Title: SYSTEM FOR PROVIDING AND PRESENTING FANTASY SPORTS DATA

Abstract: The system provides a method to present a Fantasy League and Fantasy Games in a fully customizable format. The system provides a match up experience where the owner can focus on his own team as if it were a single game with all of the owner's players participating (even though the owner's players come from different teams and play at different times and even different days of the week). The system also provides for match up presentation for Head-to-Head leagues so it appears as if a real game between two Fantasy Teams is being played. The system includes a Scoreboard, play by play, player profiles, boxscores, images and video, news, chat, contextual information, alerts, and other information related to the owners team.
with information concerning one or more priority claims considered void
SYSTEM FOR PROVIDING AND PRESENTING FANTASY SPORTS DATA

Related Applications

[0001] This is a continuation-in-part of, and claims priority to, pending U. S. patent application serial No. 11/540,748 filed September 29, 2006 and entitled "Social Media Platform and Method" which is incorporated in its entirety herein.

Field of the Invention

[0002] The invention relates generally to a system and method for providing a computer presentation associated with a broadcast.

Background of the Invention

[0003] The television broadcast experience has not changed dramatically since its introduction in the early 1900s. In particular, live and prerecorded video is transmitted to a device, such as a television, liquid crystal display device, computer monitor and the like, while viewers passively engage.

[0004] With broadband Internet adoption and mobile data services hitting critical mass, television is at a cross roads faced with:

- Declining Viewership
- Degraded Ad Recognition
- Declining Ad Rates & Spend
- Audience Sprawl
- Diversionary Channel Surfing
- Imprecise and Impersonal Audience Measurement Tools
- Absence of Response Mechanism
- Increased Production Costs

[0005] In addition, there is a tremendous increase in the number of people that have high speed (cable model, DSL, broadband, etc.) access to the internet so that it
is easier for people to download content from the internet. There has also been a trend in which people are accessing the Internet while watching television. Thus, it is desirable to provide a parallel programming experience that is a reinvigorated version of the current television broadcast experience that incorporates new Internet based content.

One environment where parallel programming has enjoyed interest is in the arena of so called “fantasy sports”. Fantasy sports is a genre where fantasy team owners construct a team and compete against other fantasy owners based on the statistics of the players on their team. Typically a fantasy team is limited to a single sport (e.g. pro football, pro basketball, pro baseball, etc.) and the players can be from any team in that league. The following are descriptions of some of the terms that will be used herein related to fantasy sports.

Fantasy Sports. A fantasy sport is a game where fantasy owners build a team that competes against other fantasy owners based on the statistics generated by individual players or teams of a professional sport.

Fantasy Team. A Fantasy team is made up of real players from a professional sport. A Fantasy team has both active and bench players that the Fantasy Owner manages. The statistics of “active” players count toward a Fantasy Owner’s total Fantasy points for a defined period (for example, a week). The number of players allowed on a team is defined by the roster rules determined by the number of players allowed on a team is defined by the roster rules determined by the commissioner.

Roster. The roster is made up of individual players. This includes starters (active) players (players whose performance counts toward the Fantasy Owner’s fantasy score) and bench players (players whose performance does not count toward the Fantasy Owner’s fantasy score).

Free Agents. Free agents are players that are not part of a team roster and are available to be added to a team roster by a Fantasy Owner. The number of players on the Fantasy Team is typically less than the number of actual players in a professional league. This means that there are always a number of free agents available to be added to a Roster in place of a current Fantasy Team member.
Fantasy League A Fantasy league is made up of teams. Fantasy leagues within the same Fantasy Site can all have different scoring and roster rules as defined by the League Commissioner. Often a Fantasy League is made up often defined by the League Commissioner. Often a Fantasy League is made up of ten owners although other configurations are possible.

Fantasy Site Websites that run fantasy leagues. Examples include Yahoo, ESPN, CBSSportline. In the early days of Fantasy Sports, the management of the ESPN CBSSportline. In the early days of Fantasy Sports, the management of the league and the maintenance of statistics was done manually. Since the advent of the internet, Fantasy Sites have taken over the administrative aspects of Fantasy League management.

Fantasy Owners/Managers Fantasy Owners manage the fantasy team including drafting, adding, and dropping individual players.

Commissioner The Commissioner signs up for a Fantasy League on a Fantasy Site and is responsible for inviting fantasy owners and setting up league scoring and roster rules. The Commissioner is also a Fantasy Owner.

