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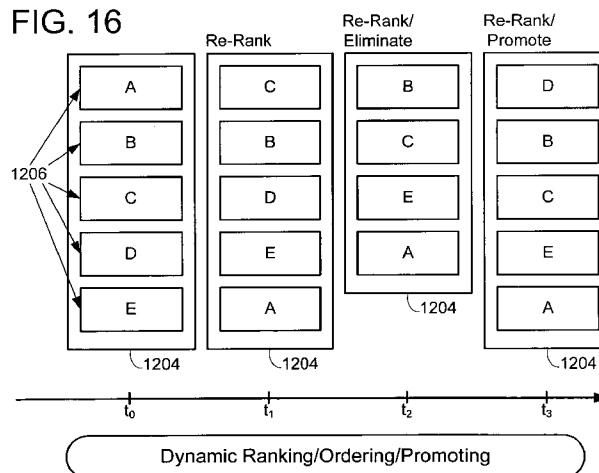
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FIG. 16



(57) Abstract: Computer-implemented methods for ranking modules within a module page of a website are provided. One method includes generating a website that relates to a brand, and the website is configured to contain one or more modules, and each module has media content related to the brand. The method includes monitoring each module for user interactivity and examining rules associated with monitored user interactivity of each module. Then, the method ranks each of the modules that are part of the website based on the user interactivity and the examined rules, and the ranking is capable of causing an automated repositioning of one or more modules within the webpage.

Methods of Ranking Content for Brand Centric Websites

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BACKGROUND

1. Field of the Invention

[0001] The present invention relates to methods for generating and managing brand data from various sources and to the ranking of brand content for automated placement on module pages.

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[0002] 2. Description of the Related Art

[0003] The computing industry has seen many advances in recent years, and such advances have produced a multitude products and services. Internet websites are examples of products and services, which are created to give users access to particular types of services, data, or searching capabilities. Today, websites can be readily created by most individuals desiring to post information or provide access or connectivity to other data. Websites are also created, updated, and supported to provide constantly updated current event information, news, and other information. This data is highly managed and processed so that its presentation can be easily displayed on web browsers or other Internet connected devices.

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[0004] Currently to date, however, content data is presented on websites for specific content-type theme, and several brands may be presented (especially if the website is a commercial website). Although some media, news and entertainment websites attempt to cover lots of information and on many different topics, the content related to any brand mentioned on the site is only in limited scale. If users are interested in finding more information about a specific brand, the user must begin an intensive search for that brand content. Unfortunately for the user, the search of a brand may turn up many pages, websites, and sources that speak about the brand, but in order to gain the best understanding about the particular brand, the user will have to move from site-to-site, to assemble a full understanding or gain the information they desire.

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[0005] The user, in this example, would feel disconnected with the brand, when all is said and done, and the user may find him or herself exhausted from the search and sometimes useless reading and web navigation. As a result, these users, although they may have an interest or desire to learn more about a brand, will not find the process inviting nor incite a connection to the brand. Furthermore, if other users also seek access to similar knowledge about the same brand, those other users will not have knowledge about others having or desiring the same experience. Consequently, user experiences regarding particular brands tend to happen in a relative vacuum.

[0006] It is in this context that embodiments of the invention arise.

SUMMARY

[0007] Embodiments of the present invention provide methods and computer implemented systems that provide content to be obtained, rendered, and produced to define a brand centric site, in the form of an internet site. The internet site will be accessible by any device having access to the internet, whether it be traditional desktop computers, wireless portable devices, televisions and any device capable of obtaining the content and displaying the content for user consumption. A brand centric site is a site generated by a system that obtains (or uses instances of) brand related data from disparate content sources over the internet, assembles the content at a centric and dynamic location, and enables interactivity and brand data contribution (in terms of content, feedback, ratings, postings, uploads, comments, etc.). The brand contribution can be by the brand owners, brand site managers, users, advertisers, etc. As the system pulls content from users themselves, disparate sites and data content channels, to dynamically generate brand sites, and users of the sites are encouraged to participate more and eventually grow into a passionate fan of the brand, as supported by the brand site.

[0008] A benefit of having users fully engaged in the brand is that brand owners will immediately have a pool of users that are likely to be receptive to new or additional brand products and services. The brand products and services may also be tangentially related products and services, which may see high reception from the fan base of particular brand sites. A benefit from the consumer's standpoint is, that the consumer feels in control of his participation in the brand site. For example, the

consumer can rate content, cause content to be removed or promoted, the consumer can add his or her personal contribution to the brand site, and the community can monitor the brand site for content not acceptable to the site. Over time, users are also provided the flexibility to customize their likes and dislikes to cause changes to the presentation of the site content or deletion. If users are not registered to a particular brand site, the brand site will dynamically change in content and presentation depending on the community of user's feedback and interactivity. If a user is signed in to the site, the content and presentation can change in presentation or existence depending on the user's behavior or selected preferences.

[0009] By user behavior, it is meant that the system will monitor user activity and determine best placements and presentation of content, to best pull more user interactivity from the user. If the user is signed in, the content placement and its presentation on the site can be controlled by both the user's interactivity behavior and also by the interactivity of the community. In some cases, the user will only desire personalization based on his or her own preferences.

[00010] It should be appreciated that the present invention can be implemented in numerous ways, such as a process, an apparatus, a system, a device or a method on a computer readable medium. Several inventive embodiments of the present invention are described below.

[00011] In one embodiment, a computer-implemented method for ranking modules within a module page of a website is disclosed. The method includes generating a website that relates to a brand, and the website is configured to contain one or more modules, and each module has media content related to the brand. The method includes monitoring each module for user interactivity and examining rules associated with monitored user interactivity of each module. Then, the method ranks each of the modules that are part of the website based on the user interactivity and the examined rules, and the ranking is capable of causing an automated repositioning of one or more modules within the webpage.

[00012] In another embodiment, a system for managing and ranking modules within a module page of a website is disclosed. The system includes a page module for displaying one or more modules, and each module is configured to hold media content that is related to a brand, and the media content in each module is for the brand. A publisher for generating a module for publication into the module page

of a website is provided. The publisher is configured to determine size and format for a module. A module monitor for tracking interactivity data with media of modules within the page module is included, as well as a rules engine that is configured to receive the tracked interactivity data. The interactivity data is analyzed to determine if thresholds associated with rules are met as determined from the tracked interactivity data. A modification programmer is also included, and is configured to cause a repositioning of one or more modules within the page module.

[00013] In another embodiment, a computer-implemented method for generating a brand site for an internet website and managing content of the brand site is provided. The method includes defining the internet website to include a plurality of modules, each of the plurality of modules for the internet website being directed toward a brand. And, identifying one or more instance sites where content components related to the brand are presented, then linking the content components, from the identified one or more instance sites, to selected ones of the plurality of modules, where some of the content components are generated by third-party content producers that are not authorized handlers of the brand. The method further includes assigning each of the content components an identifier, where the identifier defines a relation of each the content components to the brand or other brands. Further, the method includes defining a dashboard access to the brand. The dashboard access is configured to identify a user privilege for accessing specific ones of the content components of the brand. The user privilege enables one or more of viewing details of an existing content component, adding a new content component, or modifying an existing content component. The user privilege for accessing specific content components enables management of the plurality of assets overriding control of the content component provided by the third-party content producers.

[00014] Other aspects of the invention will become apparent from the following detailed description, taken in conjunction with the accompanying drawings, illustrating by way of example the principles of the invention.

BRIEF DESCRIPTION OF THE DRAWINGS

[00015] The invention may best be understood by reference to the following description taken in conjunction with the accompanying drawings.

5 [00016] Figure 1 illustrates how brand events shape or impact consumer interest, in accordance with one embodiment.

[00017] Figure 2 illustrates layers of content that can be accessed to generate a brand site, in accordance with one embodiment.

10 [00018] Figure 3A illustrates an example brand site, which accesses instances of brand content from separate websites, in accordance with one embodiment.

[00019] Figure 3B illustrates an example of content that may be accessed to generate a brand site, in accordance with one embodiment.

[00020] Figure 4 illustrates a system diagram of the brand site components and modules, in accordance with one embodiment.

15 [00021] Figure 5A illustrates a system diagram of components that are accessed interfaced to define brand content that is used to generate a brand site, in accordance with one embodiment.

20 [00022] Figure 5B illustrates a more detailed diagram of a system that manages access and data for generation of brand sites, in accordance with one embodiment.

[00023] Figure 5C illustrates a bi-directional graph of relationships, in accordance with one embodiment.

[00024] Figure 5D illustrates related data and instances, in accordance with one embodiment.

25 [00025] Figure 6 illustrates an example brand site, in accordance with one embodiment.

[00026] Figures 7A-7C illustrate example brand modules used to define a brand site, in accordance with one embodiment.

30 [00027] Figures 8A-8B illustrate examples of brand sites and advertisement integration, in accordance with one embodiment.

[00028] Figure 9 illustrates a brand "persona" that is used to generate a brand site, in accordance with one embodiment.

[00029] Figures 10A- 10C illustrate examples of ad content being associate with particular brand content, and its association across brand instances, in accordance with one embodiment.

[00030] Figures 11A- 11E illustrate example advertising interfaces, in accordance with one embodiment.

[00031] Figure 12 illustrates a system where a module page defines a holder for a plurality of modules, in accordance with once embodiment of the present invention.

[00032] Figure 13 illustrates a module having various module media elements, in accordance with one embodiment of the present invention.

[00033] Figure 14 illustrates a graphical view of a tracked interactive data for media elements through a module monitor, in accordance with one embodiment of the present invention.

[00034] Figure 15 illustrates a system for publishing, tracking and implementing rules that automate the arrangement of modules on a page module, in accordance with one embodiment of the present invention.

[00035] Figure 16 illustrates examples of changes made to module placement over time, based on detected and processed module interactivity, in accordance with one embodiment of the present invention.

[00036] **DETAILED DESCRIPTION**

[00037] Broadly speaking, the embodiments of the present invention provide systems and methods for enabling brand centric presentation, management, and interaction with media related to particular brands. Each particular brand is managed at and by a *single brand site* (referred to herein also as "brand universe" and "brand world"), that collects brand centric data, news, information, services, products, current events, user interactivity, etc., from disparate channels (other sites), and blends them together into the single brand site. The content obtained from other channels will represent an instance of the content, as that content can exist in both the other sites and on the brand site. Thus, updates at the brand site or at the originating sites will populate so that the best most current information is maintained in relation to a brand site.

[00038] Brand universe is a system that is designed to serve passionate fans of specific entertainment brands by providing them a single and immersive place to “hang out” together online. Brand universe is designed to meet a fan’s *emotional* need for a connection with a brand in addition to filling a *functional* need for information or services. As these needs are filled, a unified interface to the brand is provided, which assists in deepening and strengthening relations with existing fans of the brand and also assist in introducing a unified brand view to new consumers. These new customers, by virtue of the dynamic experience, will be converted into fans of the brand. As users (e.g., fans) interact with the unified brand site(s), user interactivity can be tracked to develop metrics regarding uses, likes, dislikes, interactions, and commercial benefits to supporters of the brand (e.g., advertisers). This tracking of consumer/brand transactions will enable functional reporting of these metrics. These metrics can then be used by marketers of products related to the brand, to determine likelihood of success and revenue generation if products or services are marketed on particular brand sites.

[00039] In the following description, numerous specific details are set forth in order to provide a thorough understanding of the present invention. It will be apparent, however, to one skilled in the art that the present invention may be practiced without some or all of these specific details. In other instances, well known process operations have not been described in detail in order not to unnecessarily obscure the present invention. Several exemplary embodiments of the invention will now be described in detail with reference to the accompanying drawings.

[00040] The following description will be broken down into four parts, namely, a System and Functional Overview in (I), a System Management, Content Sharing and Content Contribution description in (II), a System and Method for Managing and Ranking modules within a module page of a website in (III) and a Brand Site Product and Computer-implemented Structure in (IV).

