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[Continued on next page]

(54) Title: PERSONALIZED MEDIA TYPE SPECIFIC RANKING

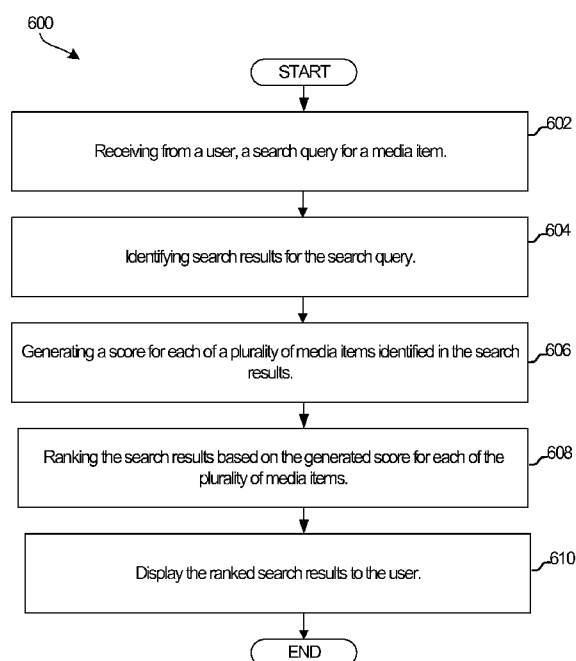


FIG. 6

(57) Abstract: Systems and method are disclosed personalizing search results. An example method for personalizing search results may include receiving from a user, a search query for a media item, identifying search results for the search query, and generating a score for each of a plurality of media items identified in the search results. The score for a corresponding one of the plurality of media items may be based on the search query and one or both of a personalized query independent score and/or a personalized query dependent score. The at least one personalized query independent and query dependent scores may be based on at least one media preference signal associated with the user. The search results may be ranked based on the generated score for each of the plurality of media items.



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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER
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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)
 G06F

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

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

EPO-Internal

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
	The claimed subject-matter, with due regard to the description and drawings in accordance with Rule 33.3 PCT, relates to processes comprised in the list of subject-matter and activities for which no search is required under Rule 39 PCT. The information technology employed as an enabler for carrying out said processes is conventional. Its use for carrying out non-technical processes forms part of common general knowledge and it was widely available to everyone at the date of filing of the present application. No documentary evidence is therefore considered necessary. (See Official Journal EPO 11/2007, pages 592ff and 594ff) -----	



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