Fantasy points Fantasy points are calculated based on statistics generated by individual players on a fantasy owner's roster and scoring rules. Scoring rules are set by the league by the commissioner. The scoring can vary from league to league and from sport to sport. Typically a Fantasy League will have a charter defining the scoring rules of the league. The rules on trading of players (often the Commissioner must approve a trade) and other rules associated with the league are also defined by the Commissioner.

Head-to-Head League This is a league setting setup by the commissioner. In a Head-to-Head League, teams compete in a weekly match-up against another manager's team to see who can compile the best stats across a number of different categories as defined by the commissioner. Each week, all of the Fantasy Teams are matched up in head-to-head competition. The team that has the most points for that week wins and is considered to have "won" the game that week. The team with the most wins is the champion. In other leagues, the scoring is a cumulative affair where the team that compiles the most points over the season is the winner. In a Head-to-Head League, the winner will not necessarily have the most points. In a Head-to-Head League, the winner will not necessarily have the most points.
Current systems for operating a Fantasy League have a number of disadvantages. One disadvantage is the fact that the league presentations are not customizable. If they are hosted by a site, the leagues have a fixed format that cannot be changed. Current systems are limited to scoring and do not provide additional information about players and other data that could be important to the Fantasy Owner. In addition, in Head-to-Head leagues, the current system does not provide a game-like environment between Fantasy Teams. In some cases, additional data is available on existing fantasy sites, but for added cost. This is not necessarily tied to a "game experience, but more generally related to the fantasy roster.

**SUMMARY**

The system provides a method to present a Fantasy League and Fantasy Games in a fully customizable format. The system provides a match-up experience where the owner can focus on his own team as if it were a single game with all of the owner's players participating (even though the owner's players come from different teams and play at different times and even different days of the week). The system also provides for match-up presentation for Head-to-Head leagues so it appears as if a real game between two Fantasy Teams is being played. The system includes a Scoreboard for the user's match-up that shows the names of the Fantasy Teams playing as well as additional scoreboards showing the match-ups of other Fantasy Teams in the Fantasy League. In addition to the Scoreboard, the system provides play by play, player profiles, boxscores, images and video, news, chat, contextual information, alerts, and other information related to the owner's team.
Social Media Platform

Social Media Platform

A system for presenting customizable information about fantasy sports teams is described. In the following description, numerous specific details are set forth to provide a more thorough description of the system. It will be apparent, however, that the system may be practiced without these specific details. In other instances, well-known features have not been described in detail.

The ecosystem of the Social Media Platform may include primary sources of media, generative media, participatory media, generative programming, parallel programming, and accessory devices. The Social Media Platform uses the different sources of original content to create generative media, which is made available through generative programming and parallel programming (when published in parallel with the primary source of original content). The generative media may be used with a plurality of different types of original source content.
any media connected to a network that is generated based on the media coming from
any media connected to a network that is generated based on the media coming from
the primary sources. The generative programming is the way the generative media is
exposed for consumption by an internal or external system. The parallel
programming is achieved when the generative programming is contextually
synchronized and published in parallel with the transmitted 'media' (source of original
content). The participatory media means that third parties can produce 'generative
media' that can be contextually linked and tuned with the transmitted 'media'. The
media, which can be contextually linked and tuned with the transmitted media, the
accessory devices of the Social Media Platform and the parallel programming
experience may include desktop or laptop PCs, mobile phones, PDAs, wireless email
devices, handheld gaming units and/or PocketPCs that are the new remote controls.

[0028] Figure 1 illustrates the high level flow of information and content through
the 'Social Media Platform' 8. The platform may include an 'original content source'
the Social Media Platform 8. The platform may include an original content source
10, such as a television broadcast, with a contextual secondary 'content source' 12,
that contains different content wherein the content from the 'original content source'
is synchronized with the 'content from the contextual content source' so that the user
views the 'original content source' while being provided with the additional content
contextually relevant to the original content in real time.

[0029] The contextual content source 12 may include different types of
contextual media including text, images, audio, video, advertising, commerce
content, media including text, images, audio, video, advertising, commerce,
Commerce, purchasing as well as third party content such as publisher content (such as Time,
Inc., XML), web content, consumer content, advertiser content and retail content.