I. The Brand Universe System and Functional Overview

[00041] In one embodiment, a notion of brand universe is that it powers the place where users spend time between the major transactional events upon which their brand relationship is based. Thus it “fills in the gaps” in their relationship with the brand. This can be illustrated in Figure 1, which defines a graph 100. Graph 100 defines release events 102 for different products of the brand, or services or media

related to a particular brand. Consumer interest without brand universe support would be defined by plot 104, where consumer interest wanes between peaks, defined by the release events 102. Consumer interest with brand universe support is defined by plot 106, where consumer interest is smoothed out more, supporting those times between
5 release events 106.

[00042] Thus, by providing a unified and dynamic brand site where fans can hang out online, brand universe smoothes the levels of consumer attention paid to a brand between release events 106 (e.g., transactional events), allowing a “base” level of attention that is higher than the existing state, as well as an ongoing means of
10 communication regarding new brand related transactional opportunities, including micro-transaction opportunities that otherwise could not be effectively marketed. For example, the brand universe site can provide fans of ShrekTM with the ability to download a new ShrekTM 3 theme for their desktop. As a standalone feature, this type of transaction could not be efficiently marketed using television, outdoor, print, or
15 radio, but could easily and efficiently be promoted to fans connected to ShrekTM through the brand universe site. In one embodiment, brand sites are defined from stitched together community features from across different content sites. By way of example, the content sites may be the sites created and managed by Yahoo, Inc. TM (e.g., AnswersTM, BIX, FlickrTM, News, Forums, etc.). Other content can come from
20 communities, news, feeds, etc., where such content is presently scattered among disparate sites and networked sources. Of course, the content can come from other sites not managed by Yahoo, Inc. TM.

[00043] In one embodiment, as brand universe places primacy first and foremost on the interest of the fan, the experience is always context-oriented versus
25 category or function oriented. The brand is at the center and “build out” an experience around that brand. This is illustrated in Figure 2, that defines a context diagram 120 for a brand 122. For each brand site or world, the context diagram 120 defines the various layers of abstraction, which all point to the brand 122. In this example, the layers include, without limitation and without restriction to ordering: (1) advertising and promotion; (2) user generated content; (3) third party content; (4) Yahoo! content;
30 (5) official content of the brand; (6) brand content 122. For each brand site, associated with each brand, the layers of abstraction for context are applied. As shown, four brands 124 are illustrated, for which a brand site world is created. Brand

site worlds are shown for: (a) a television show "LOST™" 124a, (b) actor "Will Smith" 124b; (c) "Nintendo Gaming™" 124c; and (d) the character "Shrek™" 124d.

[00044] Using the model of context diagram 120, it can be shown that an infinite variety of content and services may be built up around a core brand. However, in accordance with one embodiment, it is a goal to have the experience oriented around the subject brand versus the individual elements or other brands. This focus enables the brand site to "maintain an illusion" that the consumer is interacting with their brand, rather than utilizing a bunch of generic functions. For example, where compromises have to be made to test a new technology or to make an integration commitment, they should be made carefully and with a clear path to complete brand integration.

[00045] Major brands (e.g., products and/or services) have multiple manifestations in multiple media categories, and precise knowledge of these instances and their relationship to the brand world site (and to each other) is essential. For instance, it is not enough to know that Brand X has video games, a TV show, trading cards; but it is also essential to know each specific SKU, episode, card series, etc. This specific knowledge is preferred because it provides the basis upon which to track user interest and to drive transactions. This information also provides the mechanism where users can be made aware of additional brand related-content and services (i.e., Shrek™ 3 the movie is the entry point, but Shrek™ the brand site, incorporates the movie, the games, the merchandise, the videos, the mash ups, etc. and the Shrek™ community).

[00046] Thus, all accessible instances of the brand "roll up" (i.e., connect) to the "brand site", but the brand site is larger than the sum of its parts, as it offers the opportunity for fans to go beyond the tangible manifestations to the idealized, theoretical "essence" of the brand. For instance, Nintendo's™ "Mario™", shown as a brand site 124c of Figure 2, may exist in many specific games, but the idea of Mario™ is bigger than any single game or group of games, and in fact has its own unique qualities in the mind of individual fans. The Brand universe system is working at its very best when it offer experiences and tools that allow fans to transcend the specific and move into the idealized or expanded concept of the brand via interaction with the system and with each other.

[00047] Because brand universe is configured to function 24/7, and with or without the help of the brand owner, the system is designed to generate a steady stream of high quality fan content. This stream, fed by the passion and creativity of the fan base, is one facet which “fills in the gaps” between traditional fan/brand transactions. As a result, fan content must not be treated as an afterthought of throwaway add on, but instead as the “star of the show”. Therefore careful thought and attention is given to the “pull” components which generate the content and the “push” components which identify the best, and subsequently promote that content, both within the YahooTM Inc. environment and outside, via portable representations and viral components.

[00048] Specific reference is made to Yahoo'sTM content, but it should be understood that the content can be managed by other entities, such as media companies, Internet companies, combinations of media and internet companies, and the like. Thus, although the brand universe system makes use of the media content already managed by sites within YahooTM Inc., these content sites should be viewed only as exemplary, as the system can well function when supported by other entities.

[00049] In one embodiment, it is important to have a correct sense of scale when pulling content from fans. To manage this, certain levels of interaction at the “instance” level are provided. For instance, the system will provide one set of interactions at Star WarsTM Episode 1TM HD-DVD; another for Star WarsTM, Episode 1TM; another for Star WarsTM, the Original TrilogyTM; another for Star WarsTM, and another for Lucas FilmTM, and another for ChewbaccaTM or Hans SoloTM. Thus, the brand universe system is designed to precisely invoke fan content when it is most effective to the overall brand site. Effectiveness can be monitored based on user interaction or can be judged based on past performance on individual sites or on other brand sites.

[00050] Most interfaces around entertainment media objects throw an incredible number of choices at the user, usually in the form of countless tabs, links and promo boxes. A brand world site defined by the Brand universe system offers a simpler approach. Each interaction is carefully optimized to deliver the best possible user experience given what is known about the users needs, eliminating extraneous information and navigation in the process. At every step of the way, the brand universe system offers a “best guess” at the consumer's next need and makes that best

guess *obvious and inviting* to the user via a large, highly visible promotion. By narrowing the “*next step*” invitation in this way, more time and effort is placed on this spot on the site. The brand universe system will therefore enable testing and tracking to fully understand the relationship between an offer and its context, in terms of generating user response.

5. [00051] In one embodiment, the interfaces provided by the brand universe system take the users’ previous visits into account and will generate an appropriate reaction. Thus, the same content is not blindly promoted to the user and instead, by looking at what the user has already done and what has happened since they last visited, a *best guess promotion* is placed in front of them, to thus promote what they will want to do next. These are informed, personal guess – not just a list of most popular or most recent items, or items that strike the fancy of a human editor. The best guess promotion can be incorporated into each page of the brand site, not just top level pages, thus providing a full and rich interactive experience to the fan of the brand.

[00052] In one aspect of the system, the scale of promotion is responsive to individual tastes and visit histories. To fully customize the experience, the brand universe system defines creative page placement of content, which is auto generated. Promotional auto generation happens naturally through the addition of content, through the identification of content as particularly good or relevant, or in response to a marketing spend. The promotional engine is automated – creating units and placements *on-the-fly* as new material becomes available. The system also drives the inclusion of a specific sampling component that puts its own assumptions and biases to the test – giving new material a chance to be successful in “limited release” - and aids in early detection against new consumer trends.

[00053] The promotional system of brand universe is configured in an automated manner, but the system will enable human “overrides”. Human overrides are important, as the system can grow and change in an automatic manner, as content data changes. However, promotion data can be added, changed, tracked and optimized continuously (*e.g.*, daily, real-time, etc.). The promotion data can be provided by brand owners, brand fans, advertisers that see a possible link between their products or services and the brand or the brand's demographics.

[00054] The brand universe system, by its created brand sites can expose users to new brands that they might be interested in, but might have forgotten or not known about in the first place. The brand universe system is configured to do this naturally and on demand in response to partnerships with brand owners who want to create a higher level of visibility for their brands by “injecting” them into the system.

[00055] In one embodiment, and as a result, most promotional areas can contain a mix of *paid* and *non-paid* (i.e. best guess) promotion, though neither will be necessarily marked as such, particularly where endemic brands are concerned. One aspect of particular benefit to the brand site (generated by the Brand universe system) is that the mix between paid and non-paid placement is substantially balanced at all times. The user on a brand site should not notice or think anything is “wrong” (or forced on them) when an endemic brand is promoted for revenue related reasons. Thus, the integrate is natural, seamless, and more effective than simply placing a disjointed ad in front of a user. In one embodiment, all paid, endemic, non-media brand promotion in these mixed areas will keep users within the site, versus sending users to other sites (i.e. the user does not click on something that looks like an internal link and end up on an external site).

[00056] In one aspect of the invention, the brand universe system, for particular brand sites, can encompasses all entertainment brands and sub brands. From a promotional point of view, all brands are not created equal. Some will appeal disproportionately to certain segments of society, and where those segments are desired the Brand universe system places special automated emphasis. That is, the brand universe system self-adjusts to provide content on particular brand sites which best mesh with the expected demographic. By doing this, a brand universe site will be an inviting place to visit for users of the brand and the users can be best converted into more passionate fans. When users become fans, and the content is provided based on their likes, each brand site can market its content to enable maximum usage and maximum opportunities for revenue generation.

[00057] As activity is tracked, it is possible to know with great specificity what is *hot* at any moment in time relating to a given brand, for subsequent adjustment of a brand site by the brand universe system. In one embodiment, this information is fed to special programming sites (e.g., Inside Y! programming) so that it always reflects this specific knowledge, versus general promotional categories. For

example, if someone types "Scarlett Johansson", the return should be the best option at that moment - i.e. "Scarlett Johansson in red at the OscarsTM" - versus the generic "images, news, videos, etc." The search result should have *the energy and the vitality of the moment* vs. the dead feel of a reference book, so that the most relevant and up to the minute result is presented. This functionality, again, will turn users of the brand into fans.

[00058] Programming by the brand universe system takes time of day into account. The time of day should subtly permeate the interface as well as the programming choices that are made. For example, after school, kid-friendly brands are emphasized while as the night goes on, brands with a mature nature may be more freely promoted.

[00059] Users influence the material programmed to them by implicit and explicit activity. The brand universe system offers users a chance to identify themselves as a "fan" of whatever they are looking at, be it a brand, an instance, or another user. In one embodiment, once they declare themselves as a fan of something, content deriving from that thing should "bubble up" to the top of their experience within the brand site.

[00060] As has already been mentioned, the brand universe system also tracks where a user goes and intelligently uses that information to make programming choices. For instance, a user that regularly uses movies Resident EvilTM, Silent HillTM, and Alone in the DarkTM is clearly a fan of survival horror, so when a new franchise in this genre is created, the system will let him know. Knowledge of the user lets the system use programming to "sow seeds on fertile ground" connecting users to relevant brands rather than relying on sheer volume and brute force.

[00061] The mix of explicit and implicit inputs is designed to create a situation where a user is constantly surrounded by brands - some trusty old favorites, some of the hot new passions of the day, and others just coming up on the horizon; all moving together in orbit around the user to create a dynamic and totally personalized experience, as illustrated below.

[00062] The brand universe system provides several reporting concepts, in accordance with one embodiment. For example, brand level reporting is provided. The fundamental level of reporting is at the user/brand level. In one embodiment, every single discreet user interaction with a brand is recorded. These include but are

not limited to: Visit, Pages viewed/editorial content consumed, Video streamed/uploaded, Files (image, flash, mp3, other) downloaded/uploaded, Prices checked, Contributions, answers, ratings, reviews, comments, postings, searches, etc. In a further aspect, the demographic profile of the user accrues to the brand during any interaction, thus creating a dynamic demo profile for each brand and for each interaction.

[00063] In still another embodiment, all activity needs to be viewed at the smallest instance level. For example, at the instance level of the DVD for Lord of the Rings™, which SKU (DVD Entity) generated the most activity, and within that SKU the content that generated the most activity with each segment, etc. For instance, I should know that in Lord of the Rings™: The Fellowship of the Ring area, males ages 18-22 are a particularly hot segment, but where fan art around that concept is concerned, the target age drops to 14-16. This data feeds our content acquisition engine. This also tells us what our “best offer” is at the instance and Inside Y! level.

