

(21) Application No: 1715297.6

(22) Date of Filing: 08.02.2016

Date Lodged: 22.09.2017

(30) Priority Data:

(31) 14628288 (32) 22.02.2015 (33) US

(86) International Application Data:

PCT/US2016/017028 En 08.02.2016

(87) International Publication Data:

WO2016/133731 En 25.08.2016

(51) INT CL:

H04N 21/258 (2011.01) G06N 5/02 (2006.01)

H04N 21/45 (2011.01) H04N 21/454 (2011.01)

(56) Documents Cited:

US 20140207860 A1 US 20140101243 A1

US 20140052540 A1 US 20140019544 A1

KR1020140094615

(58) Field of Search:

INT CL G06F, G06Q, H04L, H04N

Other: eKOMPASS(KIPO internal)

(71) Applicant(s):

Google Inc.

(Incorporated in USA - Delaware)

1600 Amphitheatre Parkway, Mountain View,

California 94043, United States of America

(72) Inventor(s):

Shirley Connie Gaw

Sertan Girgin

Eileen Margaret Peters Long

(74) Agent and/or Address for Service:

Marks & Clerk LLP

Fletcher House (2nd Floor), Heatley Road,

The Oxford Science Park, OXFORD, OX4 4GE,

United Kingdom

(54) Title of the Invention: Identifying content appropriate for children algorithmically without human intervention

Abstract Title: Identifying content appropriate for children algorithmically without human intervention

(57) Implementations disclose identifying content appropriate for children algorithmically without human intervention. A method includes identifying, by a processing device, entities corresponding to topics relevant to children, determining, by the processing device, a children's affinity score for each of the identified entities, and selecting, by the processing device, content based on the children's affinity score for the identified entities corresponding to the content.

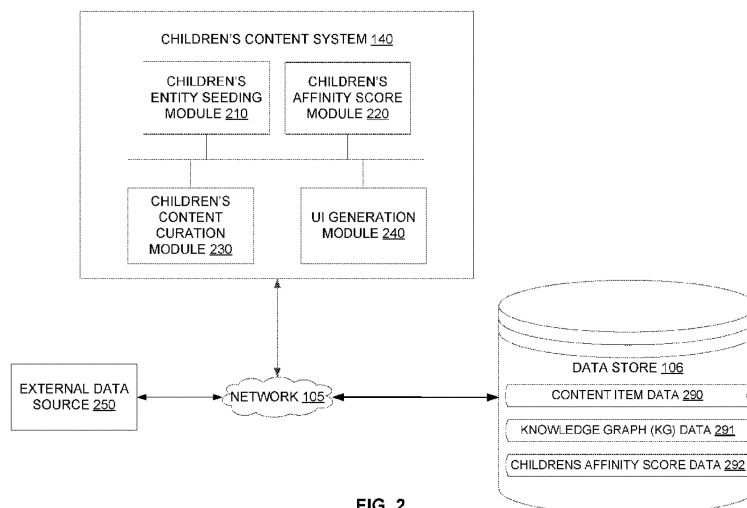


FIG. 2