[0030] The original/primary content source 10 is fed into a media transcriber 13
that extracts information from the original content source which is fed into a social
media platform 14 that contains an engine and an API for the contextual content
platform 14 that contains an engine and an API for the contextual content
and the users. The Social Media Platform 14 at that point extracts, analyzes, and
associates the 'Generative Media' (shown in more detail in Figure 2) with content
associates the Generative Media (shown in more detail in Figure 2) with content
from various sources. Contextually relevant content is then published via a presentation layer 15 to end users 16 wherein the end users may be passive and/or active users. The passive users will view the original content in synchronization with the contextual content while the active users will use tools made accessible to them to tune content, create and publish widgets, and create and publish dashboards. The users may use one device to view both the original content and the content on the dashboards. The users may use one device to view both the original content and the contextual content (such as television in one embodiment) or use different devices to view the original content and the contextual content (such as on a web page) as shown in the examples below of the user interface.

[0031] The social media platform uses linear broadcast programming (the original content) to generate participative, parallel programming (the secondary content), wherein the original content and secondary content may be synchronized and delivered to the user. The social media platform enables viewers to jack in into broadcasts and publish their own content. The social media platform extends the reach of advertising and integrates communication, community, and commerce together.

[0032] Figure 2 illustrates content flow and creation of generative media via a Social Media Platform 14. The system 14 accesses the original content source 10 and the contextual/secondary content source 12 shown in Figure 1. As shown in Figure 2, the original content source 10 may include, but is not limited to, a text source 101, such as Instant Messaging (IM), SMS, a blog or an email, a voice over IP source 102, such as Instant Messaging (IM), SMS, a blog or an email, a voice over IP source 103, a radio broadcast source 104, a television broadcast source 105, or an online broadcast source 106, such as a streamed broadcast. Other types of original content sources 101 may be used (even those yet to be developed original content sources), and those other original content sources are within the scope of the invention since the invention can be used with any original content source as will be understood by one skilled in the art. The original content may be transmitted to a user over various medium, such as over a cable, and displayed on various devices, such as a television attached to the cable, since the system is not limited to any particular transmission medium or display device for the original content. The secondary content source 12 may be used to create contextually relevant generative content that is transmitted to and displayed on a device 28, wherein the device may be any.
processing unit based device with sufficient processing power, memory and
connectivity to receive the contextual content. For example, the device 28 may be
a personal computer or a mobile phone (as shown in Figure 2), but the device may also
be PDAs, laptops, wireless email devices, handheld gaming units and/or PocketPCs.
The invention is also not limited to any particular device on which the contextual
content is displayed.

The social media platform 14, in this embodiment, may be a computer

implemented system that has one or more units (on the same computer resources
such as servers or spread across a plurality of computer resources) that provide the
functionality of the system wherein each unit may have a plurality of lines of
computer code executed by the computer resource on which the unit is located that
implement the processes and steps and functions described below in more detail.
The social media platform 14 may capture data from the original content source and
analyze the captured data to determine the context/subject matter of the original
content, and provide the context/subject matter of the original content and the
time/occasion of the original content to one or more pieces of contextual data that are
determined to be associated with the original content. The social media platform 14
may include an example unit 22 that performs extraction functions and steps, an analyze unit 24
that performs an analysis of the extracted data from the original content, an associate
unit 26 that associates contextual content with the original content based on the
context/subject matter of the original content, a publishing unit 28 that publishes the contextual content in synchronism
with the original content and a participatory unit 30.

The extraction unit 22 captures the digital data from the original content
and extracts or determines information about the original content based on
analysis of the original content. The analysis may occur through keyword
analysis, context analysis, visual analysis and speech/audio recognition analysis. For
example, the digital data from the original content may include close captioning
information of metadata associated with the original content that can be analyzed for
keywords and context to determine the subject matter of the original content. For
another example, the image information in the original content can be analyzed by a
computer, such as by video optical character recognition to text conversion, to
generate information about the subject matter of the original content. Similarly, the audio portion of the original content can be converted using speech/audio recognition to obtain textual representation of the audio. The extracted closed captioning and other textual data is fed to an analysis component which is responsible for extracting the topic and the meaning of the context. The extract unit may also include a mechanism to address an absence or lack of close caption data. The extract unit may also include a mechanism to address an absence or lack of close caption data in the original content and/or a mechanism for addressing too much data that may be known as "informational noise." Once the keywords/subject matter/context of the original content is determined, that information is fed into the analyze unit 24 which may include a contextual search unit. The analysis unit 24 may perform one or more searches, such as database searches, web searches, desktop searches and/or XML searches, to identify contextual content in real-time that is relevant to the particular subject matter of the original content at the particular time. The resultant contextual content, also called "generative media," is then fed into the association unit 26 which generates the real-time contextual data for the original content at that particular time. "As shown in Figure 2, the contextual data may include, for example, voice data, text data, audio data, image data, animation data, photos, video data, links and hyperlinks, templates and/or advertising.