[00064] In one embodiment, the brand universe system is configured to systematically identify up and coming brands. There are three ways in which this is done. First, whenever a new brand or instance of a brand is announced, the brand is tracked, months or even years ahead of its release. In this manner, it is known from the beginning and throughout the development cycle, how it is stacking up relative to other brands. Second, the programming system is continually sampling new items. Any major blips in activity, increased sampling, and pending sustained response may trigger an alert system. Thirdly, wherever possible, search must be mapped into the brand world so that it is possible to know exactly what users are looking for.

[00065] In one embodiment, all brand activity must be totally transparent in a relevant manner to each constituency of the ecosystem. Consumers see the impact of brand activity in places such as top 10 lists, and in the programming they receive. Brand owners see the activity through widgets and real time reports that let them know how their products or services are positively impacted by the brand site. Other interested parties, such as retailers, analysts, licensees, etc. see their own version of the data.

[00066] The content creator (whether user or brand owner) may opt to buy, at the time of upload, a promotional package that will increase the visibility of their content. They may also do this in a systematic way by striking a larger relationship

with the ad sales team which would “build in” promotion for a certain number of their assets, whenever they are available. Furthermore, a real-time reporting system will enhance the sense of excitement by demonstrating usage of the asset as it occurs, and providing a sense of the immediate impact of pulling a promotional lever.

5 **[00067]** The brand universe system 130 is, in part, built from instance levels as shown in Figure 3A. In accordance with one embodiment, the instance levels 134 are accessed for their content and fed to a brand level 132, that defines a brand site for Shrek™ 124d, as noted in Figure 2.

10 **[00068]** Specific instance levels 134, already having brand content, can be tapped to define a richer and more immediate experience at the brand site. The instance levels are also referred to as "verticals". The verticals are, on their own, separate websites that target a type of media. The type of media may be movies, games, etc, as noted in detail below. These separate websites therefore contain content for more than one brand, so long as the content is somewhat related to the
15 media type. The brand content present on the separate websites, will therefore be referred to as instances, and such instances (i.e., brand content) can be shared with particular brand sites. The instances of the brand content, in one embodiment, will be present on both the separate website and on the brand sites, and any change to either one, may be synchronized.

20 **[00069]** The verticals should offer a best-on-the-internet experience around any particular instance of the Brand. If a user comes to Y! Movies 136 looking for info on Shrek™ 3, then the user will find it there, just as the will for Shrek™ Video Games within Y! Games 140. However, from either of these specific instances, the user may be invited to step into a Shrek™ “World” (e.g., the brand level 132) where
25 Shrek™ is represented across instances. Once a user has taken a step out of the vertical (instance level 132) and into the world (brand level 132), all subsequent activity takes place within the world context, vs. the vertical (though the information is the same in both). Other illustrated verticals include Y! Celeb 138, Y! Games™ 140, Y! Kids™ 142, etc. Again, although the verticals are those provided by Yahoo
30 Inc., the verticals can be provided by any media company or individual. In one embodiment, where a brand exists in a single category, then the “world” becomes the page within the vertical for that Brand. Still with this example, the TV show

"HeroesTM" only exists within Y! TVTM, until such time as it branches out into other brands like video games, toys, etc.

[00070] In one embodiment and with reference to Figure 3A, each instance of ShrekTM as represented in the verticals is "aware" that it is a part of the larger "ShrekTM" concept, and thus, when a promotion occurs that is related to ShrekTM it can instantly populate across all related pages on all verticals with one command. This aspect is beneficial to promoting "micro" events because it touches every consumer that makes sense with minimal programming effort.

[00071] Beyond standard use cases, the brand universe system is designed to add an emotional edge. For instance: (1) Fan has five minutes to spend, what have we got? (2) Fan wants to extend that kick he gets from his favorite character on his favorite show, how does he do it? (3) Fan wants to be "on the inside" and "first" to see that new trailer, how do we make it happen? (4) Fans wants to "hang out" and relax with other fans, how do we enable it? (5) Fan wants to be recognized as a top notch fan, etc. (6) Fans want to make their brand a simultaneous communal experience, how can we make this happen? (7) Fans want to create their own ending to a movie, etc. Thus, the brand universe system meets a fan's emotional need and defines a connection with the brand, in addition to a functional need for information or services.

[00072] Still further, the brand universe system is configured with functionality to identify and recognize key brand site contributors. This feature is facilitated by providing greater access to tools and control over content on site, and by providing identifiers that set them apart from other members of the community. For example, being a "Level 10" member of the community or a "Lead Editor" of a show "#1 fan" of a particular brand. This leveling should reflect both explicit and implicit contributions to the site. The brand universe system also allows third-parties to log in and directly publish content to the site. Security is provided to ensure the right level of access is granted to the right user.

II. System Management, Content Sharing and Content Contribution

[00073] Figure 3B illustrates a brand universe system that feeds from disparate content providers, which also contain and manage content related to the specific brand. The specific brand is illustrated by brand/user data 158 cell at the

center of the brand universe. One level of farming for content (related to each brand) may occur from instance levels (e.g., verticals), that in this example, are managed by YahooTM Inc. Of course, other separate websites, managed by other entities will work. Examples include: (A) user generated content (UGC), such as FlickrTM data, del.icio.us, Yahoo 360TM, etc.; (B) Yahoo tools and Services, such as Yahoo MessengerTM, Yahoo SearchTM; (C) Monetization, such as Yahoo ShoppingTM, Advertising, and Premium Services; (D) Content, such as Yahoo NewsTM, 3rd Party Content (e.g., current event data, RSS feeds), Yahoo EntertainmentTM, etc. This list was provided to give an overall flavor of the various data content sources and their function, and should not be restrictive, as they were provided for example purposes only.

[00074] Example brand sites are shown in Figure 3B, namely television shows "LOSTTM" or "American IdolTM" 124a, (b) celebrities "Tom CruiseTM" and "Paris HiltonTM" 124e; (c) "Nintendo GamingTM" 124c; (d) the movie character "ShrekTM" 124d; (e) Action HeroesTM 124b, etc. These brand sites, as noted above, will also feed in brand content data from the various vertical sites (e.g., to obtain brand content instances (levels 134)). Example vertical sites may include, MoviesTM 136, Celebs 138, TV 139, Games 140, etc. The brand sites, although they will share content with verticals, the brand site will provide a more complete brand world, as the brand sites pull (roll up) data from the various instance levels, while also integrating user data, user generated content, brand-centric user experiences, brand-related chat, brand merchandising, etc., to define the brand/user data 158 experience.

[00075] Figure 4 illustrates a system diagram 160, in accordance with one embodiment of the present invention. System diagram 160 illustrates a brand site 124 that includes a number of components that make up the brand site 124, when implemented in accordance with one embodiment of the present invention. The brand site 124 is for *Brand X*, and the brand site is organized, in one embodiment, to include a plurality of modules. The plurality of modules are shown as module A, module B,...module N. In one embodiment, module definition and programming will simplify their integration into the brand site, so that APIs and pluggability enable fast and efficient publication and edits of new content, submission of new content, and overall management of the brand site content. In addition to the modules, the brand site 124 may include a number of other features such as advertisements 202a, user

generated content 202b, and other images, icons, menus, or interactive features, in addition to text 204.

[00076] The various components provided around the modules of the brand site 124 are designed to seamlessly blend into the presented content that is brand-specific and targeted to the specific demographic for the given brand being rendered at the brand site 124. The brand site 124 is accessed by users 161 over the internet, and users 161 will be able to access the brand site 124 from any number of connected devices. The connected devices can include desktop computers, laptops, mobile devices, cell phones, personal digital assistants (PDAs), and any other device that is capable of accessing the content provided by the brand site 124. The various users 161 access brand site X at their convenience, and may also personalize their *brand X* site for their enjoyment or normal use habits.

[00077] In one embodiment, *brand X* site is also provided with a log-in module to enable a user to login with a user name and password to then access the modules of *brand X*, in a user defined presentation, that is most preferable to the specific user. Accordingly, the brand site 124 not only provides the dynamic information in a pre-defined format, but the format can also be rearranged and prioritized depending on the preferences of the specific users that may log into the brand site 124. Depending on user interactivity with the brand site 124 and the different modules of the brand site, the system 160 is configured to provide interactivity monitoring 172, that saves data regarding the monitoring to the metrics analysis 174 module.

[00078] The interactivity monitoring 172 is configured to monitor specific user's activity on the brand site 124 to capture preferences, user demographics, most frequently used content, identify when user generated content is supplied by the users, and navigational activity within the brand site 124. All of these metrics are provided to various components of the system 160. The system 160 is shown to provide access to the metrics analysis 174 to users 175. Users may access the metrics directly through the brand site 124 by way of displays that indicate popularity of specific modules, components within the modules, or recently viewed data by other users 161.

[00079] Additionally, metrics analysis may be provided for specific content parts managed by the brand owners 176. In this manner, metrics can be provided in a more granular manner, so that very specific brand content can be individually

monitored, tracked, updated, changed, or eliminated, based on one or more decision factors. Such factors may be due to business reasons or user satisfaction or user dissatisfaction.

[00080] The brand owners noticing specific activity on the brand site 124, may find a need to develop additional modules for the brand site 124, modify the products or services rendered by the brand site 124, or introduce new promotions for the brand products or services. The brand owners would therefore get a substantially real-time view into the popularity of their specific brand, and could provide a viewpoint into desired functionality, or desired services that may be missing on the brand site 124, to thus provide additional monetization to the brand owner 176 (e.g., by selling (i.e., through e-commerce or non-ecommerce traditional store transactions) brand content services or products, or services or products advertised on the brand site). The metrics analysis 174 is also shown available to advertisers 178. Advertisers 178 desiring to inject their content into a particular brand site 124 would be provided with metrics that identify the popularity of the brand and other related advertising services or products.

[00081] For instance, if soft drinks are being advertised in a seamless manner in one of the modules of the particular brand site that related to sports, other drink type advertisers may see an advantage to also providing similar seamless-type advertising modules for the given brand site. The metrics could also provide data regarding access by users, susceptibility of users to access the specific advertisements, revenue generated by previous advertisers, and other metrics similarly usable by advertising companies. The system 160 could also provide access to brand site producers 180. The brand site producers 180 are individuals that manage the structure parts of the brand site 124, certain placement of modules within the brand site 124 (if promotion packages are paid), the organization of data, and the feed of some data in and out of the brand site 124.

[00082] By providing brand site producers access to metrics analysis 174, it is possible for the brand site producers to more fully understand the use and interactivity being experienced by users, and could also provide insights into improvements to further integrated the modules of the brand site 124 in a more seamless, or interactive manner. The metrics analysis 174 is also shown providing information to a brand site promotion logic block 175. Brand site promotion logic

175 is designed to intelligently read the metrics analysis 174, apply rules to improve promotions of specific items within the brand site 124, and in an automated manner, promote certain content within the brand site 124 to a more prominent role, or demote certain content either to less prominent roles. Additionally, the complete removal from the brand site may occur, depending on the user interactivity, and other metric analysis performed on the usefulness of the brand site 124.

[00083] Continuing with Figure 4, the system 160 is also shown to include a block 162 that defines module relations and sharing with vertical content sites. Module 162 is designed to feed the brand site 124 with specific modules that may be obtained or shared with vertical sites 134'. As noted above, vertical sites may include other separate sites that share the content found on the brand site 124, and any changes made in either the brand site 124 or the vertical sites 134' may be seamlessly integrated and synchronized in relation to the features being shared. A block 164 is also shown providing user generated content (UGC). User generated content is that which is produced by users 161 and uploaded to the brand site 124. The user generated content may be simple feedback information provided by forms, menus, ratings, or actual interactive content (videos, pictures, data) produced by users and submitted for publication into the brand site 124.

[00084] Block 166 shows content and meta-data feeds that are also provided to the brand site 124. The content can include content found from third parties, such as user organizations, meta-data regarding those different pieces of content, and the like. By providing block 166 as an input to the brand site 124, the brand site 124 will appear to be receiving the most up-to-date information regarding the *brand X*. Block 168 provides brand related content owners access to portions of the brand site 124. Brand related content owners may be those which provide content that is not specifically about the brand, but is very related to the brand and thus can be provided to the brand site 124 for tight integration.

