and the selection module 534 of **Figure 5B** keep respective series match records and content item match records only if, (i.e. discard all other match records according to the following criteria):

1. Series content item match records that have a series title match similarity score greater than or equal to two (2);
2. Content item records (full Type or clip Type) that have a date match similarity score that is greater than zero (0);
3. Content item records (full Type or clip Type) that have a Season/Episode similarity scores greater than zero (0);
4. Content item records (full Type or clip Type) that have episode title match similarity scores greater than one (1).

#### Selection Criteria for Selecting a Match Record

The selection module 220 and the selection module 534 sort the series and video match records for a given currently selected program metadata record in descending order, based on their weighted match score values.

Within each “Type” subset of match records (Match match\_type = “series”, “full”, or “clip”), if there is only one match record with the highest weighted score value, mark it “Best In Type” (Match.rank = 2). If instead there are multiple match records with the highest score value, mark them all as “Among the Best In Type” (Match.rank = 3).

If there exists a "full" Type match record, which is Best In Type, then module 222 in **Figure 2** or module 536 in **Figure 5B** associates the given currently selected program metadata record with a content item metadata record specified in that match record having "full" Type.

Otherwise, if there exists a "clip" Type match record which is Best In Type, then module 222 in **Figure 2** or module 536 in **Figure 5B** associates the given currently selected program metadata record with a content item metadata record specified in that match record having "clip" Type.

Otherwise, if there is a "series" match which is Best In Type, then module 222 in **Figure 2** or module 536 in **Figure 5B** associates the given currently selected program metadata record with a series content item metadata record specified in that match record having "series" match.

Otherwise there is no suitable Match for this Program.

#### Match Examples

**Figure 8** is an illustrative drawing showing a first example program metadata record 802 on the top left and three example content item metadata records 804, 806 and 808 below on the left and three corresponding content item match score records 804M, 806M and 808M on the right. In this example, content item metadata record 804 would be selected as the best match since its match record 804M has the highest total score 19921. Content item match records 806M and 808M have identical scores of 10400. All three content item metadata records have the same Type, and therefore earn a scores of 10000 based upon Type match alone. All three content item records 804-808 have perfect series title matches (s.title), earning series title similarity score of four (4), which results in a weighted score of 400 (100x4) in their respective match records 804M-808M. The content item record 804M has perfect date match (v.date) (weighted score of 5000), season/episode match (v.se-ep) (weighted score 2,500) and episode match (v.title) (weighted score of 500x4=2000). In addition, content item record 804M has a score of 21 for its description match. In contrast, content item records 806M-808M earned zero (0) points each for their (v.date), (v.se-ep) (v.title) comparisons. Note that in this

example, a perfect date match similarity is accorded a value of 1 rather than 2 as in some embodiments.

**Figure 9** is an illustrative drawing showing second example program metadata record 902 on the top left and several example content item metadata records 904-916 below on the left and several corresponding content item match score records 904M-916M on the right. In this example, multiple match records all have identical top scores of 10400. Thus, all of these are 'Among the Best In Type'. In accordance with the above selection criteria the "clip" content item metadata record 912 that has a score of 8400 in its content item record 912M would be selected to match the program metadata record 902.

The match records produced by the processes of **Figure 2** and **Figures 5A-5B** are maintained in computer readable device storage to permit inspection by persons who may want to assess the quality of the matches made using these processes. These persons also may wish to modify or override match determinations made by a process 200 or 500.

#### Alternative Transformation Levels and Similarity Measures

The following Table 8 provides alternate set of character string transformation levels and similarity measures in accordance with some embodiments. This alternate approach can provide a better differentiation between similarity measures which have close numeric values, for example Similarity Measure 1 and 2. Whereas before both would have had a similarity score of just 1, and they would have been indistinguishable.

Table 8

Transformation Level	Similarity Measure	Description of Transformation
Level 9	9	Exact string match (original strings compared)
Level 7	7	Ignore case, trim ends & remove redundant spaces
Level 5	5	Keyword replacements & remove punctuation
Level 3	3	Strip non-ascii chars, remove multi-char runs, and remove all spaces
Level 2	2	Series/Episode Title includes Program Title
Level 1	1	Program Title includes Series/Episode Title

Transformation Level	Similarity Measure	Description of Transformation
Level 0	0	No match

#### Alternative Date Similarity Measures

The following Table 9 provides alternate date similarity measures in accordance with some embodiments.

Table 9

Similarity Measure	Description of Date Proximity
3	Exact Date Match
2	Off-by-one Date Match
1	Special Cases
0	No Match

#### Alternative Weightings

The following Table 10 provides alternate weightings in accordance with some embodiments. This alternative weighting embodiment avoid overlapping of scores of different attributes.

Table 10

Video Attribute	Weight
Video type	80,000
Video date	20,000
Video season no. / episode no.	10,000
Video episode title	1,000
Video series title	100
Video description	1

#### User Interface

**Figure 10** is an illustrative drawing of an interactive user interface display, commonly known as an interactive program guide (IEPG), including an image of a two-dimensional grid 1000 having multiple grid coordinate locations each identifying a program and each corresponding to a combination of a program source provider such as a channel or network and a scheduled program air time. A program guide display is rendered onto a display screen by a machine configured using instructions stored in a computer readable storage device to produce the guide image

on the display. The guide display provides a persistent tangible representation of the grid that a user may reference to make content item selections. Program providers are identified on a vertical axis of the grid. Scheduled program air times are indicated on a horizontal axis of the grid. Two dimensional IEPG grids layouts are well known and provide an intuitive approach to locate programs based on channels and time slots. The grid's scheduled programs, their channels and time slots are assembled from information that generally is readily available from various Content Publishers.

Certain grid locations contain icons that identify programs and time slot combinations that are matched to a specific visual content item that is currently accessible for viewing. Specifically, for example, the grid coordinate location labeled "Program 1" contains a first 'Watch Now' icon 1002 to indicate that "Program 1" scheduled in the 8:00PM to 9:00M time slot is matched to a specific visual content item within a first category that is currently accessible for viewing. In some embodiments, the first category is a "full" video containing the corresponding program's content. Also, for example, the grid coordinate location labeled "Program 11" contains a second 'Watch Clip' icon 1004 to indicate that "Program 11" scheduled in the 10:00PM to 11:00PM time slot is matched to a specific visual content item from a second category that is currently accessible for viewing. In some embodiments, the second category is a video "clip" corresponding to corresponding program's content.

Certain other grid locations contain a third "Explore" icon 1006 to indicate programs matched to a specific series or collection comprising multiple different visual content items from the same content series that are currently accessible for viewing. In the example grid display, the grid coordinate location labeled "Program 13" contains the third 'Explore' icon 1006 to indicate that "Program 13" scheduled in the 8:30PM to 9:00M time slot is matched to a specific series or collection of visual content items that are currently accessible for viewing. The visual content items may comprise full video episodes corresponding to a program series or clips from a program series or both, for example.

A computing machine, such as a personal computer, set top box (STB) or cell phone, is configured to provide an association, reference or link that is encoded within a computer readable storage device between a respective grid coordinate location containing a first 'Watch Now' icon 1002 and a respective first identifier that indicates a source from which the specific visual content item matched to the program identified by that grid location can be obtained. The computing machine also is configured to provide an association encoded within the storage device between a respective grid coordinate location containing a second 'Watch Clip' icon 1004 and a respective second identifier that indicates a source from which the specific visual content item matched to the program identified by that grid location can be obtained. Further, the computing machine is configured to provide an association encoded within a computer readable storage device between a respective grid coordinate location containing a third 'Explore' icon 1006 and a respective third identifier that indicates a source from which a menu to select from among the series or collection of visual content items.

The identifiers, which are also encoded in computer readable storage, are indicative of storage device locations where specific designated content items matched to the identified programs can be obtained. A storage device may comprise a local disk or a server accessible over the Internet via a web browser or a database location accessible over a storage area network, for example. The identifiers may be URLs or FTP addresses if the content item is to be retrieved from the Internet, for example. The identifiers may be a file addresses if the content items are to be obtained from disk storage or a database location if the content item is to be retrieved from a database location, for example. Some combination of identifier types may be provided if different content items are accessible from multiple different kinds of locations.

Table 11 is an example of a list of identifiers corresponding to the first 'Watch Now' icon associated with Program 1, to the second 'Watch Clip' icon associated with Program 11 and to the third 'Explore' icon of Program 13 that are stored in a computer readable storage device that correspond to the grid locations shown on the grid of **Figure 10**. It will be appreciated that identifiers are stored for

other grid locations having first, second or third icons, but in the interest of conciseness only these three are shown.

Table 11

Grid Location	Stored Identifier
Program 1	Identifier 1
Program 11	Identifier 11
Program 13	Identifier 13

The machine is configured to permit a user to retrieve a visual content item that corresponds to the grid location of a program that the user wants to view. For example, the machine may be configured to permit a user to actuate a point and click device such as a mouse device or operate a remote control device or to flip a mechanical switch or use a touch screen or voice command system to select a grid location and thereby retrieve from storage a content item associated with that location. In response to the selection, the machine delivers a first category (e.g., full length or clip) of content if the grid location contains a first icon. The machine delivers a second category of content if the grid location contains a second icon. The machine delivers a selection or menu of content items if the grid location contains a third icon.

A forward shift (to the right) scroll control arrow icon 1008 is actuated to effect scrolling forward in time to view programs scheduled to air in the future. A backward shift (to the left) scroll control arrow icon 1010 is actuated to effect scrolling backward in time to view programs scheduled to air in the past. Thus, for example, a user can use the scroll controls to scroll the grid to view a grid location identifying a previously aired program. If a first icon is disposed on the grid location for the desired program, then the user can select the program and obtain and view a first category (e.g., full video) content item matched to the previously aired program. If a second icon is disposed on the grid location for the desired program, then the user can select the program and obtain and view a second category (e.g., video clip) content item matched to the previously aired program. If a third icon is disposed on the grid location for the desired program, to obtain a menu of content items (e.g., video episodes and/or video clips) from a series matched to the program.

Therefore, a viewer can advantageously use the grid 1000 to navigate to a desired grid location, corresponding to a past time or a to a future time, that identifies a particular program, and to then access a visual content item matched to the program without the need for additional probing or searching or analysis to determine whether the content item is truly the one that matches the scheduled program. The ability to scroll backwards in time allows viewers to find and watch the proverbial show that aired last night or even last week or before, that everyone else is talking about but that they missed. The matching of program metadata records with content item metadata records according to the process 200 of **Figure 2** or according to the alternate process 500 of **Figures 5A-5B** can be used to confidently designate which specific audiovisual content items are the best matches with scheduled programs, thus saving the viewer the hassle of figuring that out for himself.

#### Constructing an EPG Grid to Access Audiovisual Content Items

**Figure 11** is an illustrative flow diagram representing a process 1100 to create an EPG grid having associations with specific audiovisual content items that are available for viewing. The flow diagram of **Figure 11** includes multiple modules, each representing an aspect of the process 1100 that configures machine to perform a specified function of such module. Module 1102 configures a machine to determine correlations between program metadata records and audiovisual content metadata records. In essence, module 1102 performs the role of process 200 of **Figure 2** or of process 500 of **Figures 5A-5B**. Module 1104 configures the machine to associate program identifiers such as program names or program logos or program images with grid locations associated with the different programs. As such, module 114 performs a conventional well known function. Module 1106 configures a machine to associate an identifier that can be used to access a content item with a grid location identifying the program that has been associated with the item by the process of module 1102. Module 1108 configures the machine, based upon the match results determined by module 1102, to associate first, second or third icons with grid locations associated with specific first category content items, specific second category content items and series of content items, respectively.