The participatory unit 30 may be used to add other third party/user contextual data into the association unit 26. The participatory contextual data may include user publishing information (information/content generated by the user of a third party), user tuning (permitting the user to tune the contextual data sent to the user) and user profiling (that permits the user to create a profile that will affect the contextual data sent to the user). An example of the user publishing information may be a voiceover of the user which is then played over the muted original content. For example, a user who is a baseball fan might do the play-by-play of a game and then play his play-by-play while the game is being played wherein the audio of the original announcer is muted which may be known as "fan casting."
contextual data into one or more formats that may include, for example, a proprietary application format, a PC format (including for example a website, a widget, a toolbar, an IM plug-in or a media player plug-in) or a mobile device format (including for example WAP format, JAVA format or the BREW format). The formatted contextual data is then provided, in real-time and in synchronization with the original content, to the devices 16 that display the contextual content.

The data from the original content and the data processed by the data processing engine may further include a Generative Media engine 40 (that contains a portion of the extract unit 22, the ‘analysis’ unit 24, the ‘associate’ unit 26, the ‘publishing’ unit 28 and the participatory unit 30 shown in Figure 2) that includes an API wherein the IM users and partners can communicate with the engine 40 through the API. The devices 16 communicate with the API through a well known web server 42. A user devices 16 communicates with the API through a well known web server 42. A user manager unit 44 is coupled to the web server to store user data information and tune the contextual content being delivered to each user through the web server 42. The contextual content being delivered to each user through the web server 42. The platform 14 may further include a data processing engine 46 that generates normalized data by channel (the channels are the different types of the original content) and the data is fed into the engine 40 that generates the contextual content and delivers it to the users. The data processing engine 46 has an API that receives and delivers it to the users. The data processing engine 46 has an API that receives data from a close captioning converter unit 48 (that analyzes the close captioning of the original content), a voice to text converter unit 48 (that converts the ‘voice’ of the original content into text) so that the contextual search can be performed and an audio to text converter unit 48 (that converts the voice of the original content into text) so that the contextual search can be performed wherein each of these units is part of the extract unit 22. The close captioning converter unit 48 and the audio to text converter unit 48 may also perform filtering of “dirty” close captioning data such as close captioning data with misspellings, missing words, out of order words, grammatical issues, punctuation issues and the like.

The data processing engine 46 also receives input from a channel configurator 50 (that configures the ‘content’ for each different type of content. The data from the original content and the data processed by the data processing engine are presented in one or more formats that may include, for example, a proprietary application format, a PC format (including for example a website, a widget, a toolbar, an IM plug-in or a media player plug-in) or a mobile device format (including for example WAP format, JAVA format or the BREW format).
46 are stored in a data storage unit 52 that may be a database. The database also
stores the channel configuration information, content from the preauthoring tools
stores the channel configuration information, content from the preauthoring tools
(which is not in real-time) and search results from a search coordination engine 54
(which is not in real-time) and search results from a search coordination engine 54
used for the contextual content. The search coordination engine 54 (part of the
analysis unit 24 in Figure 2) coordinates the one or more searches used to identify
analysis unit 24 in Figure 2) coordinates the one or more searches used to identify
the contextual content wherein the searches may include a metasearch, a contextual
search, a blog search and a podcast search.

[0040] Figures 4 - 6 illustrate an example of the user interface for an
[0041] Although the interface of Figure 4 is illustrated as a plurality of available
channels such as consistent with the operation of a television, it should be
understood that the interface can be configured by event or genre type of event. For
example, one tile could represent football with drill down possibilities to college
football, and drill down to all available games in each sport.

[0042] When a user selects the Fox News channel, the user interface shown in
[0043] When a user selects the Fox News channel, the user interface shown in
Figure 5 is displayed to the user which has the Fox News content (the original
content) in a window along with one or more contextual windows that display the
contextual data that is related to what is shown in the original content. In this
displayed to the user which has the Fox News content (the original
content) in a window along with one or more contextual windows that display the
case, the contextual data may include: "immediate news" content, RSS feeds, podcasts/audio and video" content. The contextual data
content, RSS feeds, podcasts/audio and video content. The contextual data
shown in Figure 5 is generated in real-time by the Generative Media engine 40 based
shown in Figure 5 is generated in real-time by the Generative Media engine 40 based
on the original content capture and analysis so that the contextual data is
synchronized with the original content. Figure 6 shows an example of the webpage
60 with a plurality of widgets (such as a "My Jacked News" widget 62, "My Jacked
60 with a plurality of widgets (such as a "My Jacked News" widget 62, "My Jacked
Images" widget, etc.) wherein each widget displays contextual data about a particular topic without *the* original content source being shown on *the* same webpage.

