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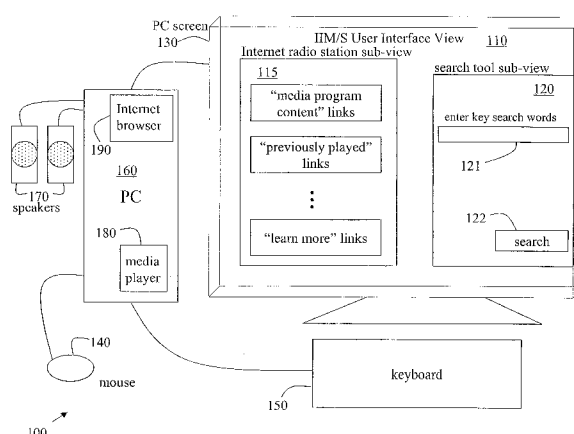
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[Continued on next page]

(54) Title: METHODS TO ADAPT SEARCH RESULTS PROVIDED BY AN INTEGRATED NETWORK-BASED MEDIA/SEARCH ENGINE BASED ON USER LIFESTYLE



(57) Abstract: Methods to adapt a user interface view, provided by an integrated media/search web site via a global informational network, based on a user's lifestyle are disclosed. The methods include populating a user interface view of the integrated web site with a first set of links to the global informational network, wherein the integrated web site integrates a streaming digital media provider station with a global search engine. A user selects a link from the first set of links or performs a key word search using the global search engine. The user interface view is then re-populated with an updated set of links to the global informational network based on demographic and psychographic associations made by the global search engine in response to at least the most recently selected link, the most recent key word search, or the most recent streaming media content. If a new link or a new key word search is performed, the user interface view is again re-populated with an updated set of links. Also, if the streaming media program content from the provider changes, the user interface view is again re-populated with an updated set of links.

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# INTERNATIONAL SEARCH REPORT

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## A. CLASSIFICATION OF SUBJECT MATTER

IPC: G06F 7/00( 2006.01)

USPC: 707/3

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)

U.S. : 707/3

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)

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6,438,579 B1 (Hosken) 20 August 2002 (20.08.2002), abstract, columns 4, 8, 13, and figures 1A and 2.	1, 10-12
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Y		2-9, 13-34
Y	US 2003/0014407 A1 (Blatter et al.) 16 January 2003 (16.01.2003), paragraphs 0020-0021 and 0030-0031.	2-9, 13-34
A	US 2003/0225777 A1 (Marsh) 04 December 2003 (04.12.2003), abstract, fig. 1.	1-34



Further documents are listed in the continuation of Box C.



See patent family annex.

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"A"	document defining the general state of the art which is not considered to be of particular relevance	"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
"E"	earlier application or patent published on or after the international filing date	"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
"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)	"&"	document member of the same patent family
"O"	document referring to an oral disclosure, use, exhibition or other means		
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