### Dispatching User Requests for Audiovisual Content Items

**Figure 12** is an illustrative flow diagram representing a process 1200 to dispatch a user request made through a program grid to access audiovisual content items. The flow diagram of **Figure 12** includes multiple modules, each representing an aspect of the process 1200 that configures machine, e.g., a computer processor to perform a specified function of such module. A grid 1202 produced includes program identifiers indicated by letters “A” through “L” in grid locations (1,1) through (3,3) as shown. Module 1102 of **Figure 11** is used in some embodiments to associate program identifiers with grid locations. The grid 1202 includes first icons associated with program “A”, “C” and “J”; includes second icons associated with programs “F” and “I”; and includes a third icon associated with program “L”. Module 1108 of **Figure 11** is used in some embodiments to associated the first, second and third icons with different programs in different grid locations.

A data structure, specifically a table, 1204 correlates grid locations with icon types and request identifiers. Module 1106 of **Figure 11** is used in some embodiments to produces the data structure 1204. In the example data structure 1204 encoded in storage, indicates that grid location (1,1) is associated with the first icon type and a request identifier ID1. The data structure indicates that grid locations (1,2) through (2,1), (2,4) and (3,3) are not associated with any icons. Grid location (2,2) is associated with the second icon and request identifier ID2. Grid location (2,3) is associated with the first icon and request identifier ID3. Grid location (3,1) is associated with the second icon and request identifier ID4. Grid location (3,2) is associated with the first icon and request identifier ID5. Grid location (3,4) is associated with the third icon and request identifier ID6.

An audiovisual content item (AVCI) access module 1206 configures a machine to request audiovisual content items in response to user request. The grid 1202 acts as a UI in which a user selects a grid location that identifies a program the user wishes to view. The program identifiers “A” to “L” inform the user of scheduled programs. The icons inform the user of which programs correspond to matched content that is currently available to view. The user selects a grid location that has a coordinate (1,1) to (3,4). The AVCI access module 1206 uses the grid

coordinate information to retrieve icon information and identifier information from the data structure 1204. The AVCI generates a request for audiovisual content item or a menu of items based upon the information retrieved from the data structure 1204. The nature of the requests depends upon the context in which the process 1200 is performed. Details of the ACVI process 1206 are provided below with reference to **Figure 16**.

Delivering a Grid UI and Content Item Identifier Information  
over a Network

**Figure 13** is an illustrative drawing of a network system 1300 to deliver a user interface grid and content item identifier information to a user machine. A server system 1302, which includes one or more processors 1303 and storage devices 1305 such as RAM and persistent memory, is configured to perform the functions of the process 1100 of **Figure 11** to generate the grid 1202 and data structure of **Figure 12**. It will be appreciated that the different modules of process 1100 may be performed on one or more different physical or virtual machines, perhaps at different physical locations. A user machine 1304 that includes a display 1303, one or more processors 1305 and computer readable storage 1307 such as RAM or a persistent storage device and a display makes a grid request of the internet 1306 to the server system 1302 for the grid 1202 or for a refresh of the grid. It will be appreciated that the processes 200 of **Figure 2** and 500 of **Figures 5A-5B** typically run frequently if not continually, and that they regularly generate new matches between programs and content items. Therefore, the match information of a grid previously obtained by the user device 1304 soon becomes out of date and must be regularly updated or refreshed. Of course, it will be appreciated that grid refresh may be initiated by the server system 1302 rather than the user system 1304. For example, the server system 1302 may schedule regular refresh sessions with registered user machines such as machine 1304. Regardless of who makes initiates the grid update, the server system 1302 sends over the Internet 1306 to the user device the information to generate a grid UI such as grid UI 1202 of **Figure 12** and corresponding request identifier information such as that in the data structure 1204 of **Figure 12**.

Machine to Update Match Content, UI Grid and Identifier Data Structure and Pre-load Audiovisual Content Items Associated with the UI Grid

**Figure 14** is an illustrative drawing of a machine to generate a user interface grid and content item identifier information for use locally by the machine. Machine 1402 which includes a display 1403, one or more processors 1404 and a computer readable storage device 1406 such as a RAM or a persistent memory device may be a personal computer, set top box, server or cell phone, for example. The machine includes one or more storage devices 1408 that store program metadata and one or more storage devices 1410 that store audiovisual content item metadata. The machine 1402 is configured periodically to perform the process 200 of **Figure 2** or the process 500 of **Figures 5A-5B** to identify matches between programs and content items. The machine 1402 also is configured periodically to perform the process of 1100 of **Figure 11** that can be used to produce or refresh the UI grid 1202 and the identifier bearing data structure 1204 of **Figure 12**. The one or more storage devices of the machine 1402 include one or more storage devices 1412 that store actual video content items that have been downloaded from sources on a network such as the Internet 1414.

**Figure 15** is an illustrative drawing representing a process that the machine 1402 of **Figure 14** is configured to perform. The flow diagram of **Figure 15** includes a plurality of modules, each representing an aspect of the process 1500 that configures machine to perform a specified function of such module. Module 1502 configures the machine 1402 to obtain updated program metadata from sources such as Content Publishers 1416. Module 1504 configures the machine 1402 to obtain updated audiovisual content item metadata (AVMD) over a network such as the Internet from various sources 1418, 1420 and 1422, which may be such as content aggregators, for example. Module 1506 configures the machine 1402 to run process 200 or process 500 in order to identify new best matches between programs and content items. Module 1508 configures the machine 1402 to obtain from one or more sources 1418, 1420 and 1422, audiovisual content items (AVCIs) determined by module 1506 to match programs that appear or that are to appear in the UI grid 1202. Module 1510 runs the process 1100 to update the UI grid 1202 and to update

the data structure 1204. However, note that the identifiers in the data structure 1204 identify locations in storage 1412 where pre-loaded video content can be obtained.

Requesting Content Item in Response to user Selection of UI grid Location

**Figure 16** is an illustrative flow diagram representing a process 1600 to access audiovisual content in response to a user selection of a UI grid location. The flow diagram of **Figure 16** includes a plurality of modules, each representing an aspect of the process 1600 that configures machine to perform a specified function of such module. The modules are implemented using computer program codes stored in a computer readable storage device. The process 1600 represents details of the ACVI access routine 1206 of **Figure 12**. Module 1602 configures a machine to receive a user selection of a UI grid location. Module 1604 configures the machine to refer to a stored data structure to determine an identifier associated with the selected location. The identifier indicates where the content item can be obtained, such as a web page that can stream the content, a network address to which an FTP request can be made for the content or a local storage location, for example. Decision module 1606 configures the machine to determine whether additional user input is required. It will be appreciated that the data structure 1204 contains information that may be used to determine what if any additional user input might be required. For example, if the requested content item involves adult content, then a warning and parental consent may be required. Alternatively, for example, if a surcharge is required for the content, then the user may be required to agree to pay. If decision module 1606 determines that user input is required, then module 1608 configures the machine to request the additional user input. Decision module 1610 configures the machine to determine whether the user wishes to proceed. If not, then the process ends. If yes, then module 1612 configures the machine to request the content item that corresponds to the selected grid location. based upon the identifier determined by module 1604. referring again to decision module 1606, if no additional user input is required, then control flows directly to module 1612 which requests the content using the identifier.

**Figure 17** is an illustrative drawing of an example UI grid that appears after a user already has selected a grid location in accordance with some embodiments.

Referring to both **Figures 16 and 17**, in response to the selection, module 1608 of process 1600 of **Figure 16** causes an enlarged display of an Program 6 Image and sets forth certain metadata describing the content item. The module 1608 also causes display of a 'Watch Clip' button. If the user actuates the button, the decision module 1610 causes module 1612 to use the identifier corresponding to the grid location for Program 6 to retrieve the content item. It will be appreciated that the program code to implement modules of **Figure 16** may be stored in a storage device of a machine 1304 of **Figure 13** or machine 1404 of **Figure 14**.

**Figure 18** is an illustrative drawing representing flow of control among web pages following a user selection of a UI grid location in accordance with some embodiments. Assume that a user selects one of the grid locations that contains a first or second icon (represented by a shaded or clear arrow respectively). Referring to both **Figures 16 and 18**, further assume that decision module 1606 determines that additional user input is required. In this example, rather than displaying additional information on the grid as in **Figure 17**, module 1606 causes the user's machine to be 'taken' to a second web page 1802 (different from the web page displaying the UI grid) that offers advertisements and provides metadata about the content item, for example, and that also requests confirmation that the user wants to 'Watch Now'. That web second page 1802 is within the purview of process 160, however. Assuming the user indicates a desire to 'Watch Now' on the second web page 1802, the module 1612 uses the identifier determined by module 1604 to request a third web page 1804, outside the purview of process 160 and likely that of a third party. That third web page 1808 may include welcoming information, and perhaps some more ads, or may request payment, for example. The third web page 1808 typically will request confirmation from the user that the content item is to be delivered. Assuming that the user indicates a desire to receive the content item, the content is delivered as indicated by block 1806. It will be appreciated that the program code to implement modules of **Figure 16** may be stored in a storage device of a machine 1304 of **Figure 13** or machine 1404 of **Figure 14**.

The foregoing description and drawings of embodiments in accordance with the present invention are merely illustrative of the principles of the invention.

Therefore, it will be understood that various modifications can be made to the embodiments by those skilled in the art without departing from the spirit and scope of the invention, which is defined in the appended claims.

## CLAIMS

1. A method to designate visual content that is available for delivery over a network that correspond to programs distributed according to a predetermined schedule comprising:

obtaining multiple respective program metadata records that correspond to respective scheduled programs and that include program attribute information indicative of respective attributes of the respective scheduled programs;

obtaining multiple respective visual content item metadata records that respectively correspond to respective visual content items available for delivery over the network and that include respective visual content item attribute information indicative of respective attributes of respective visual content items;

comparing attribute information of a given respective program metadata record with respective attribute information of multiple respective content metadata records to measure similarity between corresponding attributes of the program metadata record and attributes of the multiple respective content metadata records;

determining respective program-content attribute match scores for respective compared content metadata records as a function of a measure of similarity between the program attributes of the given respective program metadata record and corresponding visual content item attributes of respective content metadata records and of weighting of respective attribute comparisons;

selecting a respective visual content item based upon the determined program-content attribute match scores; and

producing a data structure in a computer useable storage device that includes information that identifies a scheduled program that corresponds to the given respective program metadata record and that indicates a location from which the selected respective visual content item can be obtained.

2. The method of claim 1,

wherein the program attribute information includes respective scheduled program character strings;

wherein the respective visual content item attribute information includes respective visual content item character strings; and further including:

transforming at least one of the respective scheduled program attribute character string of the given respective program metadata record to change a representation of the program character string to remove an expression or representation that is extraneous to differences between the scheduled program attribute information and respective visual content item attribute information; and

transforming a corresponding respective visual content item attribute character string of a respective visual content item metadata record to change a representation of the visual content item character string to remove an expression or representation that is extraneous to differences between respective visual content item attribute information and the scheduled program attribute information and;

wherein comparing includes comparing the respective transformed scheduled program attribute character string with the corresponding respective transformed visual content item attribute character string.