**Fantasy Sports Presentation**

**Fantasy Sports Presentation**

[0043] The social media platform described above can be adapted to be used in connection with the fantasy sports presentation of the system. The system uses a number of widgets for presentation to the user. A non-exhaustive example of widgets used in an embodiment of the system include Scoreboard, the system provides play by play, player profiles, boxscores, images and video, news, chat, and/or video features. Other examples of widgets include contextual data, alerts, and other information related to the owner's team.

contextual information, alerts, and other information related to the owner's team.

[0044] The Scoreboard is a widget that display opponents and related game information. The Scoreboard for the user's match-up that shows the names of the Fantasy Teams playing. Another Scoreboard (other game Scoreboard) shows the fantasy match-ups of other Fantasy Teams in the Fantasy League. The play by play will display plays that mention a player on a user's fantasy roster and/or opponents will show plays that mention a player on a user's fantasy roster and/or opponent's roster (the user can customize the play by play to limit it to his own team if desired).

The widget will show profile and personal information for players on the game. A photo widget will show photos and images filtered based on the user's opponent. A photo widget shows photos and images filtered based on the user's fantasy roster and/or opponents roster. A news widget displays relevant news and may be filtered based on the user's fantasy roster and/or opponents roster. A chat widget is targeted to the participants in the league. Contextual information is used to display other information and may be displayed for the user's fantasy roster and/or opponent's roster for any additional widgets supported for that sport. An alert widget is used to detect, display, and forward alerts based on alert requests set by the user.

For example, an owner may want an alert sent to him whenever one of his players is mentioned in the news. This can be important in managing the Fantasy Team. If a player becomes injured or it is determined that the player will not play, it is important for the owner to find out immediately so that corrective roster action can be taken. Similarly, if a player is slated to play who hadn't been playing, the owner be taken. Similarly, if a player is slated to play who hadn't been playing, the owner
will want to know of that option. An owner may also want to set alerts for opposing
team members as well. Sometimes there are steps that can be taken to limit the
ability of an opposing owner to react favorably to a change in player status and time
is of the essence in such a case. The alert widget allows the owner to be made
instantly aware of important information.

Block Diagram

Figure 7 is block diagram illustrating an embodiment of the system.

The scraping module 702 is coupled to a database 703 that stores the raw
fantasy data for the 'leagues' that subscribe to the system. Database 704 stores
statistical information related to the league. The databases are coupled fantasy
scoring engine 705 which is in turn coupled to database 706 for storing computed
fantasy data. It should be noted that although the databases are shown as separate
elements, they may be stored in a single database as desired. The fantasy raw data
database 703 and fantasy scoring engine 705 are coupled to fantasy data agent 707.
The fantasy data agent 707 is coupled to the scoreboard 708 and widgets 709.

The scraping module 702 is designed to retrieve Fantasy League data from the
sites that are servicing the Fantasy Teams. The scraping module must be able to
impersonate an authorized user so that league, team, roster, and rules can be
retrieved from the hosting site. In one embodiment, Fantasy League owners can sign
up with a hosting site. Once the Fantasy League and Fantasy Teams are formed, the
Fantasy Owners/register their teams on the system, including user names and
passwords used for the hosting site. The owners then use the system to follow
league play instead of the hosting site. The system scrapes data from the hosting site
periodically and provides required information (e.g., trades, deactivation of players,
roster selections, etc.) back to the hosting site as needed for compliance. The owners
roster selections, etc.) back to the hosting site as needed for compliance. The owners
can do all league operations on the system which then forwards the information to the hosting site.

[0048] The scraping module 702 should be able to handle html and xml elements, AJAX controls, and be able to obtain data from the following pages on a host site:

AJAX controls, and be able to obtain data from the following pages on a host site:

- Fantasy Managers - page is scraped to store all team names in a league and email addresses for each team name. Registered system users who have provided valid fantasy credentials to the system will get the option to send an email to other users in the Fantasy league to inform them about the system.
- Fantasy Rules - page is scraped to store scoring type and stat categories.
- Fantasy Rosters - page is scraped for each team to store player roster.
- Fantasy Matchups - page is scraped to store matchups for each week.