[00085] As will be shown in Figure 9, a brand-related content owner 168 may be the owner of the ringtones shown in the bottom right hand corner of screen 900. Although the brand owner (or persona-subject) in screen shot 900 of Figure 9 is Will SmithTM, the ringtones are not necessarily owned by Will SmithTM, but they are considered brand-related content, and it is owned by specific companies that would like to provide such content to Will Smith'sTM brand site 900. Next, is a brand site

producer tool 170 block that provides brand site producers access to the brand site 124 to perform modifications, updates, retooling, and any other adjustments or updates that may be necessary in view of its structure, content, or organization.

[00086] Figure 5A illustrates a system view diagram 160' for the brand universe system, in accordance with one embodiment of the present invention. The system view diagram 160' defines an entertainment content repository (ECR) 240 for holding data related to various brand sites. The ECR 240 will therefore store in a plurality of databases information regarding different brands, assets, relationships, meta-data, and other information that will link specific brand sites to the various components for obtaining the content and for presenting the content to users. In this example, the ECR 240 is shown interfaced with services 220.

[00087] Services 220 are shown to include, in this example, personalization 222, promotions 224, services interfaces 226, advertising 228, analytics 230, and Yahoo™ network services 232. These services 220 therefore provide the ECR 240 with access to brand-centric experiences in vertical worlds defined in an instance level 134. As noted above, the instance level 134 can include various sites that hold data regarding the specific brand site being created, managed and interfaced to the ECR 240. In the example shown, vertical sites include Yahoo games 140, Yahoo movies 136, Yahoo TV 139, Yahoo kids 142, Yahoo celebs 138, etc. The resulting example brand site 124d is the brand universe site for Shrek™, in this example.

[00088] The world for Shrek™ shown by the brand site 124d is the brand level 132, as previously discussed with reference to Figure 3A. The brand site 124 is also illustrated by an icon in the ECR, as the brand site 124 stores information regarding the brand site 124d, as well as brand content instances 142, 138, which may be obtained from different vertical sites, mentioned above. Data related to different brand sites 124a, 124b, are also similarly stored in the ECR 240, for access by the various processing engines of the brand site universe system 160', in accordance with one embodiment of the present invention.

[00089] The ECR 240 is also shown to receive content 252 from various third party data feeds 254. The third party data feeds 254 can provide information such as TV guide information, gaming information, movie information, and thus populate that information to the ECR 240 as it relates to the specific brand sites with the ECR 240. The content 252 is, as noted above, added and managed by producer

tools 242. The producer tools 242 can be managed by brand site producers 244. The brand site producers 244 may be charged with the organization, orientation, content, and placement of the various modules within specific worlds (brand sites). Interfacing with the ECR 240 is an internal recording block 250 and a partner dashboard 248.

[00090] Partner users and brand site managers 246 can therefore gain access to the various components and interfaces that communicate with the ECR 240. For instance, a partner dashboard 248 (e.g., user interface that is user accessible over the web) will allow advertisers or owners of specific brands marketed, displayed, or highlighted by brand sites to view the performance of brand sites, the various modules on those brand sites, or content on the specific brands based on user interactivity with the site. Internal reporting 250 will also allow brand site managers to make adjustments to the brand sites, depending on the performance as monitored by user interactivity, feedback and other metrics.

[00091] Figure 5B illustrates a brand universe system 300, defining additional aspects of content acquisition, content management, reporting, and presentation for brand sites, in accordance with one embodiment of the present invention. The entertainment content repository (ECR) 240 is shown receiving data from various components. One component is content and meta-data feeds 254'. The content and meta-data feeds may include user feeds and other data that is then forwarded to a harvester 302. The harvester 302 is configured to obtain the data from various communication data source connections (e.g., HTTP, FTP, and other communication protocols ports, formats, and links) and forward that data to a data processing block 304.

[00092] The data processing block 304 will identify the different types of data such as text data, image data, meta-data, video data, and other types of data so that data can be properly forwarded to a data import block 306. Data import block 306 is configured to forward and map the different pieces of data with appropriate identifiers, tags, and meta-data to the databases of the entertainment content repository 240. The ECR 240 is also interfaced with framework 326 that is coupled to API blocks 328. Example API blocks 328 are shown to include, in this embodiment, movie API 330, games API 332, TV API 334, and brand API 336. These APIs are configured to provide access to the different vertical instances (on the separate

websites) where components of the brand are shared and obtained between the vertical sites and the brand sites managed by the brand universe system 300.

[00093] In this example, front end 340 is provided to enable users to gain access to the different vertical sites, such as the movies front end 342, the TV front end 344, the games front end 336, and the various worlds front ends 348 (brand sites). As illustrated, brand sites 124 are accessed through the worlds front end 348 that then provide requests to the API blocks 328, and data is provided to the front end 334 for display and rendering on a display screen of the various users. The API block 328 may also provide a search request to the ECR 240 through a search block 241 to render search results data back to the users interfacing with the brand sites or the various vertical sites associated with front ends 342, 344, or 346. The search block 241 is a search index that is re-populated on a regular basis via a data export 239 from the ECR 240. API block 328 then hits the Search block 241 with search requests.

[00094] The front end 340 is also shown coupled to other Yahoo domain services 350 that can provide additional data and information to the brand sites 124. The users 360 will therefore interface with the screens provided by the front end 340, to cause interactive use of the various brand sites. As users 360 interface with the different brand sites, the interfacing and interactivity with the brand sites and its content are monitored. A reporting/business analytics module 248b is provided to monitor the activity of the various brand sites as used by user 360.

The reporting/business analytics module 248b is internal processing (e.g., to the operator of the brand sites), and such information that is also used by the producers of the brands sites to improve the quality of the experience for the users (i.e., that are becoming fans) of the brands, and also make adjustments based on this information. The reporting/business analytics module 248b also provides an automated data feed to the recommendations block 324a. This recommendations block 324a is a recommendations algorithm/system that interfaces with the front end 340. The reporting/business analytics 248b is part of the internal reporting 250, as discussed in reference to Figure 5A. The reporting/business analytics module 248b can be a separate system or integrated system, that takes user interaction data and ECR 240 data as inputs, and outputs recommendations based on user data. In one embodiment, the system can be an integrated platform tool or a third party tools that interfaces with

the brand universe system 300. The partner dashboard 248 includes content reporting 248a-1 and submission 248a-2.

[00095] The content reporting block 248a-1 is a read-only interface for brand owners 380 in to the reporting/business analytics module 248b. The content submission block 248a-2 is an interface where content (images, videos, etc.) and data may be submitted by content or brand owners 380 to the ECR 240. The functionality of content submission is, in one embodiment, geared to drive the content promotion service 322. Brand site producers 244 can view, edit, or approve any submissions made by the content or brand owners 380 in the content submission block 248a-2. Once approved (or it can automatically be approved depending on the brand owner 380), the content can be automatically promoted by the content promotion service 322. As used herein, "promoting content" means that the content takes on a more visible position on the interface pages, so that more user traffic migrates toward the promoted content.

[00096] Moderation tools 370 are provided to enable the content or brand owners 380 and the brand site producers 244 to moderate the type of content posted as user generated content (UGC). If the user generated content or user feedback is posted on the brand site, and such content is offensive or destructive toward the brand in any way, as judged by the brand owners or brand site producers, then that data can be removed or adjusted.

[00097] In addition to recommendations 324a, other modules with processing logic that provide functionality include user profiling services 324b (e.g., "a user's recently viewed content (e.g., such as movies, games, TV shows, video clips, photos, etc.)", "most viewed/most popular content on a site, in the last hour, 24 hours, week, month, all-time", "most viewed/most popular content by audience segment (i.e. what movies are popular for 18-24 year old females)", "ad targeting based on a user's interest profile generated from what they view over time"), ratings and reviews 324c, message boards 324d, user generated content (UGC) 324e, FlickrTM and other services 324f. In one example, the moderation tools 370 can be used to moderate content submitted through 324b-324f. These services 324 are provided to manage, submit or present data, interactive menus, graphics, and other information that may be fed back to specific brand sites in the form of modules, content data, or supporting information for the modules for presentation on the brand

sites. The brand sites will therefore be able to interface directly with rich content information that is up-to-date, provides user involvement, and enables further blending of the brand with the user's experience to assist in converting users into fans of a brand site.

5 **[00098]** Producer tools 242 are also provided to enable brand site producers 244 to interact with the content in the ECR 240. The producer tools 242 include a Producer's Desktop (PD) 242a, and a content programming tool (CPT) 242b that is interactively coupled to the ECR 240. The tools of 242a and 242b are provided in the form of interactive programs and forms that enable brand site producers 244 to properly manage their brand content as it is presented to the ECR, for then publication on the brand sites 124, when users 360 access the worlds front end 348. A content promotion service 322 is also provided and is shown receiving data from the ECR 240, and then interfaced with the front end 340 to provide the brand sites 124 with instant content promotion services, so that when users 360 are viewing the brand sites, 15 certain content can be highlighted.

[00099] The highlighted content can be promotional information that is either paid for by advertisers in the brand sites, or can be promoted to a higher prominence on the page if users desire more functionality from specific components and modules of the brand site. These and other functionalities are provided by the brand universe system 300, in accordance with one embodiment of the present invention. 20

[000100] Figure 5C illustrates a bi-directional relationships diagram 400 that defines how specific data pieces are interconnected to a specific brand to define modules or parts of modules of a brand site, based on information obtained from other sources. The bi-directional relationships diagram 400 is also referred to as web relationships that relates specific pieces of the web in terms of "degrees of separation". The graph therefore does not define a hierarchy with respect to components, but simply their inter-relationships. The various components that are interrelated and illustrated by the bi-directional relationships diagram 400 include entities identified by "E", and assets identified by "A". The brand (of the brand site) 30 is identified as "B".

[000101] An asset is a piece of content that can be consumed such as photos, videos, new articles, and any other content that may relate to an entity. An

entity is a specific person or thing that relates to the brand, and may also be related to other entities. For instance, the SupermanTM TV show entity can be related to both the Superman entity season 1 and the Superman entity season 2. The SupermanTM season 1 entity can also be related to other episode entities. Certain ones of the entities may also include specific assets. An example of an asset is shown as cover art or track information, which may be related to SupermanTM 3 album entity.

[000102] Thus, the brand "SupermanTM" is able to identify its relations to specific entities, and the specific entities can also be related to other entities, depending on the content of the specific entities. The bi-directional relationship diagram 400 is shown to illustrate the dynamic web that is formed when a brand site, such as a brand site for Superman, is linked to the content instances present at other entities, and related to those entities by the relationship graph. As the content grows, additional links to other entities and assets can be plugged in to the appropriate location on the bi-directional relationship graph 400. Accordingly, the web nature of the relationships enables easy interrelationships to the data so that presentation can be easily integrated into the brand sites.

[000103] Figure 5D illustrates a brand reporting structure 500 for an example brand site 124. Brand site 124 is for ShrekTM 3. As noted, the brand level report includes all non-additive uniques and additive page views, time spent, video streams, photo views, metrics related to the brand, etc. As noted in the key of Figure 5D, a square box is a virtual reporting object that is a roll-up of additive and non-additive metrics of physical pages, video clips, and photos associated to the object. The curve bottom box defines a physical page that is related to an entity or a brand. The parallelogram may define a video or a photo asset.

[000104] And, the asset can be related to multiple entities. The ShrekTM brand 124 is shown to include a number of modules 124-1, 124-2, and 124-3. 124-2 is a module-level reporting that includes uniques, module views, clicks, and time spent. Module 124-1 may be regarded as a main module, but the main module may be promoted or demoted, depending on various factors, as noted above. Module 124-3 may be a blog module that would enable users to blog (comment) about different aspects of the ShrekTM 3 brand site 124.