3. The method of claim 1,  
wherein the program attribute information includes a program date attribute;  
wherein the visual content attribute information includes a respective visual content date attribute;

wherein comparing includes comparing a program date attribute with corresponding respective visual content date attributes to determine proximity of the corresponding dates; and

wherein the determined respective program-content attribute match scores are a function of respective proximity of the program date attribute to corresponding respective visual content date attributes.

4. The method of claim 1,  
wherein the program attribute information includes respective scheduled program character strings;



wherein the visual content attribute information includes respective visual content character strings; and further including:

producing a first transformation of at least one of the respective scheduled program attribute character strings of the given respective program metadata record to change a representation of the program character string to remove an expression or representation that is extraneous to differences between the scheduled program attribute information and respective visual content item attribute information so as to produce a respective first transformed scheduled program attribute character string; and

producing a first transformation of a corresponding respective visual content item attribute character string of a respective visual content item metadata record to change a representation of the visual content item character string to remove an expression or a representation that is extraneous to differences between respective visual content item attribute information and the scheduled program attribute information so as to produce a respective first transformed visual content item attribute character string;

wherein comparing includes producing respective first similarity score indicative of similarity of the respective first transformed scheduled program attribute character string to respective first transformed visual content attribute character string;

producing a second transformation of at least one of the respective first transformed scheduled program attribute character string of the given respective program metadata record to change a representation of the respective first transformed scheduled program attribute character string to remove an expression or a representation that is extraneous to differences between the first transformed scheduled program attribute information and the respective first transformed visual content item attribute information so as to produce a respective second transformed scheduled program attribute character string; and

producing a second transformation of the respective first transformed visual content item attribute character string of the corresponding respective visual content item metadata record to change a representation of the respective first transformed

visual content item attribute character string to remove an expression or a representation that is extraneous to differences between the first transformed scheduled program attribute information and the respective first transformed visual content item attribute information so as to produce a respective second transformed scheduled visual content item attribute character string;

wherein comparing includes producing respective second similarity scores indicative of similarity of the second transformed scheduled program attribute character string to the respective second transformed visual content attribute character string.

5. The method of claim 1,

wherein respective program metadata records include a program series title attribute and a program episode title attribute;

wherein respective visual content metadata records include a visual content series title attribute and a visual content episode title attribute;

wherein episode title attribute similarity comparisons are weighted more heavily than series title attribute comparisons in the step of determining respective program-content attribute match scores;

wherein the selecting step includes selecting a particular visual content episode that corresponds to a visual content metadata record that has a determined program-content attribute match score relative to other determined program-content attribute match scores that is indicative of a best match with a program episode title attribute of the respective compared program metadata record;

wherein selecting includes selecting a particular visual content series that corresponds to a visual content metadata record that has a determined program-content attribute match score indicative of a match with a program series title attribute of the respective compared program metadata record, when no one visual content metadata record has a determined program-content attribute match score indicative of a best match with a program episode title attribute of the respective compared program metadata record; and

wherein the data structure indicates a location from which to select from among multiple visual content episodes of the selected visual content series for delivery over the network.

6. The method of claim 1,

wherein respective program metadata records include a program episode title attribute and include a series title attribute;

wherein respective visual content metadata records include a visual content episode title attribute and include a series title attribute; and further including:

obtaining a visual content series metadata structure that associates respective visual content series title attributes of respective visual content series with corresponding respective visual content metadata records that contain visual episode title attributes of visual content episodes within the respective visual content series;

determining respective program-content series match scores for respective visual content series title attributes within the visual content series metadata structure as a function of a measure of similarity between program series title attributes of the given respective program metadata record and corresponding visual content series title attributes within the structure so as to identify corresponding respective visual content metadata records that contain visual episode title attributes of visual content episodes within the respective visual content series;

wherein the step of comparing attribute information involves comparing attribute information of the respective program metadata record with respective attribute information of respective content metadata records identified in the step of determining respective program-content series match scores.