Examples of scraping software that could be used for the system includes Screen-Scraper, Dapper, and Statfink.

It should be noted that not all Fantasy Owners need to subscribe to the system. Any Fantasy Owner can subscribe to the system individually as desired.

individually as desired.

**Fantasy Scoring Engine**

**Fantasy Scoring Engine**

[0050] The fantasy scoring engine 705 is the module that computes the scores of the Fantasy Team using the rules that have been setup by the Commissioner on a fantasy site in connection with a statistical data source (e.g. Stats, Inc. or Stats Live).

The scoring engine can support multiple sports (e.g. football, basketball, baseball) and should be able to handle the different scoring rules promulgated by different Fantasy Leagues. The scoring could be in real time (during actual game play) or updated at the end of each day a game is played.

**Fantasy Data Agent**

**Fantasy Data Agent**

[0051] The fantasy data agent 707 is used to aggregate data and send data to the appropriate users depending on the customization selections that the users have
made and the Fantasy Team rosters. The fantasy data agent is also in charge of sending out alerts as appropriate based on the users requests for alerts.

**Sign-in and Access**

**Sign-in and Access**

[0052] Figure 8 is a flow diagram illustrating the sign-in/access process for a Fantasy Owner. As noted above, the system provides all the information and management capability for enjoying a Fantasy League that is hosted on a third party site, but with heretofore unavailable customization and features. At step 801 the user visits the system, typically via a web browser. At decision block 802 it is determined if the user is a new user or a returning user. If the user is a returning user, the system proceeds to step 803 and is admitted into the system to open a fantasy dashboard presentation in their browser. At step 804 the user selects the particular Fantasy League of which he is a member and then clicks on a scheduled Head-to-Head game. At step 805 the dashboard is configured with the customized widgets that the user has selected for the customized fantasy dashboard. At step 806 the system begins retrieving data and updating the widgets as appropriate. At this point the user can leave the dashboard open for as long as desired and follow his Fantasy Team until the scoring period is over. If it is a Head-to-Head match, the Fantasy Team until the scoring period is over. If it is a Head-to-Head match, the presentation can include a running score for the owner and the owner's opponent. In professional football, the scoring period is typically all day Sunday. If it is a Head-to-Head match, the presentation can include a running score for the owner and the owner's opponent. In professional football, the scoring period is typically all day Sunday. If it is a Head-to-Head match, the presentation can include a running score for the owner and the owner's opponent. In professional football, the scoring period is typically all day Sunday.

[0053] If the owner is a new sign-in at decision block 802, the system proceeds to step 807. At step 807 the owner selects the Fantasy League of which he is a member, and its host site, and indicates his Fantasy Team at step 808. The owner indicates his username and password for his Fantasy League at step 809. The system then scrapes the host site for the owner's roster data, league rules, and other data and sets up the owner in the databases of the system. The owner then has the option of proceeding to the dashboard of step 803 or exiting the system till another time.
Widgets

[0054] The system provides a unique and customizable user experience that is not available via current hosting sites. This is possible in part because the system provides a plurality of widgets that are available for use. In one embodiment, the system provides a plurality of widgets that are available for use. In one embodiment the user can design and use custom widgets as well. A widget is a presentation module that presents secondary content to the user. The presentation of the content may be based on triggers or it may be independent of triggers. 'In some cases the presentation of content is time dependent. In other cases the presentation of content is time independent. In some cases the presentation of content is generated by third parties and is related only to the generation of new content by those third parties. In one embodiment, the user can have a plurality of widgets on a computer display with each widget providing a particular type of content. The display allows the user to select from a plurality of widgets and to arrange them on a display desktop as desired. Figure 6 is an example of a number of widgets that are arranged on the user's desktop.

[0055] Widgets in the fantasy dashboard display content specific to the Fantasy Owner, his team, and roster, and optionally, the owner's opponent. The system contemplates a plurality of predefined widgets in one embodiment. The system contemplates a plurality of predefined widgets in one embodiment.

