(54) Title: AUTOMATIC AUDIENCE DETECTION FOR MODIFYING USER PROFILES AND MAKING GROUP RECOMMENDATIONS

(57) Abstract: Disclosed herein is a system and method for determining that a current user profile in a system should be modified or changed. An audience detection component detects that a characteristic has been detected that does not match at least one characteristic in the current user profile. The audience detection component determines how the profile should be modified or restricted based on the inputs received from the sensors. The modified profile is then provided to a recommender system so that appropriate content may be suggested to the consumers without any further intervention or action required by the user.
Declarations under Rule 4.17:

— as to applicant’s entitlement to apply for and be granted a patent (Rule 4.17(H))

— as to the applicant’s entitlement to claim the priority of the earlier application (Rule 4.17(Hii))

Published:

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

— 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))

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### A. CLASSIFICATION OF SUBJECT MATTER

**IPC(8):** G06F 7/00 (2015.01)

**CPC:** G06F 17/30864

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!)

- IPC(8): G06F 7/00 (2015.01)
- CPC: G06F 17/30864

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

- IPC(8): G06F 7/00 (2015.01); CPC: G06F 17/30864; G06Q 10/10; G06Q 30/02; G06F 17/30867; G06F 17/3001.1; USPC: 701/736; 707/70S; 707/737; 709/203; (keyword limited; terms below)

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

- PatBase; Google(Web); Search terms used: audience detection modifying user profile group recommendations presence individual sensor device characteristic select current

### C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Category*</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
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<tr>
<td>X</td>
<td>US 2008/0046930 A1 (Smith et al.) 21 February 2008 (21.02.2008), entire document especially Fig. 1, 7, 9, 14: para [0002], [0010], [0027]-[0039]</td>
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<td>X</td>
<td>US 2011/0207440 A1 (Ruupekka et al.) 25 August 2011 (25.08.2011), entire document especially Fig. 1, 7: para [0002], [0006], [0013], [0014], [0029]-[0037], [0052]-[0055]</td>
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- **"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
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- **"&"** document member of the same patent family

Date of the actual completion of the international search: 09 March 2015 (09.03.2015)

Date of mailing of the international search report: 30 MAR 2015

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