



- (51) International Patent Classification:
G06Q 50/00 (2012.01)
- (21) International Application Number:
PCT/US2011/054388
- (22) International Filing Date:
30 September 2011 (30.09.2011)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
12/895,868 1 October 2010 (01.10.2010) US
- (71) Applicant (for all designated States except US): **YAHOO! INC.** [US/US]; 701 First Avenue, Sunnyvale, CA 94089 (US).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): **ROY, Scott** [US/US]; 701 First Avenue, Sunnyvale, CA 94089 (US). **TSENG, Belle** [US/US]; 701 First Avenue, Sunnyvale, CA 94089 (US). **ELANGO, Pradheep** [IN/GB]; 701 First Avenue, Sunnyvale, CA 94089 (US). **CHEN, Bee-Chung** [—/US]; 701 First Avenue, Sunnyvale, CA 94089 (US). **SHANMUGASSUNDARAM, Jayavel** [US/US]; 701 First Avenue, Sunnyvale, CA 94089 (US). **RAMAKRISHNAN, Raghu** [US/US]; 701 First Avenue, Sunnyvale, CA 94089 (US). **BRODER, Andrei** [US/US];

701 First Avenue, Sunnyvale, CA 94089 (US). **AGARWAL, Deepak** [IN/US]; 701 First Avenue, Sunnyvale, CA 94089 (US). **BEAUPRE, Todd** [US/US]; 701 First Avenue, Sunnyvale, CA 94089 (US). **MOTGI, Nitin** [IN/US]; 701 First Avenue, Sunnyvale, CA 94089 (US). **TOMLIN, John** [US/US]; 701 First Avenue, Sunnyvale, CA 94089 (US).

(74) Agent: **LEE, David, F.**; Martine Penilla Group, LLP, 710 Lakeway Drive, Suite 200, Sunnyvale, CA 94085 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK,

[Continued on next page]

(54) Title: PRESENTATION OF CONTENT BASED ON UTILITY

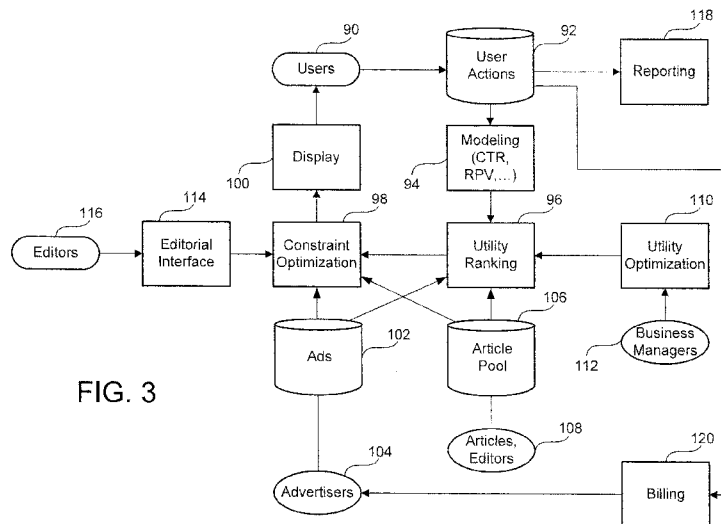


FIG. 3

(57) Abstract: Methods and systems for presenting content such as articles based on utility are provided. In one embodiment, a plurality of articles are determined, each article in the plurality of articles including article content and a corresponding preview icon, the preview icon defining a link to the corresponding article content when presented. For each article in the plurality of articles, a user experience utility value is determined. And for each article in the plurality of articles, an economic utility value is also determined. A ranked order of the articles is determined based upon each article's user experience utility value and economic utility value. And a portion of the preview icons of the articles are presented on a graphical display page in a priority orientation based on the ranked order of the articles.

WO 2012/045026 A3



SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ,
GW, ML, MR, NE, SN, TD, TG).