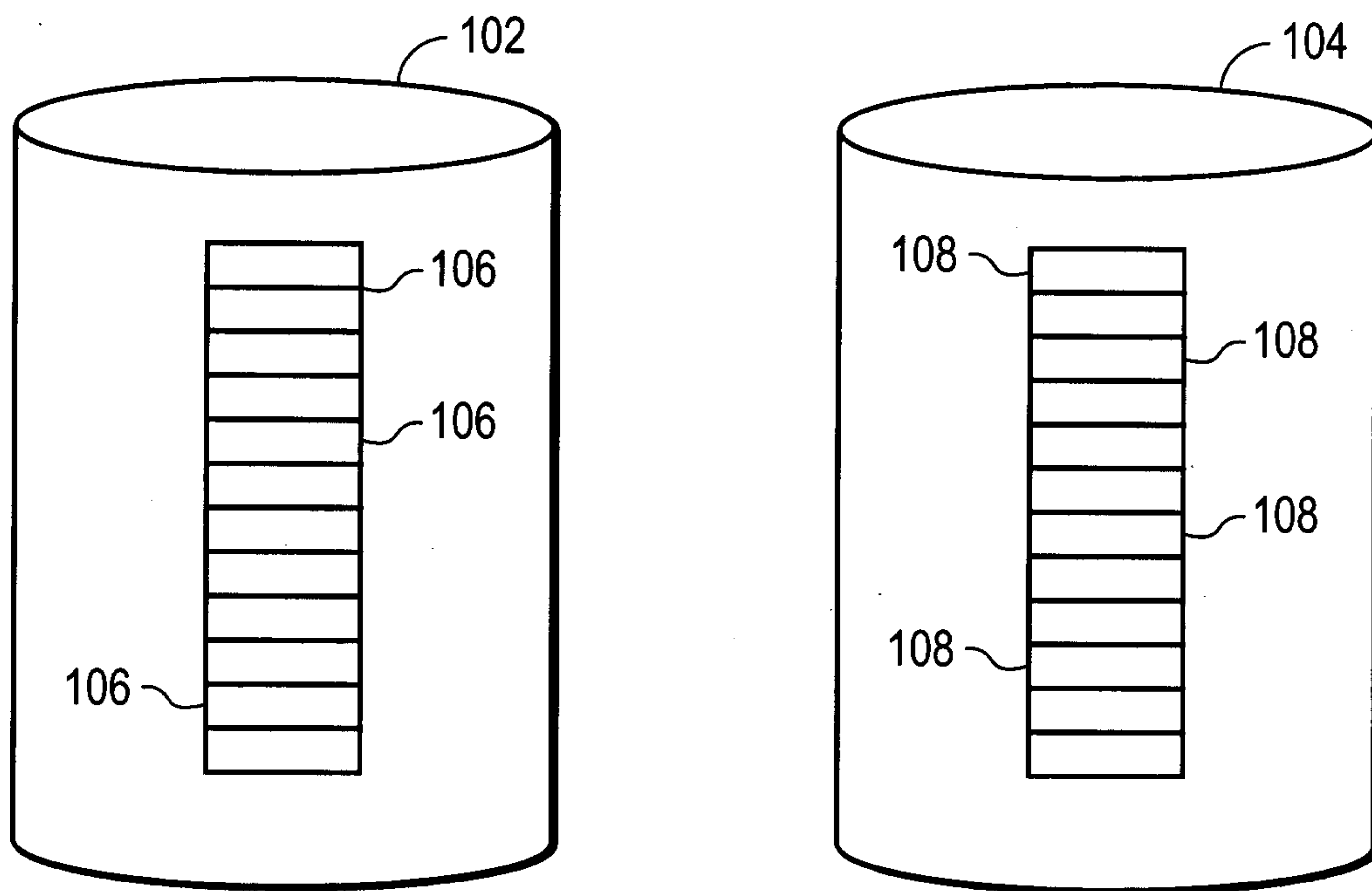


FIG. 1

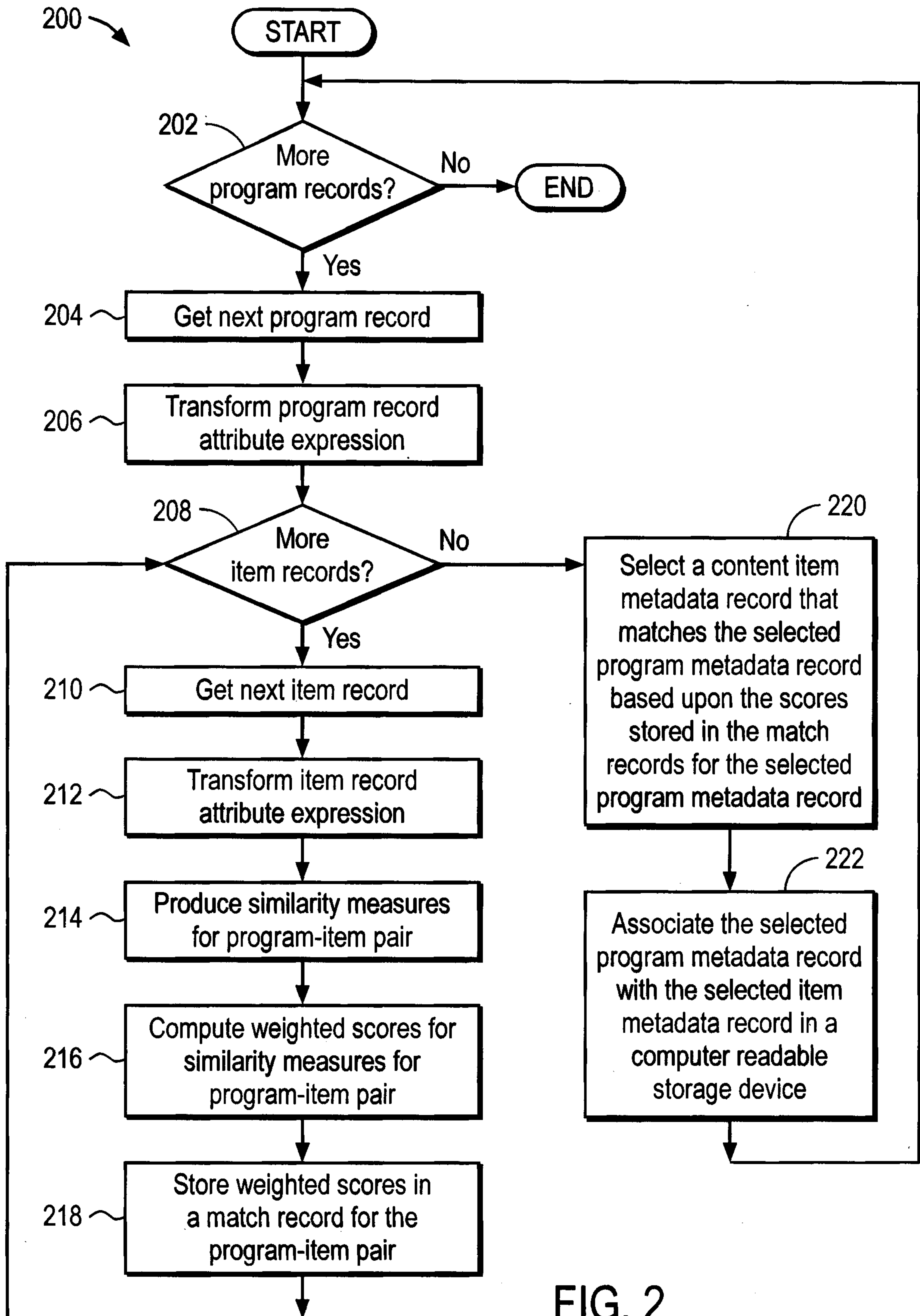


FIG. 2

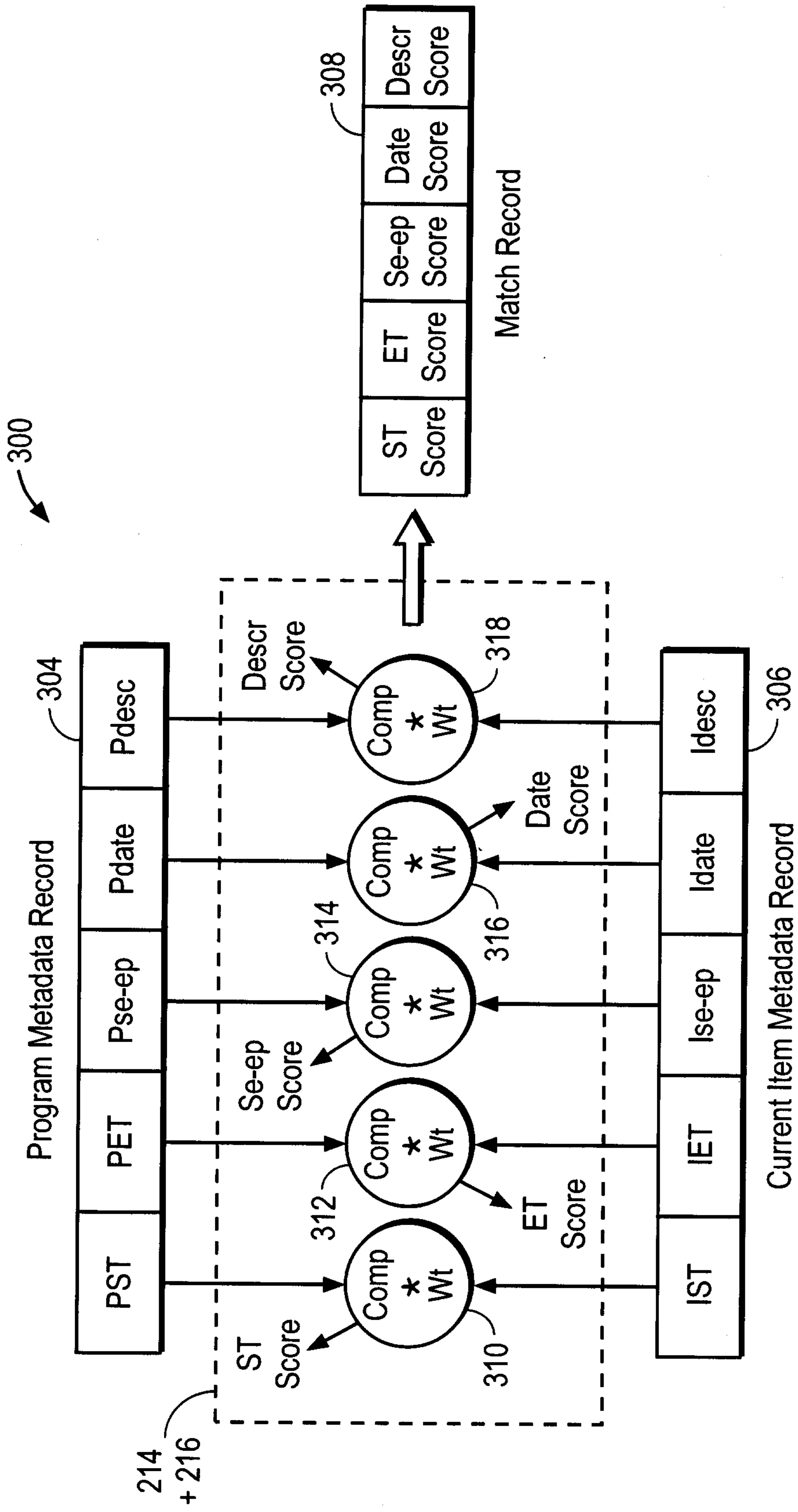


FIG. 3

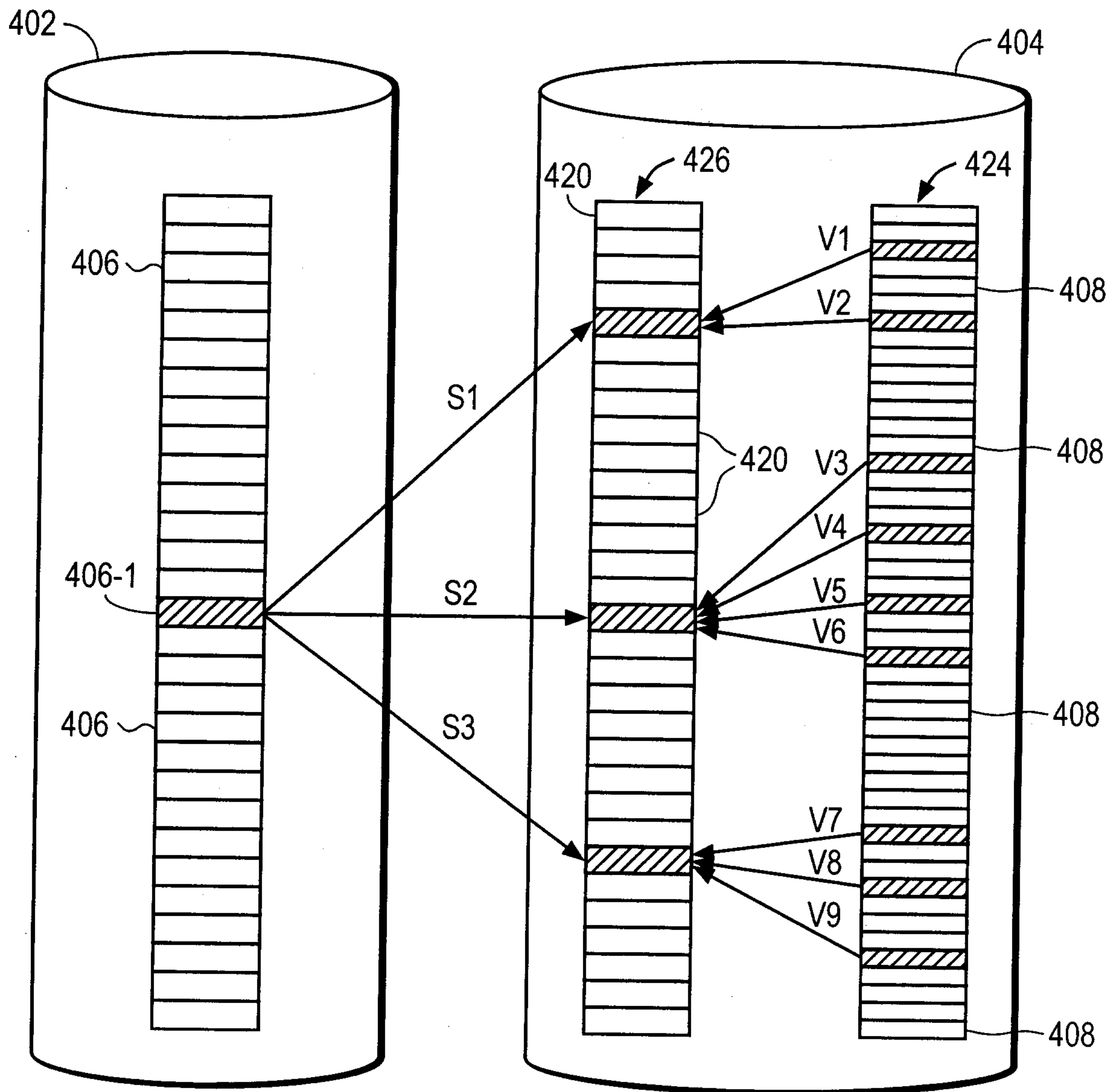


FIG. 4

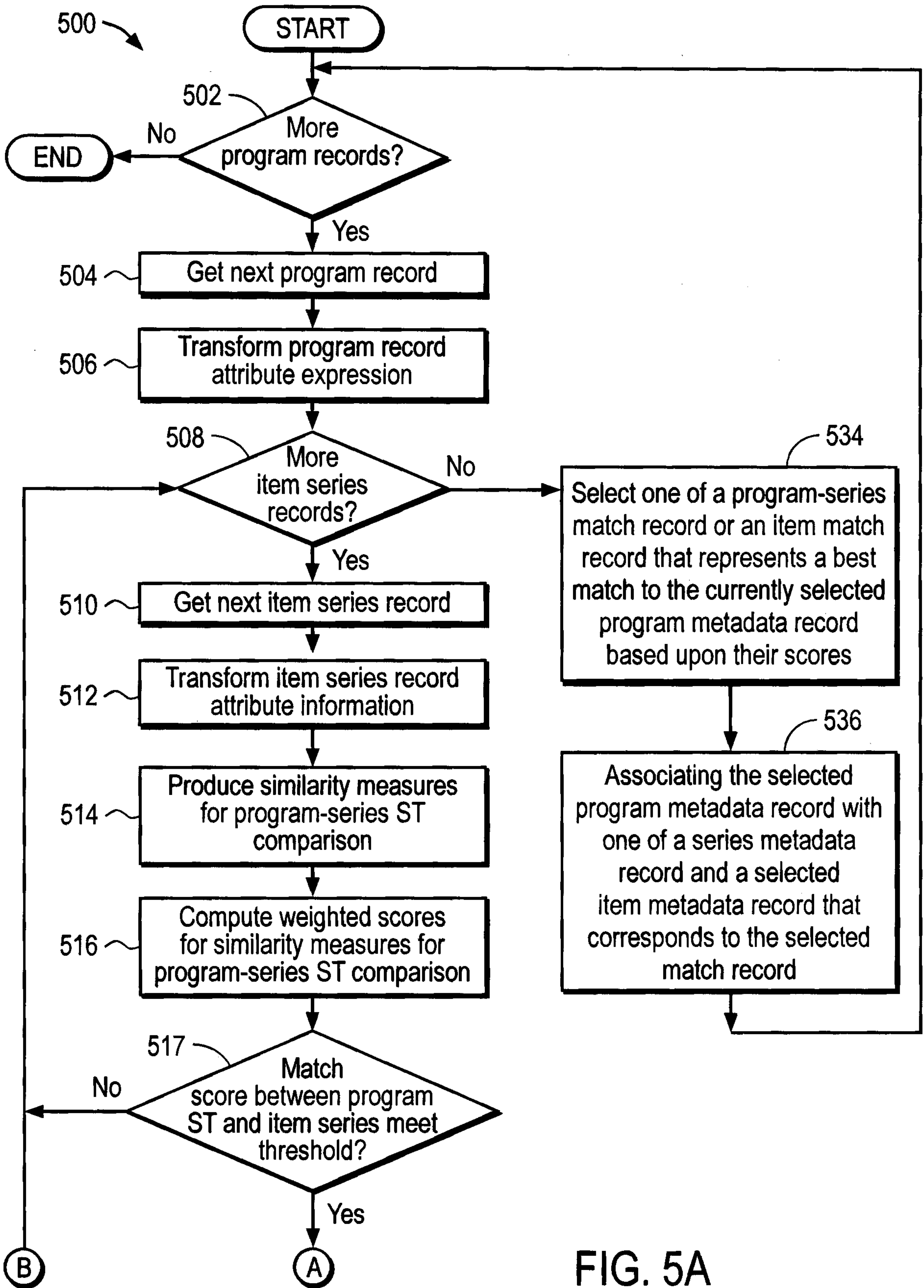


FIG. 5A



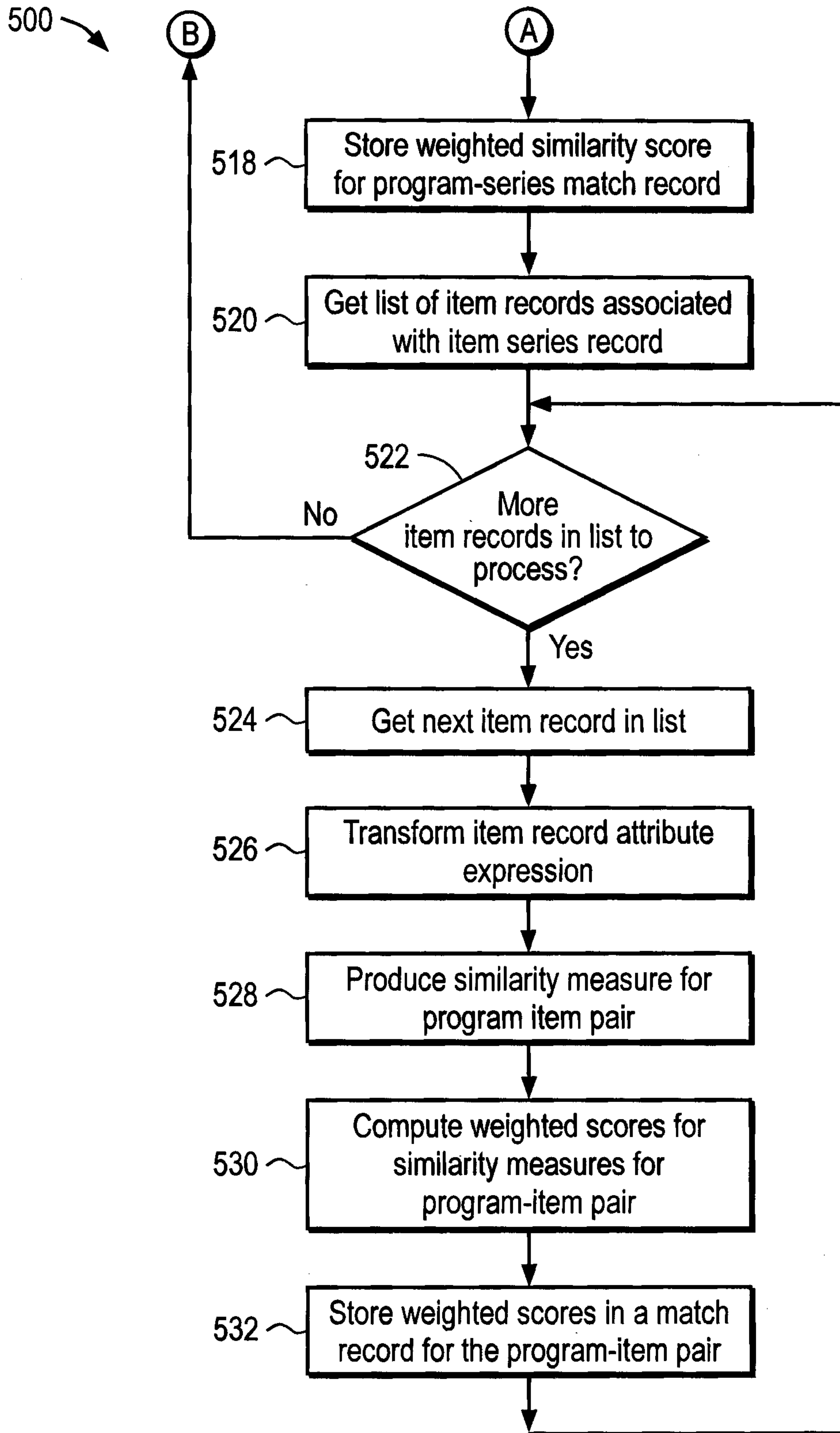


FIG. 5B

7/19

<b>Series Metadata Record</b>	<b>Item Series Title</b>	<b>Item Type</b>	<b>Item Episode Title</b>	<b>Item Season-Episode Number</b>	<b>Item Date</b>	<b>Item Description</b>
S1	S1 STscore	No score	No score	No score	No score	No score
S2	S2 STscore	No score	No score	No score	No score	No score
S3	S3 STscore	No score	No score	No score	No score	No score

FIG. 6

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Series Metadata Record	Item Metadata Record	Item Series Title	Item Type	Item Episode Title	Item Season-Episode Number	Item Date	Item Description
S1	I1	S1 STscore	I1type score	I1ET score	I1se-ep score	I1 date score	I1 desc score
S1	I2	S1 STscore	I2type score	I2ET score	I2se-ep score	I2 date score	I2 desc score
S2	I3	S2 STscore	I3type score	I3ET score	I3se-ep score	I3 date score	I3 desc score
S2	I4	S2 STscore	I4type score	I4ET score	I4se-ep score	I4 date score	I4 desc score
S2	I5	S2 STscore	I5type score	I5ET score	I5se-ep score	I5 date score	I5 desc score
S2	I6	S2 STscore	I6type score	I6ET score	I6se-ep score	I6 date score	I6 desc score
S3	I7	S3 STscore	I7type score	I7ET score	I7se-ep score	I7 date score	I7 desc score
S3	I8	S3 STscore	I8type score	I8ET score	I8se-ep score	I8 date score	I8 desc score
S3	I9	S3 STscore	I9type score	I9ET score	I9se-ep score	I9 date score	I9 desc score

FIG. 7

Guide-to-Content Match Results																						
p.id	program.title	episode_title	se-ep	date	description	s.id	s.title	v.id	v.title	v.type	v.date	v.se_ep	v.title	s.title	v.desc	score						
147289	Bones	The Man in the Fallout Shelter	1-9	12/13/05	While trying to identify remains from the 1950s, Zack cuts into a bone and accidentally releases deadly fungus spores, causing the white team to be quarantined in the lab over Christmas.	2387	Bones	110862	The Man in the Fallout Shelter	(full)	12/13/05	1-9	12/13/05	Construction workers find a skeleton in an old fallout shelter from the 1950s and the Jeffersonian is brought in to help identify the remains. When Zack cuts into the bone, he accidentally releases spores of the deadly fungus Valley Fever.	19921	+10000	+5000	+2500	+2000	+400	+21	804M