[000105] In this example, ShrekTM 3 the movie entity 136a, is shown directly related to ShrekTM 3 brand. ShrekTM 3 the movie entity 136a, includes an

entity page 1 which is the main page for the movie entity 136a. Asset 506, which is a video clip 1, is also shown to be part of the movie entity for Shrek™ 3 136a. In addition, video clip 1 506 is also part of an asset that relates to the Eddie Murphy contribution entity 502. The Eddie Murphy contribution entity 502 may include a page 1 which is its main page, and would provide some uniques, page views, and time spent. The Shrek™ 3 game entity 140a is also shown related to the Shrek™ 3 TV entity 139a, which also relates to the Shrek™ 3 brand 124.

[000106] The Shrek™ 3 game entity 140a would include its main page and reviews. A movies entity 504 would include its own front page, and could also be related to the brand 124. In addition, the Shrek™ 3 movie entity 136a would also be related to the movies entity 504. Accordingly, an advantage of the brand universe system is its ability to tap into the content of related entities and the assets of those related entities to populate the brand site in a modular form that dynamically utilizes those assets when those assets are related and linked to the brand.

[000107] Figure 6 illustrates an example brand site 600, in accordance with one embodiment of the present invention. Brand site 600 is an example brand site that incorporates various entities and assets to seamlessly display the information on a brand site that links data (or shares an instance) from the various verticals and other content producing entities.

[000108] The resulting brand site 600 has a focus, in this example, around the computer gaming console brand "Wii™" by Nintendo™.

[000109] The brand owner Nintendo™ may or may not participate in the generation of the brand site 600, but brand related information from various entities, and its assets, will be seamlessly compiled and presented in module form into a seamless display that is all brand-centric to create brand fans. In this example, the highlighted module is a module called choose your favorite Nintendo™ character, and allows users to vote 604 regarding their selected favorite character. A photos module 606 is also provided to enable users to post their own photos (or view photos of others) and share experiences (in a community environment) regarding the Wii™ video game console and its applications.

[000110] By allowing users to post photographs regarding their experiences with the Wii™, the site provides a means to engage the users and give them ownership regarding the content of the brand site 600. In one embodiment, a

photo capture and tagging application, such as Flickr™ (or other photo sharing and tagging site) may be used by users to capture images regarding their use of Wii™ products and games and post their photos to Flickr™ to enable upload to the Wii™ photos module 606 of Figure 6.

5 [000111] Additionally shown is a module that will enable users to deck out their avatars 610, and the avatars can be decked out with Wii™-type clothing or styles. The concept of an avatar is a make-believe character that can take on a persona and be dressed or styled in a certain manner. The avatar may be owned by a user, and the user may wish to dress the avatar or provide the avatar with Wii™-type
10 equipment, clothing, or the like. The module 610 although relates generically to avatars, its integration into the brand site 600 is *brand-related* due to the ability of the decking out avatars *with Wii™-type products and services*, and thus, is related as an *entity* and possibly an *asset* to the brand site 600.

 [000112] Feature games module 612 also provides a link to a games
15 vertical site that feeds 612 (or provides access to an instance of the same brand content), into the brand site due to its relationship, and also may exist at the vertical site at the same time. An advertisement 608 is integrally placed within the brand site 600 and provides relationship to the content of the brand site. Advertisement 608 relates to gaming and users viewing this gaming information on a brand site 600
20 related to the Wii™ gaming console would view the advertisement information with relevance as opposed to distraction, as is common in other sites that advertise unrelated goods and services to the content of a page. Module 614 provides Wii™ links around the world.

 [000113] In this example, module 614 is a dynamic link portal that
25 identifies websites that have been tagged as relating to the Wii™ product or service. For example, a service called delicious (del.icio.us™) is a program site that allows users to tag certain web pages and sites, and then search the web for web pages and sites that have been tagged with certain tag identifiers. In this manner, a user can access a number of related sites that are tagged with information that define their
30 content or part of their content, as related to the brand site 600.

 [000114] Additionally shown is module 616 that provides answers to questions posted by users regarding the Wii™ product and services. Thus, the module for answers with entries related to the Wii™ product are also made and

included into the brand site 600. The brand site 600 also includes a navigation bar 602, for example, which allows users to navigate to other pages within the brand site 600 to further focus on other categories of the same brand, as represented by different pages, which are also built by modules and advertisements which all relate to the same brand information, or provide additional characteristics for defining aspects of the brand. Examples provided in the navigation bar 602 include a home page, a WiiTM info link, a games link, a message boards link, a videos link, a buyer's guide link, and others.

[000115] Figures 7A and 7B provide examples of brand sites that are constructed by assembling modules (stacked vertically in this example), that can be placed at various levels within the brand site and moved up (promoted) or moved down (demoted), depending on user interactivity, brand owner preferences, or brand site producers. The various modules, as noted above, can be moved up or down to emphasize their more relevant nature as compared to other modules within the site, and can also be demoted and moved off of the site, depending on their usefulness, interactivity metrics, and other measuring criteria.

[000116] When advertising modules are integrated into the brand site, such as advertising module 710, the module is represented in seamless manner with other content information, so as to make the advertising information blend seamlessly with the content, and so as to not obscure the experience for fans of a particular brand site. The modules are also represented in a form that provides an entertainment value to the user of the brand site, such as by providing video clips, recent activities that may relate to user questions, postings, allowing users to vote in regard to their preferences, and other information.

[000117] In one embodiment, module 714 may provide a lot of user interactivity during the module's lifetime on the brand site. For those modules that have high user interactivity, one embodiment would blend in advertisements in between content so that user sifting through content will periodically run into advertisements that blend in with the content being viewed or desired to be viewed by users. In this manner, the advertisement is presented to the user in a seamless manner that is not an obstruction or distraction to their intended use of the content. Referring to Figure 7B, a user can be provided with advertisements such as movie trailer 740, which blend and appear to be just another module of the site.

[000118] The brand site of Figure 7B is for transformers, and the transformers can have various types of content that allow user interactivity to further connect with the user's likes, dislikes, and increase their fan level associated with the brand.

5 [000119] Figure 7C illustrates an example of a module 748 from Figure 7B. In this example, this module allows users to rate the various modules that make up the brand site. As shown, a bar labeled "rate this" allows a user to select button 762 or button 764 to indicate whether they like or dislike a particular module. If more users dislike than like the module, then the module may be demoted over time to a
10 less prominent location on the brand site. In another embodiment, the module may be removed completely from the brand site in response to users voting the module off the site.

[000120] Modules which provide a high level of satisfaction to users, would be rated higher and possibly moved up in prominence on the brand site. Thus,
15 module 748 is considered to be an interchangeable and pluggable module 770 that is capable of being integrated into the world site and moved up and down, depending on its prominence, based on user interactivity.

[000121] Figures 8A and 8B illustrate examples of a brand site for ShrekTM, in accordance with one embodiment of the present invention. The brand
20 site 800 of Figure 8A illustrates examples of commerce transactions that are possible through the brand site. A shop icon 802 is provided to enable users to shop for ShrekTM-related products or services. Additionally, sponsorship and advertisements can be provided on the same brand site 800 as those sponsorships and advertisements relate directly to the brand ShrekTM.

25 [000122] A viewing of the brand site 800, as it relates to the sponsorships and advertisements, will illustrate a similarity in the products and services that relate to ShrekTM, and their integration into the brand site do not detract from its usefulness and user desire to navigate through the content provided by the brand site 800.

[000123] Figure 8B illustrates a brand site page that would enable users
30 to connect to a ShrekTM fan club 822. By connecting to the ShrekTM fan club 822, users will join a club that will provide them with additional access to content, new releases, and information regarding their brand. In essence, by providing users with a

club-level commitment by the brand site, the users are converted from basic users and move into a fan level, thus increasing their interactivity with the site.

[000124] As users grow closer to the interactivity of the site, users are more likely to purchase products or services related to the brand due to their "taking ownership of" the brand and committing to its products and services. As an example, users that may be part of the ShrekTM fan club could be provided with additional cell phone 824 content, special web page content 826, and special access to avatars 828.

[000125] Figure 9 illustrates a brand site 900 for the actor Will SmithTM. The actor Will SmithTM 902 is shown in a prominent location on the brand site 900 in a module located at the topmost portion of the page. A movies module 903 is provided in the brand site to enable access to clips, or movies in which Will Smith was an actor, and provides a direct relationship to the brand site 900. Module 904 is geared to provide the latest information by the actor to its audience of the brand site. As shown, Will SmithTM logged in to the brand site and provided information regarding his activities from the set of "I am legend".

[000126] This module provides users with a deep connection to the actor Will Smith and his persona, and his current activities. Another module 906 provides a photo gallery of different photographs in which Will SmithTM is captured and associated descriptions of the photographs are provided for Will Smith'sTM audience. An album's module 908 is also provided that provides links to albums produced by Will Smith or in which Will SmithTM had some original contribution for, as it relates to the brand Will SmithTM. Along with the modules providing information, and media which users may purchase, users are also provided with other modules in which advertisers may seamlessly integrate their products and services in a user friendly manner. For instance, module 910 is integrated into the brand site in close relation to Will Smith'sTM movie clips, which makes the advertisement flow to the user of the brand site.

[000127] A module 912 is also provided to enable users to post their questions related to some content or activities or content provided in the brand site 900. A photos gallery is also provided in module 914, and a ringtone and music list is provided in module 916. Module 909 also provides a featured music video that can be played while users visit the brand site 900. The various modules that make up the brand site 900 therefore define the brand universe system's ability to access content

from vertical sites (i.e., use or share instances of the brand content) and obtain dynamic data and feeds into the site to make the site appear, and function as an up-to-date portal of information that is composed of information continuously generated and submitted by the brand owners, advertisers, and users.

5 **[000128]** In still another embodiment, the brand site is more than just a site, as brand experiences can be distributed through out the internet. As one example only, a blogger can add a video module on a blog about the brand or related site. This brand related content is thus integrated with the brand site.

10 **[000129]** Figure 10A illustrates a movie site 136 that can display a number of movie parts 960, that relate to different movies being presented on the movie site 136. As noted above, this may be a vertical site that targets a particular media type. Additionally, a user may decide to post advertising for a specific movie or relate advertisements to a specific movie on the movie site 136. In this example, the ShrekTM movie content 136-1 is shown in the movie site 136. Additionally, an ad
15 posting 952 which may have been posted to the movie site, by virtue of advertising through a brand-related posting, will be linked to (or associated with, or placed beside) the specific movie content.

[000130] Figure 10B illustrates a game site 140, where game parts 962 are illustrated, as well as a Shrek game content 140-1. If the user has selected to
20 advertise for a selected brand, the user's advertising posting 952 may also be correlated to the Shrek game 140-1, as shown in Figure 10B. The associating may be by virtue of placing the advertisement beside the ShrekTM game, or blending the advertisement with portions of the ShrekTM game, in between games, in between game levels of a game, etc. Any number of associating techniques may also be used,
25 so long as a brand association occurs when a posting is set to relate to particular advertisements of specific brand parts (that may be present on the various vertical sites).

[000131] Additionally, Figure 10C shows a brand site 124. The brand site 124 may also include content parts from the various sites, such as the movie site
30 136 and the game site 140. In this example, the ShrekTM game 140-1 and the ShrekTM movie 136-1 is part of the brand site 124. Still further, the brand-related advertisement that was posted 952, is also shown in association with the component parts of the brand site. For instance, if the user desired to post a brand advertisement

for the ShrekTM brand site 124, that advertisement may also be populated to the various individual websites that also contain the ShrekTM content. In one embodiment, the user may be allowed to select whether to post the advertisement in the entire interconnected web of websites, as well as the brand site, or only in particular websites and the brand site, or combinations thereof.

[000132] Figure 11A illustrates an advertising management site 950 that has various options to allow advertisers to access site metrics, post advertisements, manage their advertisements, and relate advertisers to certain brand elements, in accordance with one embodiment of the present invention.

[000133] The advertisement management site 950 shown in Figure 11A has a brand site selection 956 region that allows advertisers to select brand sites that may be of interest for advertising. In one example, an advertiser may access the advertisement management site 950 and use selector 957 to select the brand site Shrek. If the advertiser selects the brand site ShrekTM using selector 957, the advertisement management site 950 may display another page as shown in Figure 11B.