— *before the expiration of the time limit for amending the
claims and to be republished in the event of receipt of
amendments (Rule 48.2(h))*

Published:

— *with international search report (Art. 21(3))*

(88) Date of publication of the international search report:

14 June 2012

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2011/054388**A. CLASSIFICATION OF SUBJECT MATTER****G06Q 50/00(2006.01)i**

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)

G06Q 50/00; G06F 15/173; G06Q 30/00; G06F 17/30

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

Korean utility models and applications for utility models

Japanese utility models and applications for utility models

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

eKOMPASS(KIPO internal) & Keywords: web, content, preference, article

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2006-0253432 A1 (SCOTT EAGLE et al.) 09 November 2006 See abstract, paragraph [0019], and claims 1,6-7.	1-20
A	KR 10-2006-0027226 A (TIGER SYSTEM INC. CO., LTD.) 27 March 2006 See abstract and claims 1,4.	1-20
A	KR 10-2007-0040598 A (ELECTRONICS AND TELECOMMUNICATIONS RESEARCH INSTITUTE) 17 April 2007 See abstract and claims 1,3,5-8.	1-20
A	US 2010-0174602 A1 (ZWEBEN MONTE et al.) 08 July 2010 See abstract and claim 1.	1-20

 Further documents are listed in the continuation of Box C. See patent family annex.

* Special categories of cited documents:

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

"E" earlier application or patent but 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 citation or other special reason (as specified)

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

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

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

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

"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

"&" document member of the same patent family

Date of the actual completion of the international search

06 APRIL 2012 (06.04.2012)

Date of mailing of the international search report

25 APRIL 2012 (25.04.2012)

Name and mailing address of the ISA/KR

Korean Intellectual Property Office
Government Complex-Daejeon, 189 Cheongsa-ro,
Seo-gu, Daejeon 302-701, Republic of Korea

Facsimile No. 82-42-472-7140

Authorized officer

LEE, CHUNG KEUN

Telephone No. 82-42-481-5667



INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/US2011/054388

Patent document cited in search report	Publication date	Patent family member(s)	Publication date		
US 2006-0253432 A1	09.11.2006	AU 2005-277210 A1	02.03.2006		
		CA 2577841 A1	02.03.2006		
		EP 1779276 A2	02.05.2007		
		EP 1779276 A4	29.08.2007		
		EP 1828927 A2	05.09.2007		
		EP 1828927 A4	28.05.2008		
		JP 2008-511057 A	10.04.2008		
		JP 2008-524695 A	10.07.2008		
		JP 2008-524749 A	10.07.2008		
		KR 10-2007-0053282 A	23.05.2007		
		US 2006-0041550 A1	23.02.2006		
		US 2006-0041553 A1	23.02.2006		
		US 2006-0041562 A1	23.02.2006		
		US 2006-0136378 A1	22.06.2006		
		US 2006-0136528 A1	22.06.2006		
		US 2010-0306053 A1	02.12.2010		
		US 7444358 B2	28.10.2008		
		US 7693863 B2	06.04.2010		
		US 7836009 B2	16.11.2010		
		US 8073866 B2	06.12.2011		
		US 8078602 B2	13.12.2011		
		WO 2006-023765 A2	02.03.2006		
		WO 2006-023765 A3	02.03.2006		
		WO 2006-065322 A2	22.06.2006		
		WO 2006-065322 A3	22.06.2006		
		WO 2006-068969 A2	29.06.2006		
		WO 2006-068969 A3	29.06.2006		
		WO 2006-099608 A2	21.09.2006		
		WO 2006-099608 A3	21.09.2006		
		KR 10-2006-0027226 A	27.03.2006	None	
		KR 10-2007-0040598 A	17.04.2007	None	
		US 2010-0174602 A1	08.07.2010	AU 2003-217610 A1	09.09.2003
EP 1488360 A1	22.12.2004				
EP 1488360 A4	13.04.2005				
US 2003-0229508 A1	11.12.2003				
WO 03-073345 A1	04.09.2003				