2387	Bones	Two Bodies In The Lab	1-15	03/15/06	When Brennan is about to meet an online date for the first time at a local restaurant, she only barely escapes being the target of a shooting. She and Booth try to track down her attempted killer.	2387	Bones	110873	Two Bodies In The Lab	(full)	03/15/06	1-15	03/15/06	When Brennan is about to meet an online date for the first time at a local restaurant, she only barely escapes being the target of a shooting. She and Booth try to track down her attempted killer.	10400	+10000	+0	+0	+0	+400	+0	806M
2387	Bones	The Woman At The Airport	1-10	01/25/06	Dr. Temperance Brennan and FBI Special Agent Seeley Booth travel to Los Angeles to determine the identity of a woman whose body parts were found near Los Angeles International Airport.	2387	Bones	110880	The Woman At The Airport	(full)	01/25/06	1-10	01/25/06	Dr. Temperance Brennan and FBI Special Agent Seeley Booth travel to Los Angeles to determine the identity of a woman whose body parts were found near Los Angeles International Airport.	10400	+10000	+0	+0	+400	+0	808M	

FIG. 8

Guide-to-Content Match Results											
p.id	program.title	episode.title	se-ep date	description	score	v.type	v.date	v.se_ep	v.title	s.title	v.desc
141085	Sons of Anarchy	Culling	9-12	11/24/09	Jax and Clay prepare to battle The League; A.J. learns the truth about Ethan's business dealings; Tara ensures her position at St. Thomas Hospital.						
2415	Sons of Anarchy	Fa Guan	2-9	11/03/09	When SAMCRO's firm business becomes a hindrance to the club, Clay seizes the opportunity to revive the gun-running cartel.	10400	+10000	+0	+0	+400	+0
2415	Sons of Anarchy	Pottlatch	2-8	10/27/09	With an already-dwindling gun supply in question, SAMCRO takes extreme measures to procure weapons for a customer.	10400	+10000	+0	+0	+400	+0
2415	Sons of Anarchy	Service	2-11	11/17/09	Chibs makes a secret deal with Agent Stahl in order to protect his wife and daughter. Opie learns the true circumstances that led to Donna's death and seeks both revenge and reconciliation.	10400	+10000	+0	+0	+400	+0
2415	Sons of Anarchy	Balm	2-10	11/10/09	While the repo business proves more fruitful than the club ever imagined, the tension between Jax and Clay forces Gemma to make a tough decision.	10400	+10000	+0	+0	+400	+0
2415	Sons of Anarchy	The Culling	9-12	11/24/09	The entire SAMCRO family goes on lockdown inside the clubhouse as Jax and Clay prepare to battle The League. A.J. Weston learns the truth about Ethan Zobelle's business dealings in Charming. Tara ensures her position at St. Thomas Hospital.	8400	+0	+5000	+2500	+500	+400 +0
2415	Sons of Anarchy	Recap: Pottlatch	2-8	10/27/08	Miss this episode? Catch up fast with this 3 minute Replay! With an already-dwindling gun supply in question, SAMCRO takes extreme measures to procure weapons for a customer.	400	+0	+0	+0	+400	+0