[000134] Figure 11B illustrates a page of the advertising management site 950 where the user/advertiser is provided with related site 958 information and advertisement submission and format 960 features. In one example, the related site 958 identification will display the various websites that contain ShrekTM material. In this example, other websites that may contain ShrekTM material may include a games website, a movies website, and others. As shown, the user has selected, by checking boxes for advertisement, advertising in the game site, and the movie site. Before the user advertises in these particular websites, the user is also provided with advanced options 959, that allow the user to determine other advertisement options presented by the advertising management site 950.

[000135] The advanced options may provide information regarding page usage by users, previous advertisers, rates for advertising, special programs, etc. Of course, any number of other options may also be provided using the advanced option feature 959. In one embodiment, the features and options are presentable for each particular website or brand site. Further, the user may be allowed to post advertisements using the advertisement format 960 feature. The user may be prompted to select the type-format of advertisement that they wish to post.

[000136] For instance, the user may be provided with selection menus that will allow the user to identify and select banner types, clip videos, pic-photos, animated ads, and the like. A number of other screens and menus (not shown) may be provided to allow the user to format and post the particular advertisement for the specific brand site and websites having brand content.

[000137] Figure 11C illustrates the advertisement management site 950 where a user that has advertised on the site is provided with information regarding the advertisement activity. In one example, the user is provided with a listing of sites as well as the brand site 951, where advertising will occur in relation to their desires to post advertisements for these particular websites, as well as the brand site. The user can also be provided with advertising owner tools 964. The advertising owner tools 964 allow the user to see details regarding their postings for the specific brand site, and the website containing the components of the brand.

[000138] The owner tools 964 may provide additional details, and monitoring methods that define user activity in relation to their advertisements, and other e-commerce related information. Accordingly, the user (e.g., ad owner) may be given instantaneous access to determine whether their advertising for the specific brand and in a specific website, is providing a return as expected, based on prior use metrics, current use metrics, or other information.

[000139] If for instance, an advertiser places ads in one site, two sites, or multiple sites, and/or also a brand site(s), the use metrics can be broken down in a number of ways. The advertiser can be provided with detailed metrics for single sites, multiple sites, multiple brand sites, or a combination of all. Consequently, the advertiser is able to obtain rich information that is broken down into the best way understood by the advertiser and will allow for intelligent decisions regarding the placement of further ads, renewals, cancellations, etc.

[000140] Figure 11D illustrates an example where a user may be provided with a posting conditions region 966, a posting cost region 968, a package pricing region 970, and a discount region 972. These different regions may be provided to the ad owner (or marketing professionals) as additional ad owner tools that allow the user to determine what the conditions are for the posting (e.g., posting contract), as well as the cost associated with posting an advertisement in each of the websites, as well as the posting in the brand site. Additional features may include the

package pricing capability that will allow a user to post one advertisement associated with a particular brand, and that advertisement is automatically populated to all instances of the brand throughout the various websites.

[000141] Additionally, the user may be provided with discount information for pricing associated with package postings. E-commerce transaction screens may also be provided to allow the user to submit content, format content, pay for content, monitor demographics associated with their postings, and monitor income generated from user activity.

[000142] Figure 11E illustrates a metrics reporting screen that may provide yet additional information to the user that is posting advertisements on the brand sites. The advertiser may be provided with detailed monitoring 974 that may be granularly displayed for different aspects of the various websites, as well as the brand site. Example metrics may include demographics of users accessing the specific websites, the user activities on those websites, the user contributions to those websites, prior historic performance for the types of ads posted on these websites, previous sales, clicks, and other metrics associated with determining whether advertisements are performing or not.

[000143] These detailed metrics 974 may also be provided for the brand site, as specific advertisements may also be joined or placed in close relation to specific portions of content on the brand site. For instance, an advertiser may wish to have his or her brand advertisement placed next to music type content. Or, the advertiser may wish to have his or her advertisement always placed closer to message boards related to the brand. In either case, the user/advertiser is provided with various capabilities to place advertisements and tie them specifically to a brand and brand parts within a brand site, or the websites from which the content is shared with the brand site. These and other advertising features are enabled by the systems, methods and computer readable media of the advertising modules.

III. Ranking System and Methods for Dynamic Ordering of Modules

[000144] Figure 12 illustrates a system 1200 where a module page 1202 defines a holder for a plurality of modules 1206. Module page 1202 may be in the form of a web page or a frame that defines content for a web page. Each of the modules 1206 can contain different types of media, and such media is generically illustrated as M1, M2, and M3, within module A. Module B, and other modules, up

to Module N, may be contained within the module page 1202, that defines the system 1200. As more modules 1206 are added, the module page 1202 grows, requiring users to scroll down the listing of modules. When modules 1206 are published in a web page that is accessible over the internet, use of the different media types within each module may be monitored.

[000145] The monitoring of the different media content components is tracked by code that includes a module monitor 1204. Each module 1206 within the module page 1202, will include its own module monitor, such as module monitor 1204a, 1204b, and 1204c. Each module monitor 1204 will be designed to integrally track each particular media component within each module. In this manner, it is possible to generate metrics associated with the usefulness and interactivity experienced in response to user access of the specific modules. The interactivity may include page views, clicks, link access, comment entry, sharing, multiple visits or repeat visits, playing of multimedia, copying of data, communicating links, and other interactivity.

[000146] In an alternative embodiment, the monitor module 1204 is shown as separate modules 1204a, b, and c, the separate modules can be integrated into a single module that interfaces with each of the modules of the module page 1202. In either embodiment, an aspect of the monitoring includes identifying that type of media being accessed and characteristics of interactivity. Thus, it is possible to not only identify access to particular content of particular modules, but also filter down to specific media functionality, thus tracking finer levels of interactivity, based on module and media content type.

[000147] In one embodiment, the modules are sized so that they fit within a width of a module page 1202. In this manner, modules can fit within a space that will enable their vertical repositioning relative to one another. Thus, the size and format of the individual modules, in this embodiment, will be sized so as to fit a defined width of the module page 1202. Defining a format and size in advance of module publishing will enable more custom pre-defined content, that is suited for the module sizes. Consequently, the modules and their content can be created in advance so that later integration simply requires accessing stitching code that ensures interactivity, functionality and display within a module page.

[000148] Figure 13 illustrates module A, where a plurality of media elements, such as M1 through M9, are shown published throughout module A. In this example, a user's mouse pointer 1302 is shown interacting with M1, and then moving along a path 1300 to position 1304 within M2. As users interact with the different media elements within each module, as well as click, visit, or surf the various areas of the modules, this interactivity 1306 is captured.

[000149] Figure 14 illustrates an example module monitor in accordance with one embodiment of the present invention. Module monitor would enable a module sponsor, or creator or manager, to access the specific module monitor to determine statistics regarding the ranking of specific media components within a specific module. In this example, ranking statistics 1400 are shown when a user selects on media M1 within the module monitor 1204. In this example, it is possible to identify a variety of information. Consequently, the type of information illustrated in data 1400 is only exemplary to show the disparate forms of tracking information that can be captured, processed and displayed during the lifetime of a specific media component within a module.

[000150] Therefore, the list is not considered to be exhaustive, but only exemplary as to the type of data that can be captured. The same type of data may be captured, processed and displayed for the different media components M2, M3, and so on.

[000151] Figure 15 illustrates a system diagram 1500, in accordance with one embodiment of the present invention. System diagram 1500 defines a methodology and infrastructure for ranking modules 1206 within a module page 1204, based on user access 1502. When users access media components within module 1206, the different access interactivity can be monitored using the module monitor 1204. Module monitor 1204, as described with reference to Figure 14, collect a variety of interactivity metrics. A module sponsor or creator 1504, is in charge of initially publishing and defining a specific module to be placed in a module page 1204.

[000152] A publisher 1506 is used to present, define metadata and place the different pieces of content on specific modules 1206, before being integrated into the module page 1204. Standard publishing tools may be used to ensure that the formatting, coloring, interactivity, and functionality works when such data is

published into the module page 1204 to define the module 1206. The module sponsor or creator 1504 can also define a plurality of rules that are fed into a rule engine 1508. The rules engine 1508 can be defined such that the interactivity data can trigger different actions to be performed upon the module 1206.

5 **[000153]** For instance, if a particular module receives too few interactive clicks (or accesses) over a specific period of time, a specific rule may define that module to be inferior for placement within the module page 1204, or less popular than other modules present in the module page 1204. Based on the rules engine processing 1508, a command may be sent to a modification programmer code 1510.

10 Modification programmer code 1510 can include the auto generation of code integration functions and commands that would act upon the modules 1206. One action may be to modify the module 1206, and another may be to place the modules 1206 in a different location within the module page 1204, relative to other modules.

[000154] In still another embodiment, the rules can be changed

15 dynamically by program or in response to user interactivity. In some cases, the rules are triggered when certain thresholds are reached. In still other embodiments, rules are triggered only when certain conditions are present, and the conditions may be the result of one or more combined metrics. Thus, module repositioning can be triggered automatically, based on settings in the rules and due to continuous or intermittent

20 tracking of interactivity metrics. The settings, in one embodiment, can be changed more frequently or can be set to change over time based on artificial neural network programming, or other programming models.

[000155] In still another embodiment, the automated repositioning of modules can take on specific forms. Examples include, but are not limited to (i)

25 removing a module from the webpage; (ii) shifting a module up in position on a list of modules in the webpage; (iii) shifting a module down in position on a list of modules in the webpage; or (iv) adding a module to the list of modules in the webpage. The module monitor 1506 is also configured to monitor data and collect the data for historical analysis. The historical analysis may be useful to future module creators, to

30 thus inform them of successful module media elements, which might or should be included in proposed modules.

[000156] Figure 16 illustrates an example of a module page 1204 having modules 1206 that change positions, or are eliminated or promoted over time. Over

time, as users interact with the different media components within each module, specific modules within the module page 1204 will be re-ordered based on actions dictated by the rules engine 1508.

[000157] At $t = 0$, the module page 1204 will have a ranking for modules A, B, C, D and E, in that order. At $t = 1$, the re-ranking will cause the modules to assume a new order which is C, B, D, E, and A. At $t = 2$, the modules will be ranked B, C, D, and A. It should be noted that module D was eliminated from the module page 1204. Elimination from the module page 1204 was dictated by the rules engine that could have been set by the module sponsor, or creator, or manager.

[000158] The automated rules engine 1508 will automatically trigger the modification programmer 1510 to cause the re-ordering, re-ranking, or elimination or adding of specific modules. At $t = 3$, another re-ranking will occur, such that the order changes. In this example, module D has re-appeared at the top of the module page 1204.

[000159] Module D, although it had received little interaction from users, has been promoted to the top of the module page 1204. Promotion to the top of module page 1204 may be result of a sponsored module, or a desire to promote a certain activity, product release (e.g., movie, game, product, service, etc.), or new media that may not have been known to users before the promotion.

[000160] Accordingly, the dynamic ranking, ordering, and promoting may be carried out in an interactive format where feedback information from user access is used to then trigger actions upon the module orientations, rankings, and promotions based on pre-set rules. The pre-set rules can be modified over time, adjusted, or re-rank themselves based on the interactivity and the type of interactive data that should be screened or filtered so as to cause the rules engine to trigger a modification by the modification programmer 1510.

[000161] In another embodiment, the module ranking can be custom set for each user, if the user is registered. A user may be registered with a website company, that provides or hosts the module pages. As such, the user's specific access habits, history, and preferences can be monitored and feedback to re-rank the modules. The ranking of the modules will allow the user to experience a more refined navigation and use experience that is more suitable to the user's tastes, access habits,

and interests. In this example, therefore, the rules engine 1508 can include a custom rule set, that is generated over time, based on specific user interactivity.

[000162] In still another embodiment, the ranking can occur based on demographics of users, groups of users and based on content most visited. The ranking can thus be custom defined for specific groups of people, so that interactivity by non-group members does not impact the ranking of specific modules. One way of removing impact from non-group member interactivity is to employ a filtering mechanism. The filtering mechanism is designed to identify users accessing modules and based on the user's identity, the interactivity is either tracked or not.