News/Ticker

News/Ticker

[0056] The news ticker widget is a widget that scans news sites and retrieves stories based on keywords. Consider the case where Fantasy Team 1 has a Fantasy matchup with Fantasy Team 2. News may be filtered by "Player Name" based on roster with Fantasy Team 1 and Fantasy Team 2. The News and Ticker widget will display news stories only for players on Fantasy Team 1 and Fantasy Team 2. Keywords used for the News and Ticker widget would be "Player Name" for players on Fantasy Team 1 and Fantasy Team 2. There could also be multiple instances of the widget in a nested arrangement. For example, there could be an instance of News/Ticker filtered by "Fantasy team 1", filtered by "Fantasy team 2", or filtered by "matchup" (includes "Fantasy team 1" and "Fantasy team 2"). Additionally, stats for "stats" (includes "Fantasy team 1" and "Fantasy team 2") and "matchup" can be created that display only pure statistical data for both or either fantasy team, free agents or individuals on either roster.
The photo widget finds and displays photos based on keywords such as player name, team name, etc. Consider Fantasy team 1 in a Fantasy matchup with Fantasy team 2. Photos will be filtered by "Player Name" based on roster of Fantasy team 1 and Fantasy team 2. The In-game photos widget will display in-game photos only for players on Fantasy team 1 and Fantasy team 2 in one embodiment. Keywords used for the photos widget would be "Player name" for players on Fantasy team 1 and Fantasy team 2. The photo widget may also be nested and may display photos based on any suitable metadata and keywords.

Scoreboard

As noted above, the Scoreboard widget can show either a single team accumulation of points or it can show the head to head point accumulation of a team and its opponent (i.e. Fantasy team 1 has a Fantasy matchup with Fantasy team 2 and its opponent is a Fantasy team). Fantasy points for each team will be calculated based on "Active" Players on Fantasy team 1 and Fantasy team 2, which data is scraped from the host site. Instead of a Scoreboard with actual NFL opposing teams such as "Denver Broncos vs. San Diego Chargers" the Scoreboard widget will show the Fantasy team 1 name and the Fantasy team 2 name. This ability to give the impression that the two Fantasy teams are actually playing each other distinguishes the present system from the current art. Only statistics of "Active" players get calculated for the Fantasy score.

Scoreboard of Other Games

Where Fantasy team 1 has a Fantasy matchup with Fantasy team 2, Fantasy points for each team will be calculated based on "Active" Players on Fantasy team 1 and Fantasy team 2. The Scoreboard of other games in the Fantasy League will show all Fantasy matchups for a specific league. It will display as a tab in the Scoreboard of other games like other sports (NFL, NBA, etc.).
The play by play widget will give updates of activities of the active roster of the owners Fantasy team during a match of scoring period. Where Fantasy team 1 has a Fantasy matchup with Fantasy team 2, Play by Play will be filtered by “Player Name” based on the roster of Fantasy team 1 and Fantasy team 2. In one embodiment, the play by play widget will only show plays that mention a player on a Fantasy team 1 roster and Fantasy team 2 roster.

Fantasy team 1 roster and Fantasy team 2 roster

The Player Profile widget will only display players on a Fantasy team 1 roster and Fantasy team 2 roster. Players being displayed will be keyed off of the roster and Fantasy team 1 roster. Players being displayed will be keyed off of the Stats Inc. Play by Play. The Player Profile widget may display personal information about the player including current game statistics, season statistics and other relevant data.

The Boxscore widget displays the roster members starting at beginning of game, number of fantasy players that have played, and current fantasy points. The fantasy points are calculated based on the Fantasy League rules scraped from the host site.

The chat widget is to enable live chat between owners. In one embodiment, only registered system users that are in the same Fantasy league are available to chat in that chat room. The system should be able to identify and associate users in the same Fantasy league. Only users that are in the same Fantasy league will be able to chat on the Fantasy tab. The chat widget can display the owner’s name, the owner’s Fantasy Team name, or some other name selected by the owner, the owner’s Fantasy Team name, or some other name selected by the owner.

Using presence, the system will visually notify or alert the user if another user in the same Fantasy league is on the system site so that they can be invited to chat.
chat in the chat room. Accepting the invitation will open up the user’s fantasy tab with the chat widget open.

Player Tracker

The player tracker widget tracks news, statistics, and other related information of a player on the owner’s watch list. If the Player Profile widget is not on the user’s Fantasy tab, the user opens the widget gallery and adds the Player Profile widget to their Fantasy tab. The user can add a player to their “watch” list. Player displays in the user’s Player Profile widget with all other player’s from their fantasy roster.

Player Compare (Player Profile Widget enhancement)

An owner accesses the system and selects the player profile widget to access the player compare feature. The owner will be able to manually select Fantasy Players to compare to each other. The comparison can be on a daily, season, and career statistics including fantasy points that the player has earned or could have earned if designated as a starter.