904M

906M

908M

910M

912M

914M

916M

902

904

906

908

910

912

914

FIG. 9

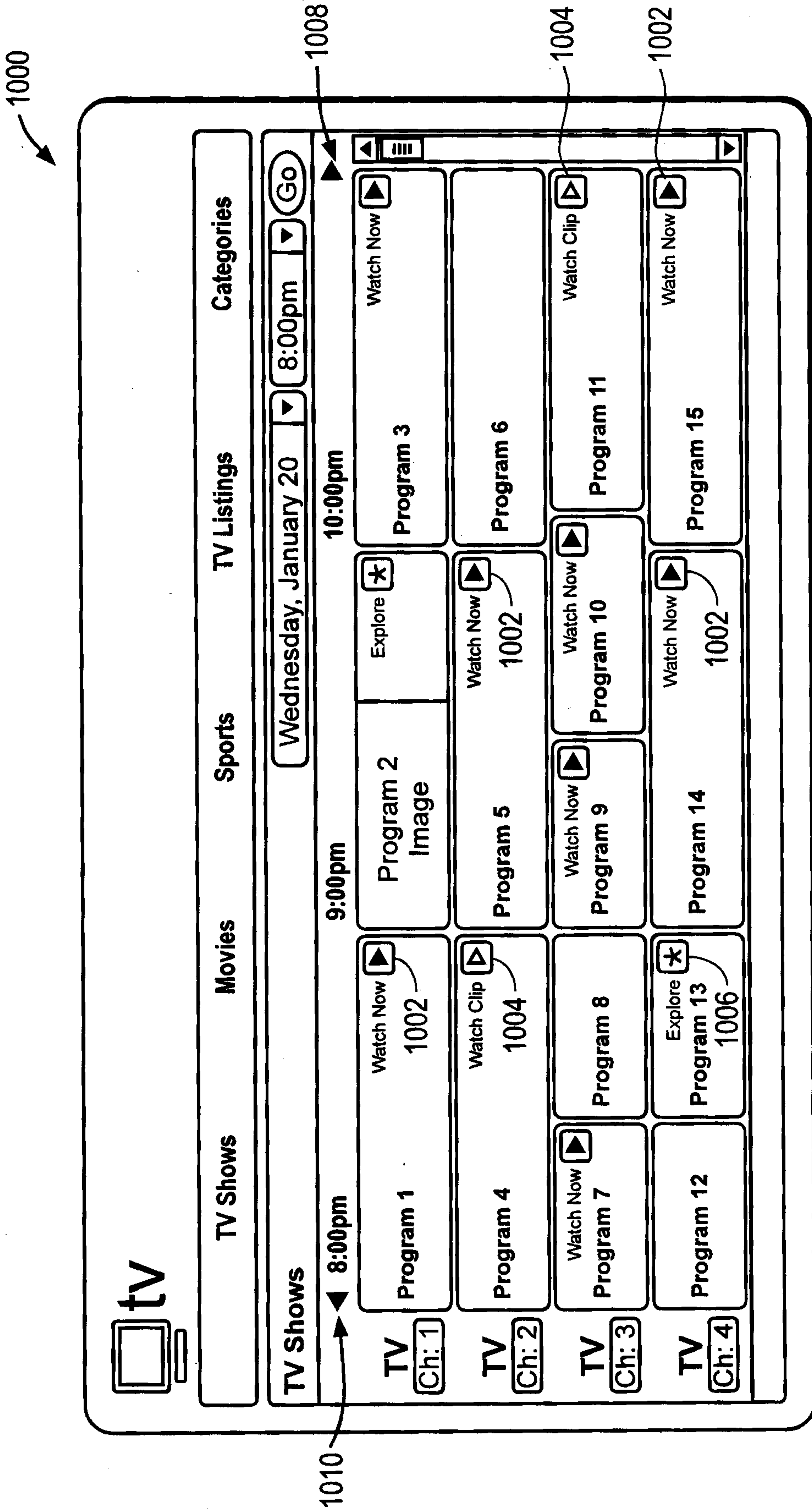


FIG. 10

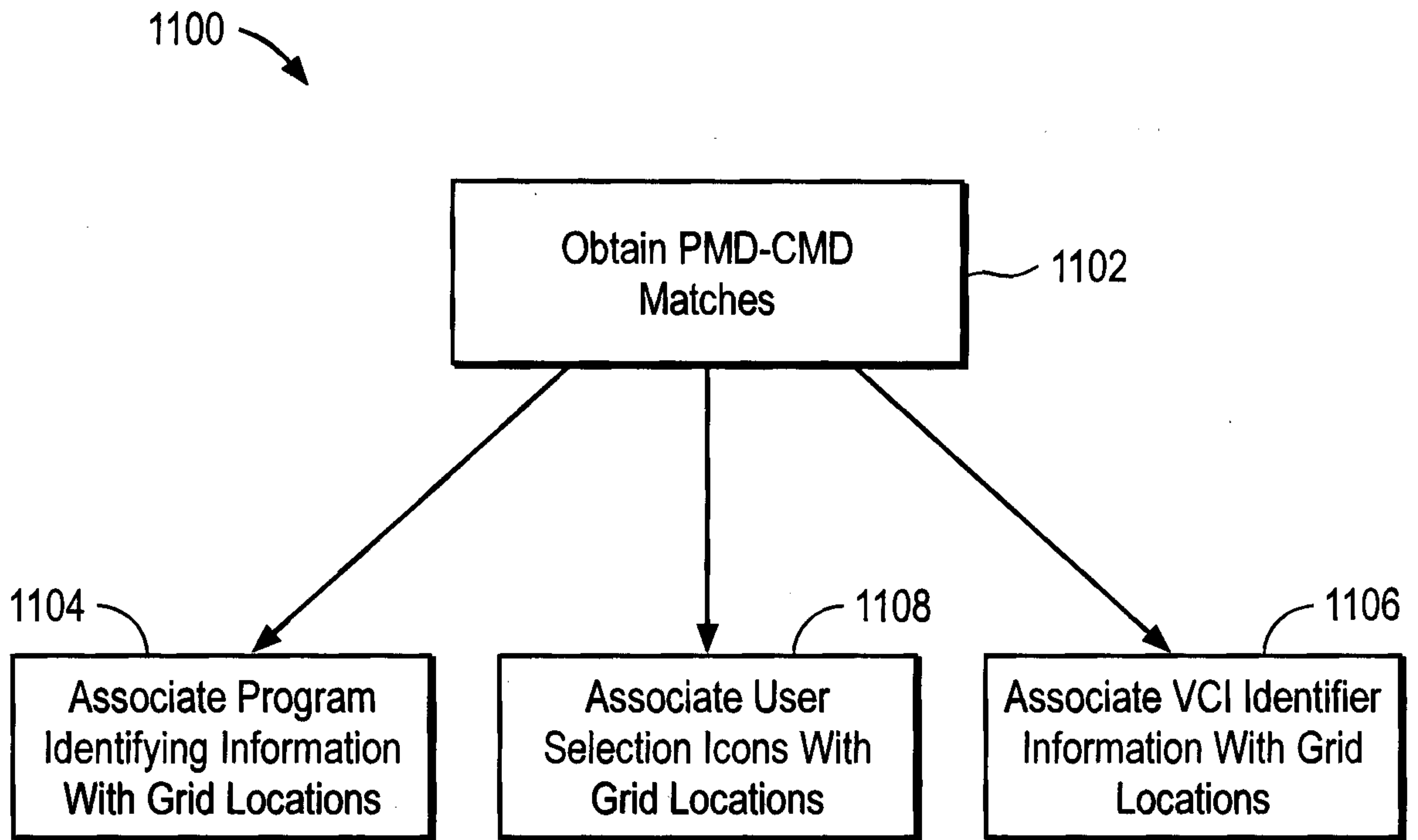


FIG. 11