[000163] Based on the foregoing, it should be understood that then ranking of modules in page modules can be performed with many modifications to the monitoring function, rules analysis, and configurations. Broadly speaking, the ranking should allow for an automated shifting, promotion, elimination, adding, or re-ranking of modules within page modules, based on interactive use or promotion.

IV. Brand Site Product and Computer-implemented Structure

[000164] Embodiments of the present invention may be practiced with various computer system configurations including hand-held devices, microprocessor systems, microprocessor-based or programmable consumer electronics, minicomputers, mainframe computers and the like. The invention can also be practiced in distributed computing environments where tasks are performed by remote processing devices that are linked through a wire-based or wireless network.

[000165] With the above embodiments in mind, it should be understood that the invention can employ various computer-implemented operations involving data stored in computer systems. These operations are those requiring physical manipulation of physical quantities. Usually, though not necessarily, these quantities take the form of electrical or magnetic signals capable of being stored, transferred, combined, compared and otherwise manipulated.

[000166] Any of the operations described herein that form part of the invention are useful machine operations. The invention also relates to a device or an apparatus for performing these operations. The apparatus can be specially constructed for the required purpose, or the apparatus can be a general-purpose computer selectively activated or configured by a computer program stored in the computer. In particular, various general-purpose machines can be used with computer programs

written in accordance with the teachings herein, or it may be more convenient to construct a more specialized apparatus to perform the required operations.

[000167] The invention can also be embodied as computer readable code on a computer readable medium. The computer readable medium is any data storage
5 device that can store data, which can be thereafter be read by a computer system. The computer readable medium can also be distributed over a network-coupled computer system so that the computer readable code is stored and executed in a distributed fashion.

[000168] Although the foregoing invention has been described in some
10 detail for purposes of clarity of understanding, it will be apparent that certain changes and modifications can be practiced within the scope of the appended claims. Accordingly, the present embodiments are to be considered as illustrative and not restrictive, and the invention is not to be limited to the details given herein, but may be modified within the scope and equivalents of the appended claims.

15 ***What is claimed is:***

CLAIMS

1. A computer-implemented method for ranking modules within a module page of a website, comprising:

generating a website that relates to a brand, the website configured to contain

5 one or more modules, each module having media content related to the brand;

monitoring each module for user interactivity;

examining rules associated with monitored user interactivity of each module;

and

ranking each of the module that is part of the website based on the user

10 interactivity and the examined rules, the ranking capable of causing an automated repositioning of one or more modules within the webpage.

2. A computer-implemented method for ranking modules within a module page of a website as recited in claim 1, wherein the automated repositioning

15 of one or more modules within the webpage includes one or more of,

(i) removing a module from the webpage;

(ii) shifting a module up in position on a list of modules in the webpage;

(iii) shifting a module down in position on a list of modules in the webpage; or

(iv) adding a module to the list of modules in the webpage.

20 3. A computer-implemented method for ranking modules within module page of a website as recited in claim 1, further comprising,

defining a frame width for the webpage; and

fitting each of the modules of equal size between the frame width, such that

25 each of the modules extends substantially up to about a the frame width.

4. A computer-implemented method for ranking modules within a module page of a website as recited in claim 3, wherein monitoring each module for user interactivity includes,

30 (i) determining if a user causing interactivity belongs to a user profile; (ii)

looking up a custom set of rules applicable to the user profile; and

(iii) triggering the ranking.

5 5. A computer-implemented method for ranking modules within a module page of a website as recited in claim 1, further comprising,
collecting user interactivity of each of the modules, the collecting aiding in generating historical interactivity for types of content present in each of the modules.

10 6. A computer-implemented method for ranking modules within a module page of a website as recited in claim 2, wherein the automated repositioning of one or more modules within the webpage includes triggering programming modifications to enable the automated repositioning.

15 7. A computer-implemented method for ranking modules within a module page of a website as recited in claim 1, further comprising,
adjusting the rules to cause a change in the ranking.

20 8. A computer-implemented method for ranking modules within a module page of a website as recited in claim 7, wherein the adjusting of the rules enables selection of ranking based on one or a combination of use metrics, selection metrics, demographic metrics, popularity metrics, or revenue generating metrics.

25 11. A computer-implemented method for ranking modules within a module page of a website as recited in claim 1, wherein the brand is for a product, service, personality, or a combination thereof, and the internet website is capable of being presented for display on a display of a device capable of having access to an internet connection.

30 12. A computer-implemented method for ranking modules within a module page of a website as recited in claim 11, wherein the media content is related to the brand and includes one or more of game content, movie content, television content, kid content, celebrity content, metadata content, news content, user generated content, brand owner content, advertising content, formatting content, integration content, or navigation and presentation content.

13. A computer-implemented method for ranking modules within a module page of a website as recited in claim 12, wherein the content components are configured to be interfaced with a services module that identifies content from the instances sites as related to the brand and defines the link between content components and the website, the link being defined by a bi-directional relationship that establishes a degree of separation between the content components in the instances sites and the website for the brand, the bi-directional relationship is facilitated by an identifier that is assigned to each content component.

14. A system for managing and ranking modules within a module page of a website, comprising:

a page module for displaying one or more modules, each module configured to hold media content that is related to a brand, and the media content in each module is for the brand;

a publisher for generating a module for publication into the module page of a website, the publisher configured to determine size and format for a module;

a module monitor for tracking interactivity data with media of modules within the page module;

a rules engine configured to receive the tracked interactivity data, the interactivity data being analyzed to determine if thresholds associated with rules are met as determined from the tracked interactivity data; and

a modification programmer, the modification programmer being configured to cause a repositioning of one or more modules within the page module.

15. A system for managing and ranking modules within a module page of a website as recited in claim 14, wherein the modification programmer triggers automated repositioning of one or more modules within the webpage by one or more of,

(i) removing a module from the webpage;

(ii) shifting a module up in position on a list of modules in the webpage;

(iii) shifting a module down in position on a list of modules in the webpage; or

(iv) adding a module to the list of modules in the webpage.

16. A system for managing and ranking modules within a module page of a website as recited in claim 14, wherein the module monitor collects user interactivity of each of the modules, the collecting aiding in generating historical interactivity for types of media present in each of the modules.

5

17. A system for managing and ranking modules within a module page of a website as recited in claim 14, wherein the rules engine includes settings that are adjustable to influence changes in ranking.

10

18. A system for managing and ranking modules within a module page of a website as recited in claim 17, wherein the settings enable ranking based on one or a combination of use metrics, selection metrics, demographic metrics, popularity metrics, or revenue generating metrics.

15

19. Computer-readable media containing program instructions for ranking modules within a module page of a website, the computer-readable media comprising:
program instructions for generating a website that relates to a brand, the website configured to contain one or more modules, each module having media content related to the brand;

20

program instructions for monitoring each module for user interactivity;
program instructions for examining rules associated with monitored user interactivity of each module; and

25

program instructions for ranking each of the module that is part of the website based on the user interactivity and the examined rules, the ranking capable of causing an automated repositioning of one or more modules within the webpage.

20. The computer-readable media as recited in claim 19, wherein the automated repositioning of one or more modules within the webpage includes one or more of,

30

(i) program instructions for removing a module from the webpage;
(ii) program instructions for shifting a module up in position on a list of modules in the webpage;

(iii) program instructions for shifting a module down in position on a list of modules in the webpage; or

(iv) program instructions for adding a module to the list of modules in the webpage.

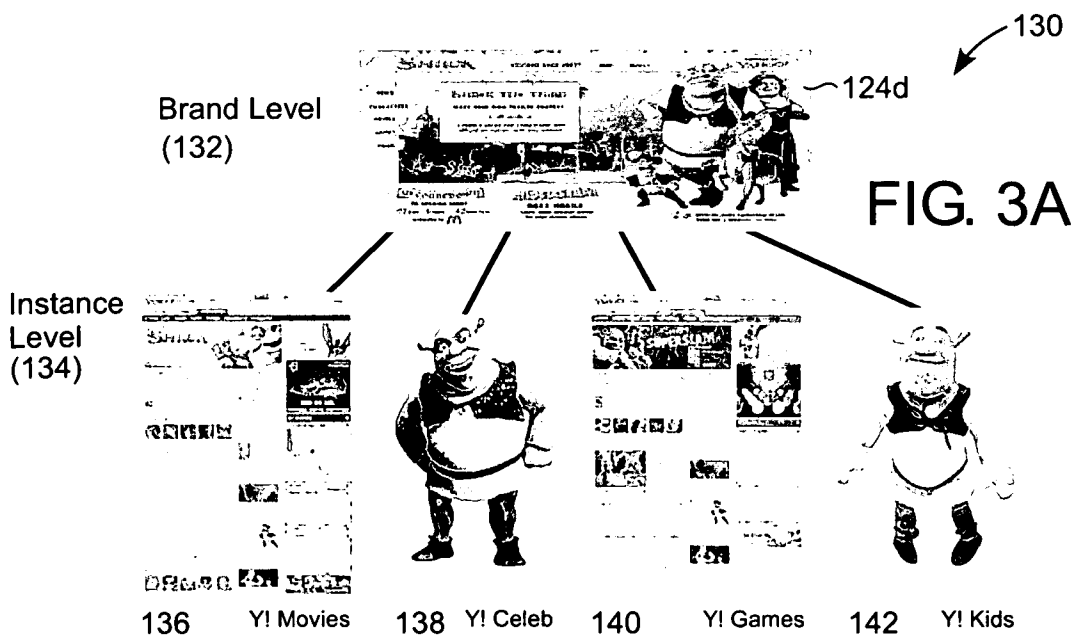
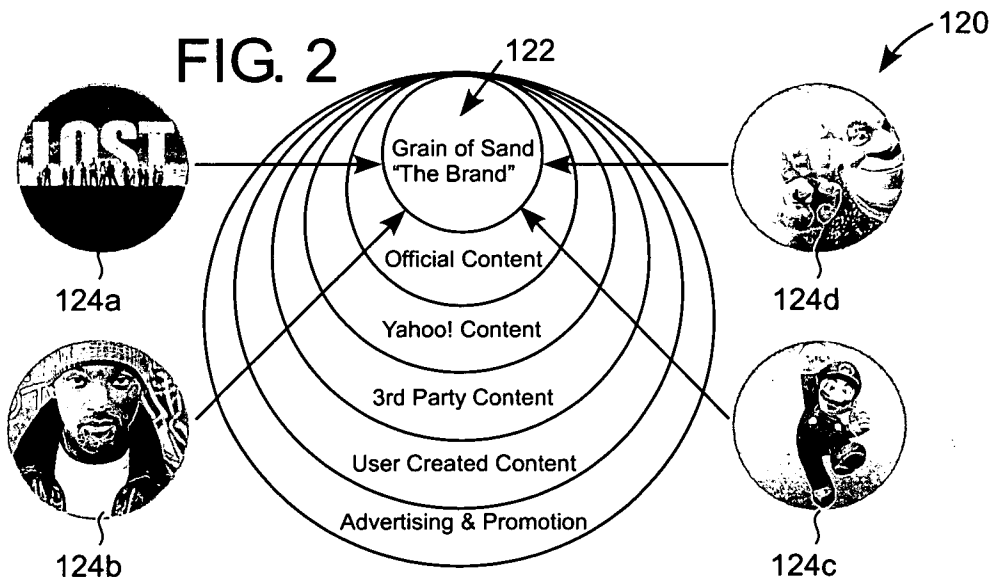
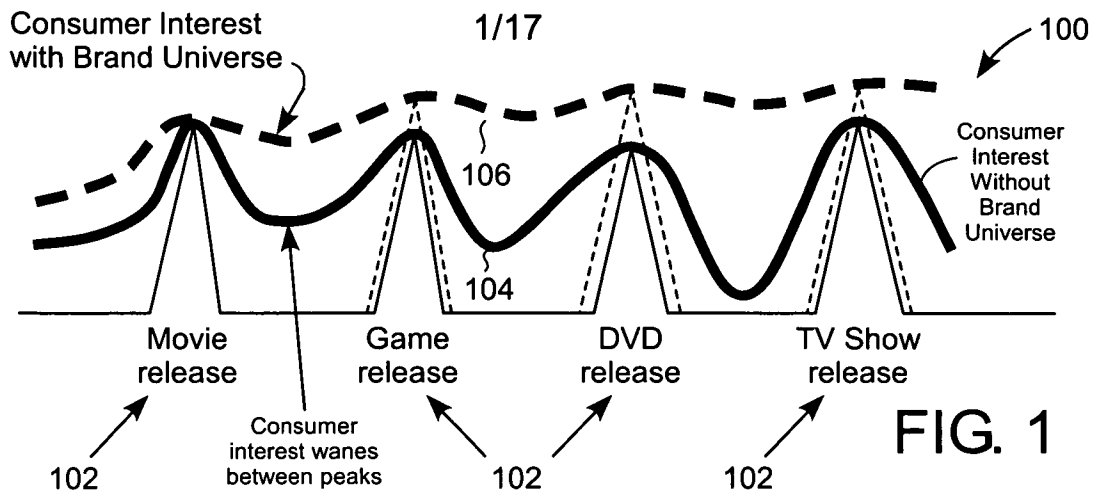
5

21. The computer-readable media as recited in claim 19, further comprising,

program instructions for defining a frame width for the webpage; and

program instructions for fitting each of the modules of equal size between the

10 frame width, such that each of the modules extends substantially up to about a the frame width.