In addition to comparing players selected by an owner, the system can seek out comparable players based on selected metrics such as actual statistics and fantasy points earned. This allows all owner to recognize similar players that may be appropriate for trading, activating, free agent pickup or other transaction. The comparison performed by the Player Compare widget may be based on statistics for that day, season, or career.

On-Screen Alerts

Under "Alerts", an owner is able to select the type and frequency of on-screen alerts. Once settings are saved, system displays on-screen alert based on selected alert criteria. The owner is able to view a log of on-screen alerts received over a specified period (day, week, month).
Alert types include:

Injuries - the owner receives an on-screen alert when a player from their fantasy roster is injured. Once the alert is received, owner can select an option to view the top free agents available in the owner’s fantasy league based on fantasy points and position.

Top performers - The owner receives an on-screen alert for players that exceed a specific number of fantasy points (for example, over 30 fantasy points) for a given position in a given day as specified by the owner from the alert setting menu.

Players that show up in alerts can be added to the owner’s "watch" list that is displayed in the Player Profile Widget. Other alerts can be added by the owner as desired.

While the foregoing has been with reference to a particular embodiment of the invention, it will be appreciated by those skilled in the art that changes in this embodiment may be made without departing from the principles and spirit of the invention, the scope of which is defined by the appended claims.
We claim:

1. A method for presenting fantasy game information comprising:
   - selecting a fantasy team in a fantasy league managed on a host site;
   - scraping data from the host site and transferring it to a fantasy scoring engine;
   - generating fantasy data at said fantasy scoring engine;
   - transferring the fantasy data to a presentation widget to be displayed to a fantasy owner.

2. The method of claim 1 wherein the scraping of data from the host site is accomplished using a scraping module.

3. The method of claim 2 wherein the scraping module collects roster data, league rules, and scoring rules from the host site.

4. The method of claim 3 wherein roster data is stored in a database at a system site separate from the host site.

5. The method of claim 4 wherein the fantasy scoring engine provides fantasy data to a fantasy data agent.

6. The method of claim 5 further including a plurality of presentation widgets for display to the fantasy owner.

7. The method of claim 6 wherein the fantasy data agent sends alert messages to the fantasy owner based on the occurrence of an event selected by the user.

8. The method of claim 7 wherein a Scoreboard widget displays a
Scoreboard for a first team in a head-to-head fantasy competition with a second team.

9. The method of claim 8 wherein the Scoreboard widget is available for
viewing during the competition period of the head-to-head fantasy competition.

10. The method of claim 9 wherein the Scoreboard widget displays a
Scoreboard for other teams in head-to-head competition from the fantasy league.
FIG. 1

Content

API

API

Presentation Layer

API

Engine

API

Tools

WEB

WAP

Users

Passive

Active

Search & Scrape
User Generated
Pre-Authorized
Partners & Licensed AP
ACCESS SYSTEM

EXISTING ACCOUNT?

YES

ADMIT TO SYSTEM AND OPEN FANTASY DASHBOARD

SELECT FANTASY LEAGUE

CONFIGURE DASHBOARD AND Widgets

RETRIEVE DATA AND POPULATE Widgets

NO

SELECT FANTASY LEAGUE AND HOST SITE

INDICATE FANTASY TEAM

PROVIDE USER NAME AND PASSWORD

FIG. 8
INTERNATIONAL SEARCH REPORT

International application No
PCT/US 08/70006

A CLASSIFICATION OF SUBJECT MATTER
IPC(8) - G06F 15/16 (2008 04)
USPC - 709/203

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

B FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
USPC - 709/203

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC - 709/201-203 | 715/700

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
Dialog Classic (Chinese Pat Abstr, Derwent Index, EPFT, French Pat, Jap Abstr, USPFT, WIPO/PCT, PPT); Google Scholar, Terms searched AGENT, ALERT, CREW, DATABASE, DISPLAY, FANTASY, HEAD-TO-HEAD, LEAGUE, MESSAGE, MONITOR, NOTIFICATION, OWNER, ROSTER, ROTISSERIE, RULE, SCORE, SCOREBOARD, SCREEN, SPORT, TEAM

C DOCUMENTS CONSIDERED TO BE RELEVANT

Category* Citation of document, with indication, where appropriate, of the relevant passages Relevant to claim No


A US 2006/0183548 A1 (Morns et al) 17 August 2006 (17 08 2006) 1-6

I I Further documents are listed in the continuation of Box C

* Special categories of cited documents

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

"E" earlier application or patent published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

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

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

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

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

"Y" document of particular relevance, the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"A" document member of the same patent family

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