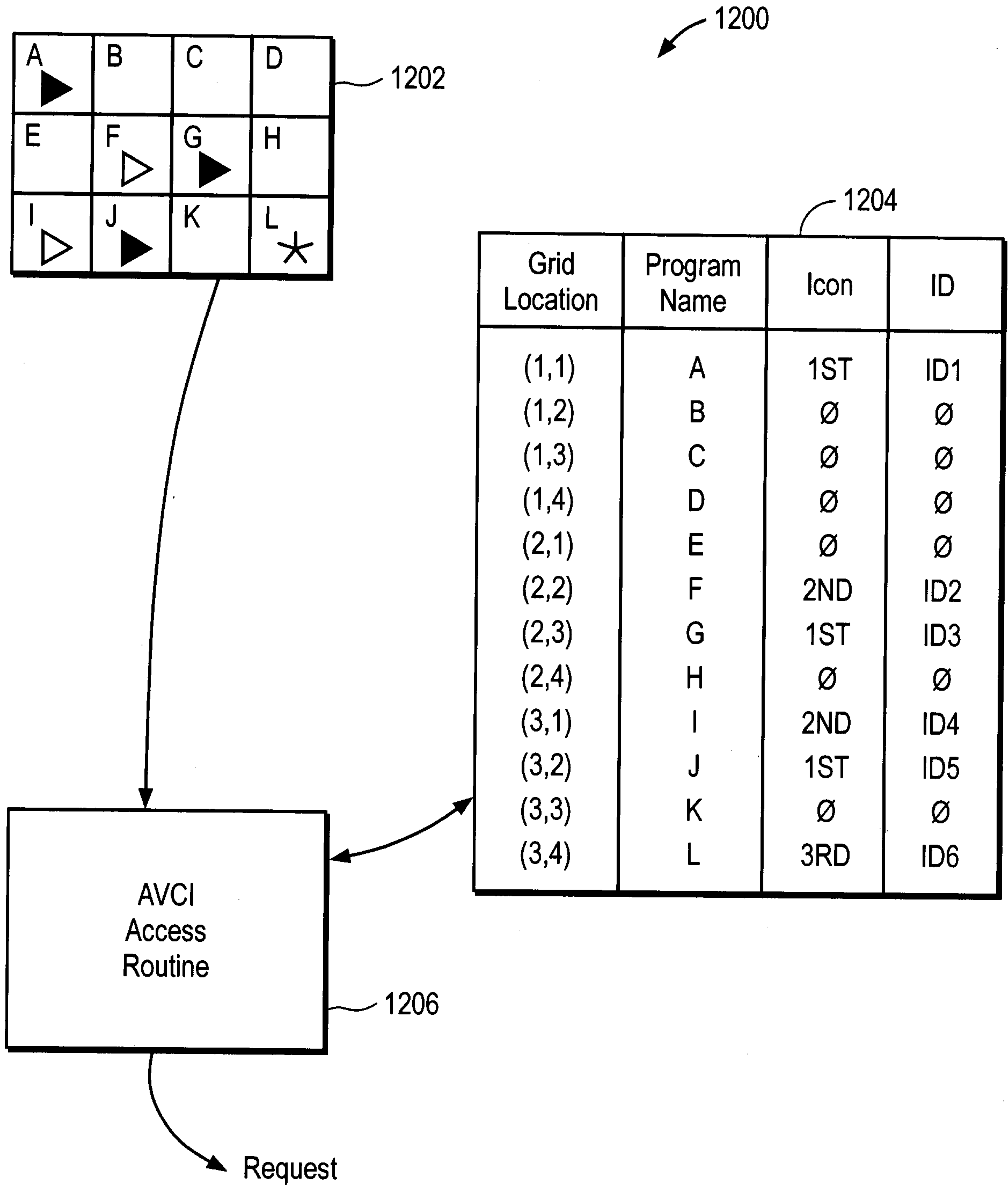


FIG. 12



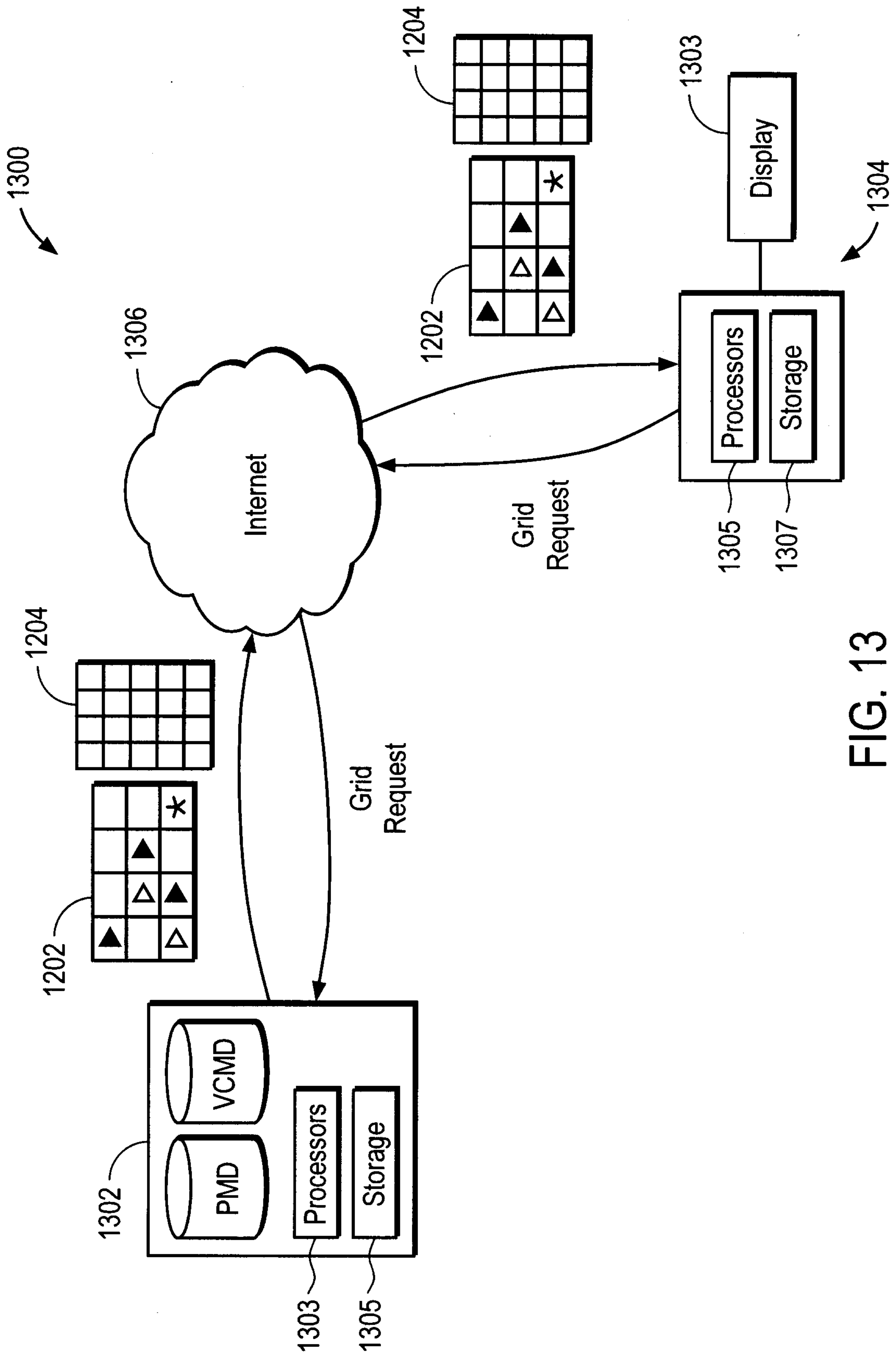


FIG. 13

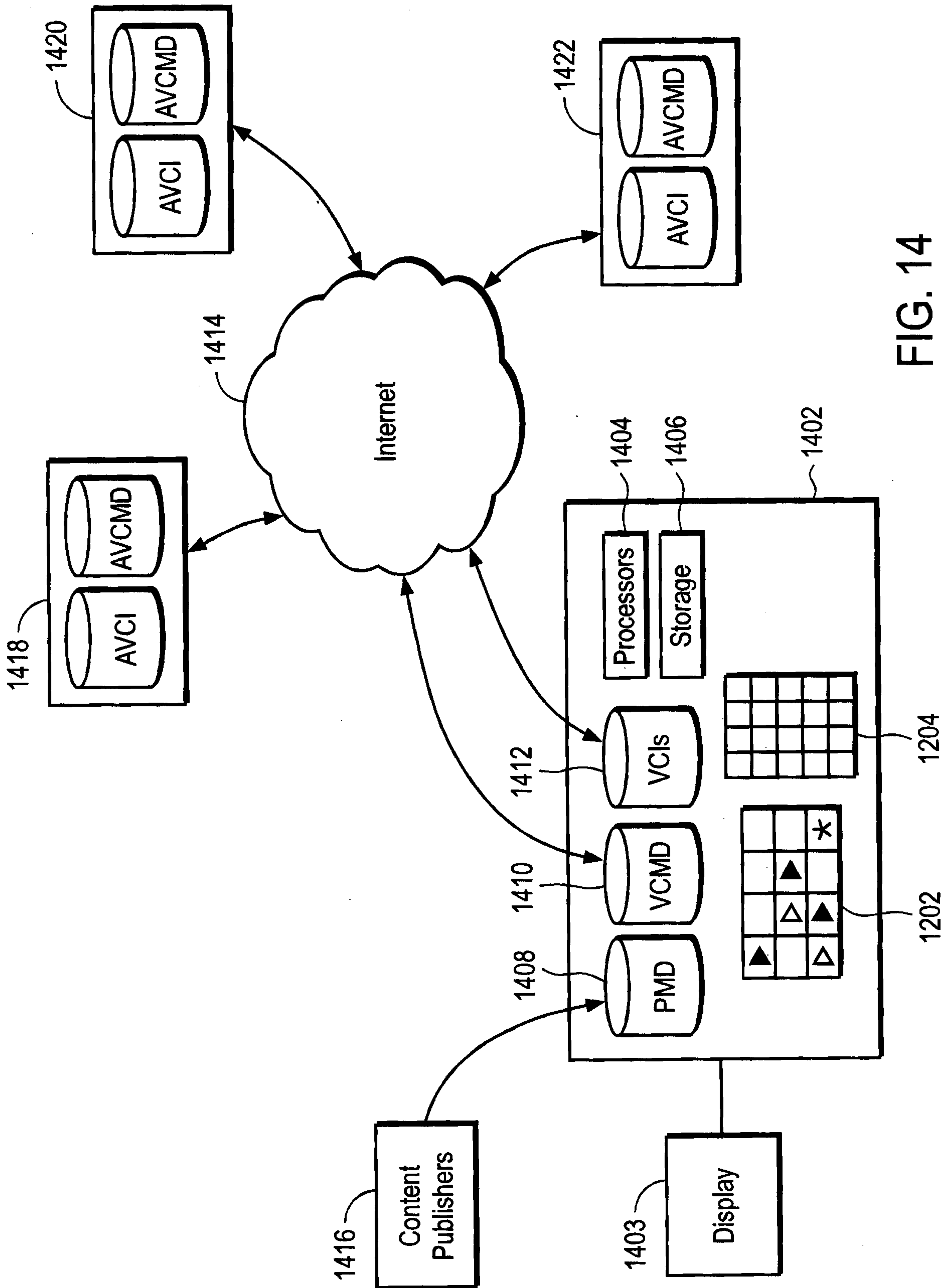


FIG. 14

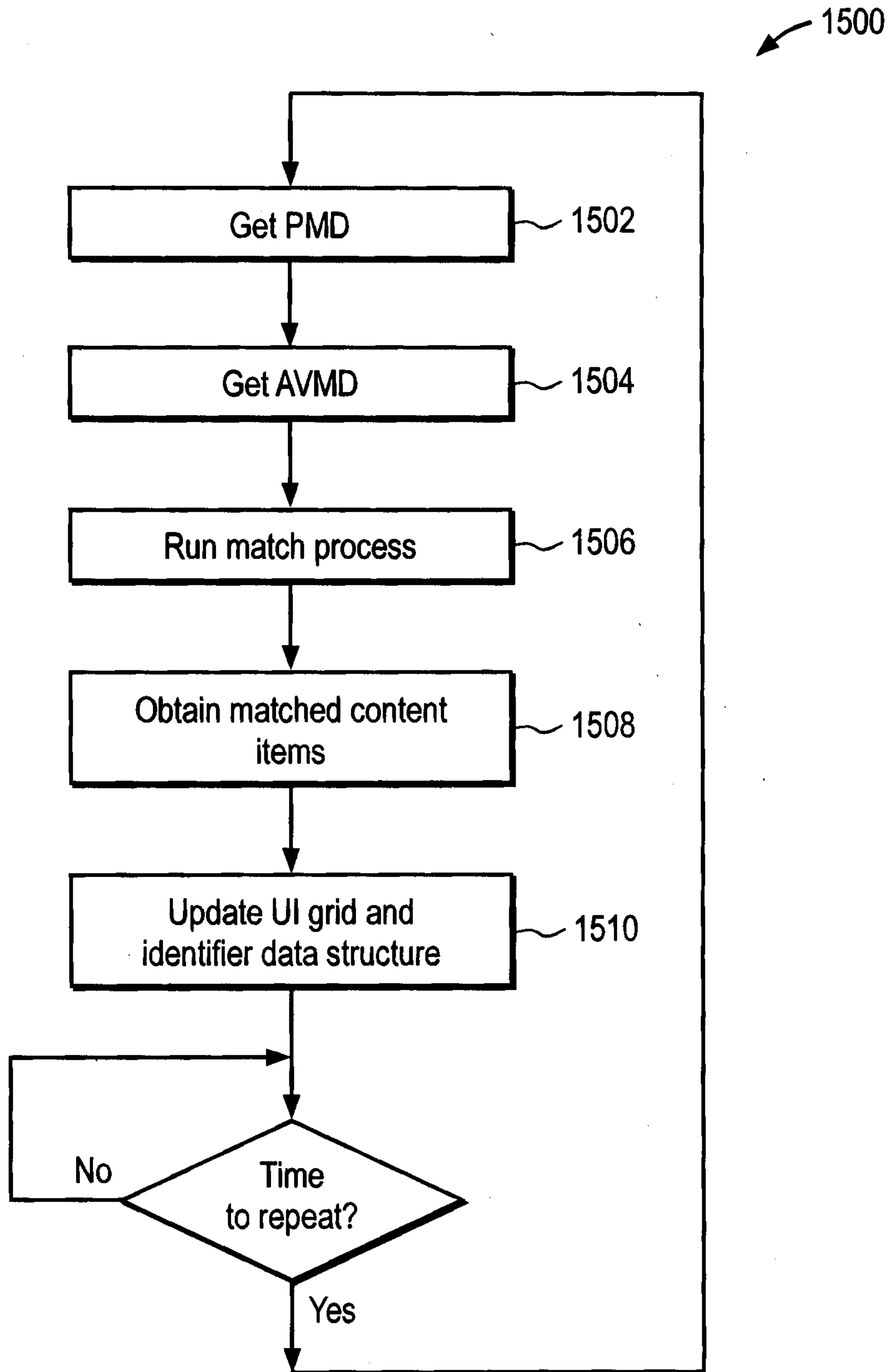


FIG. 15

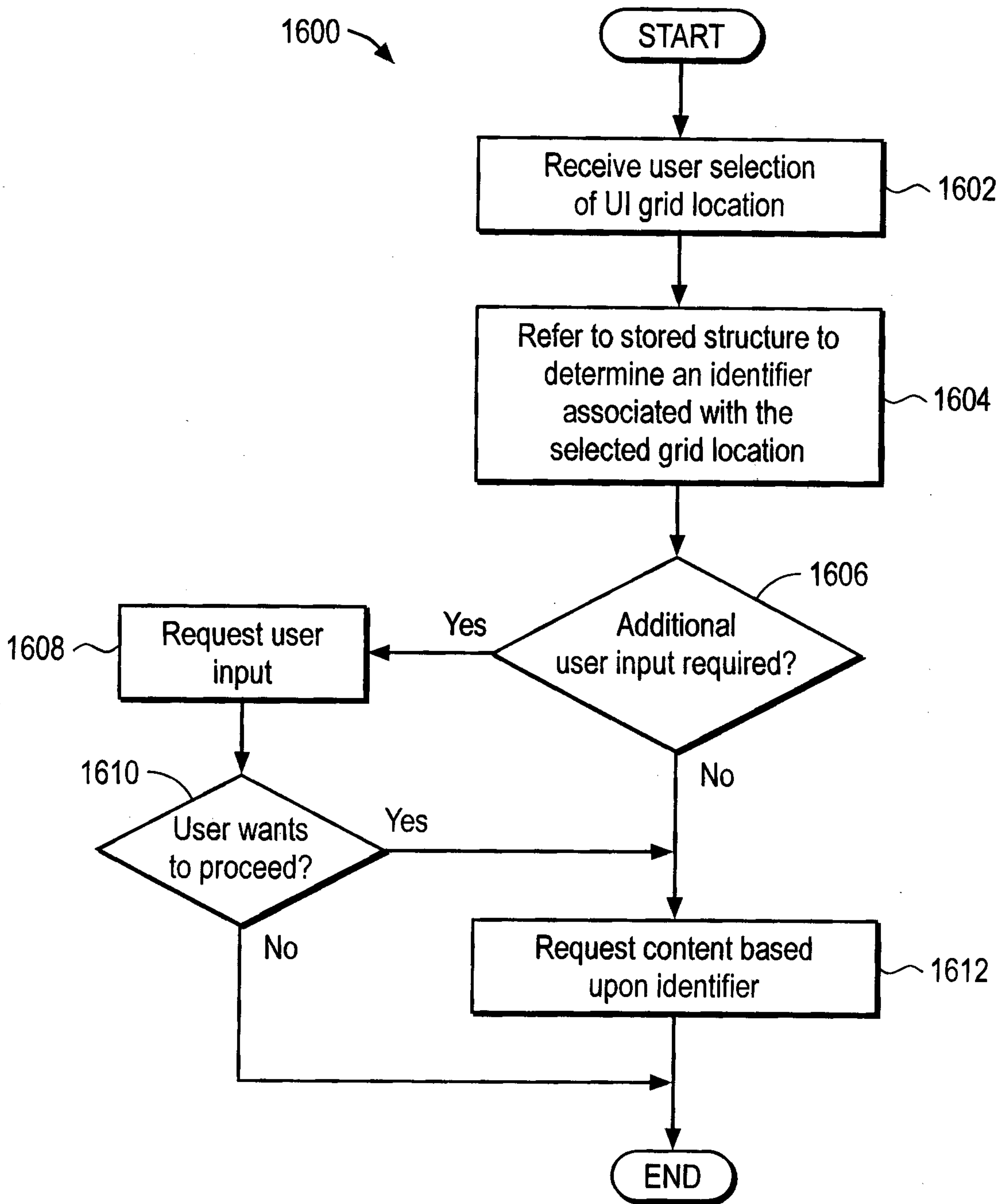


FIG. 16

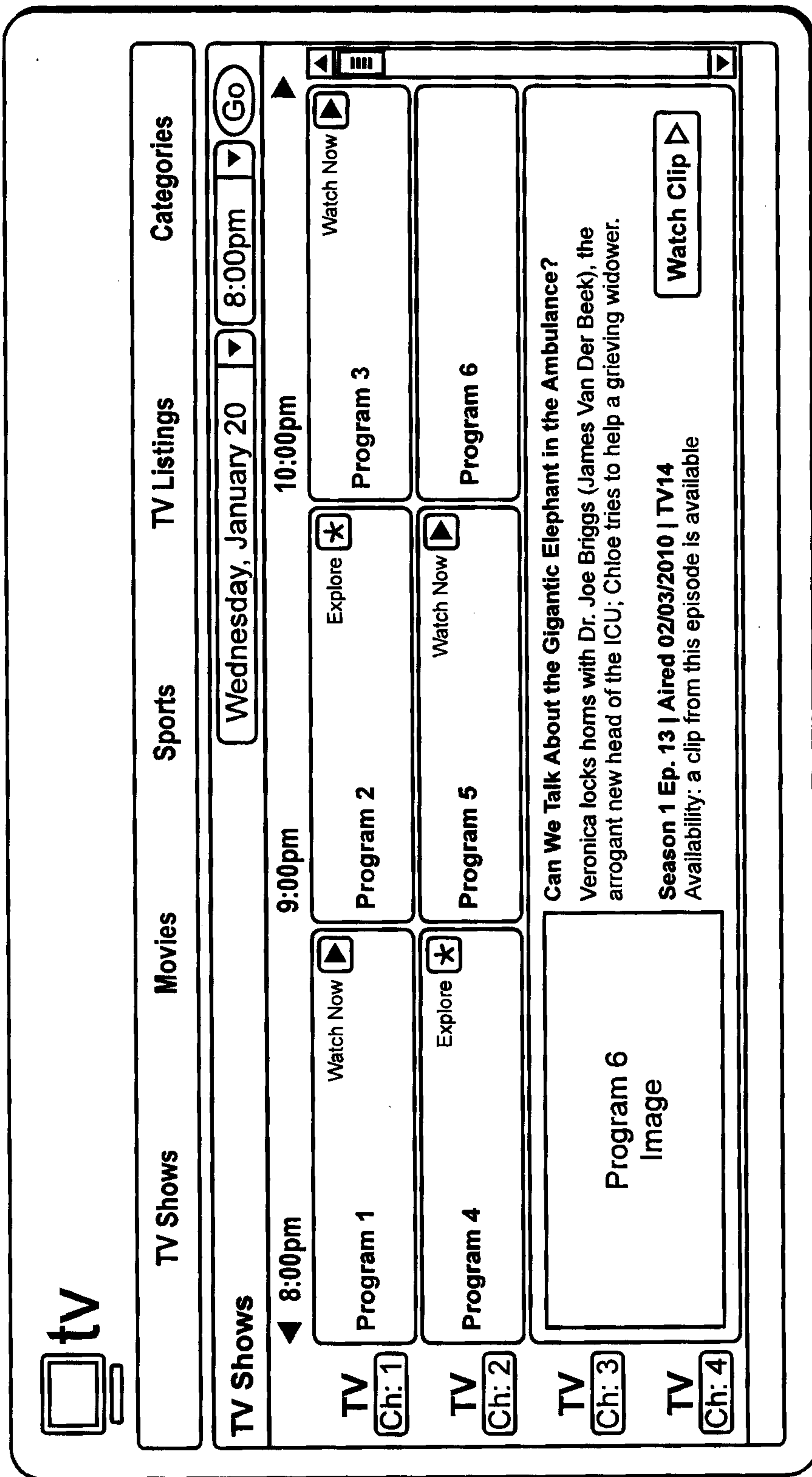


FIG. 17

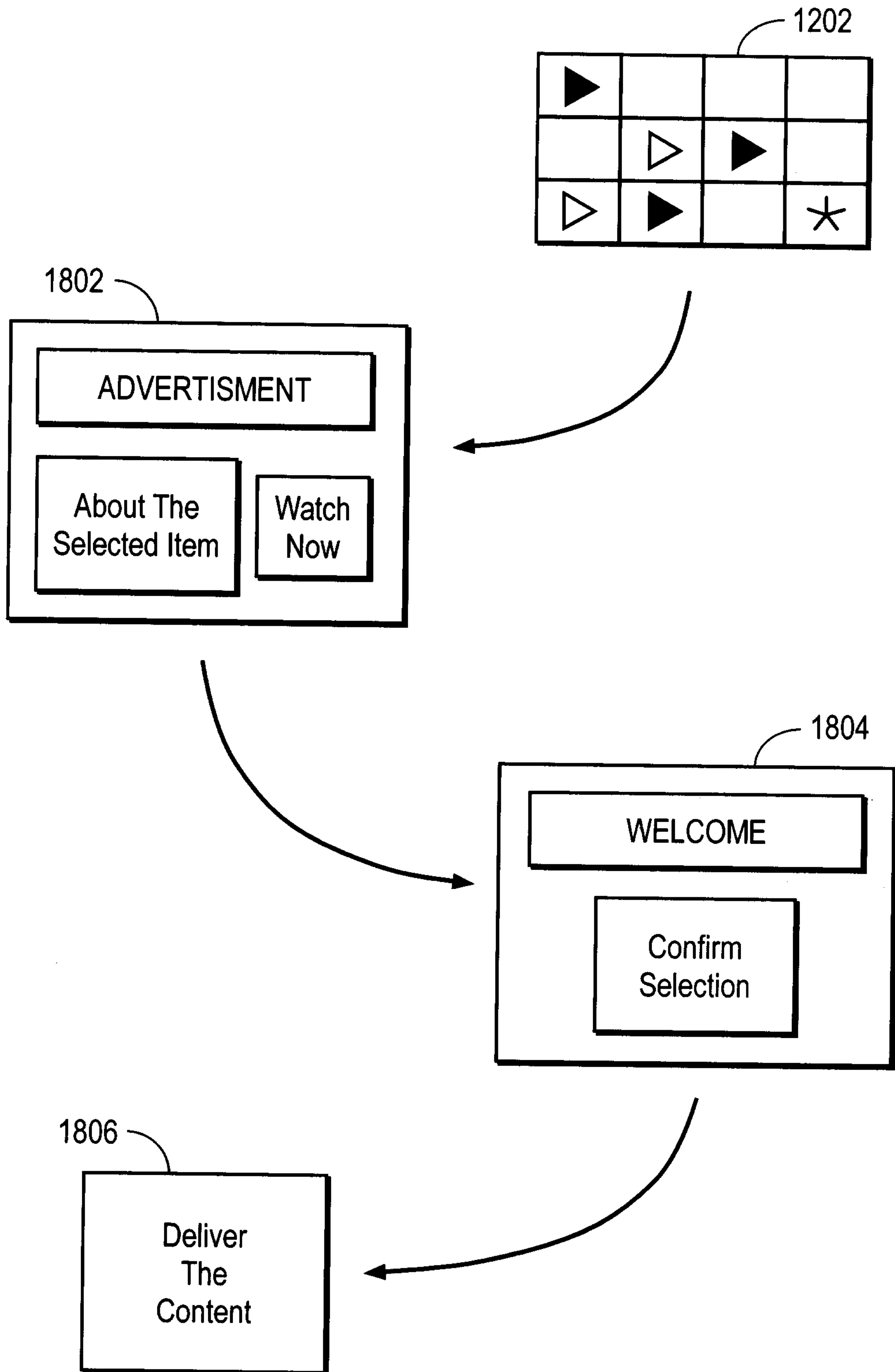


FIG. 18