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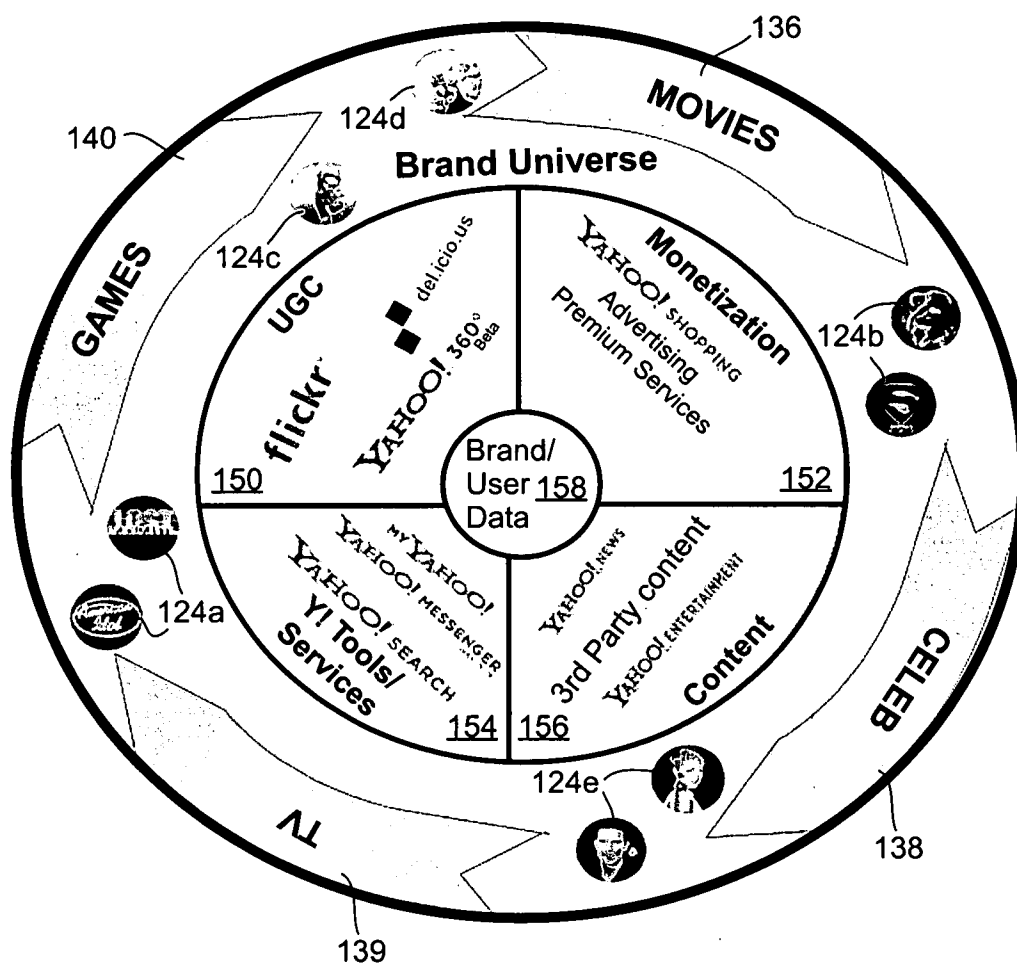


FIG. 3B

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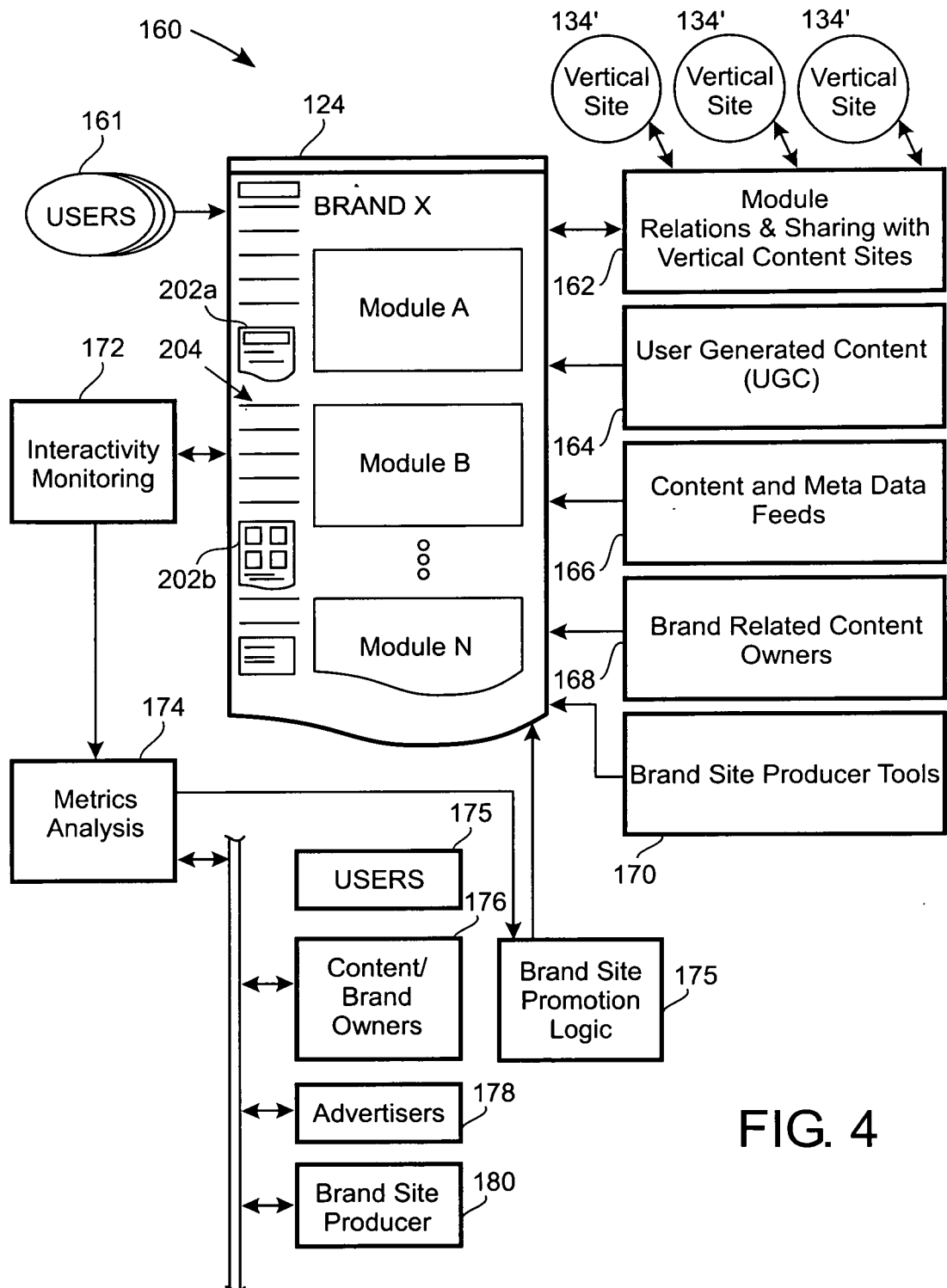
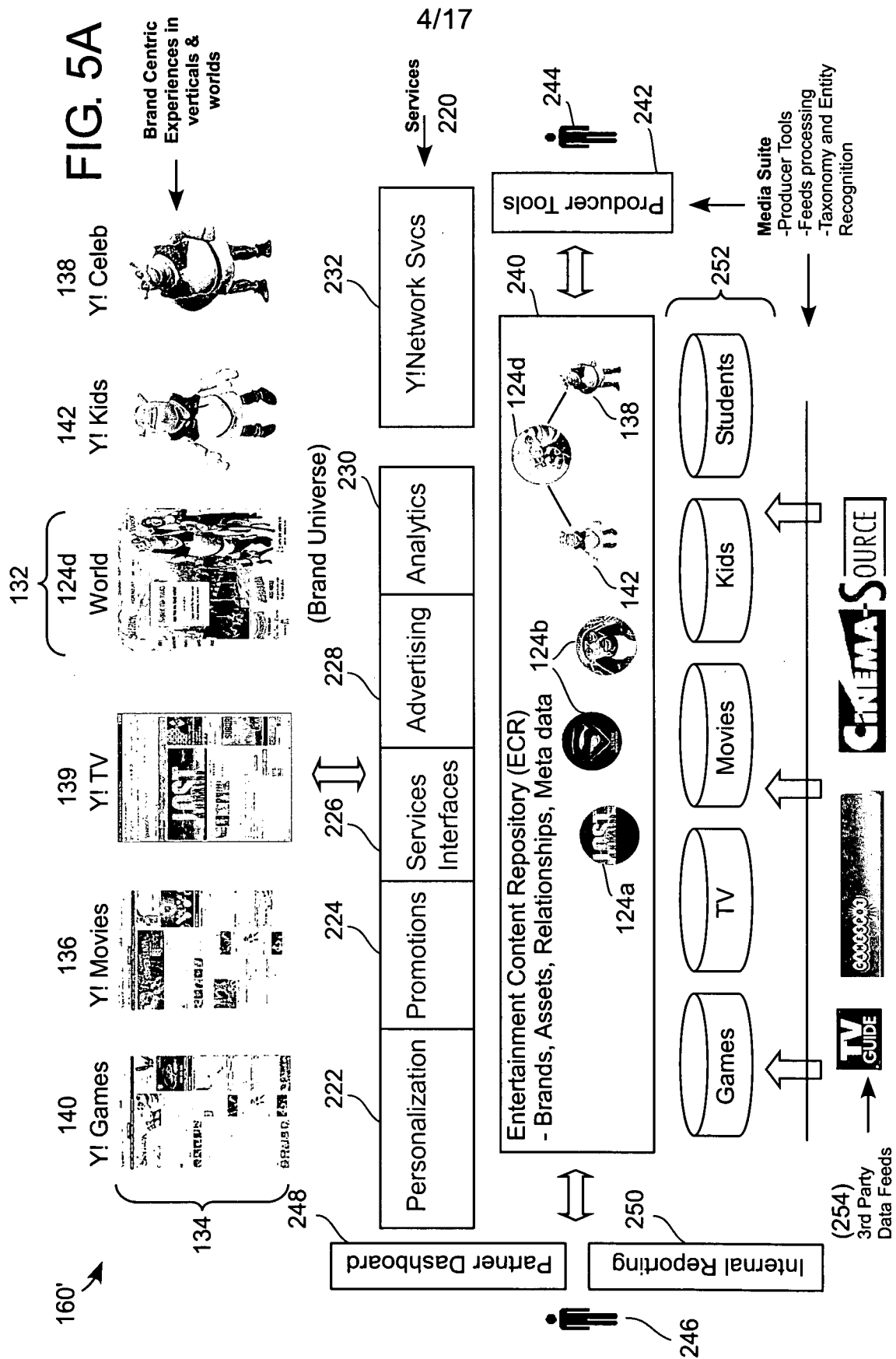


FIG. 4



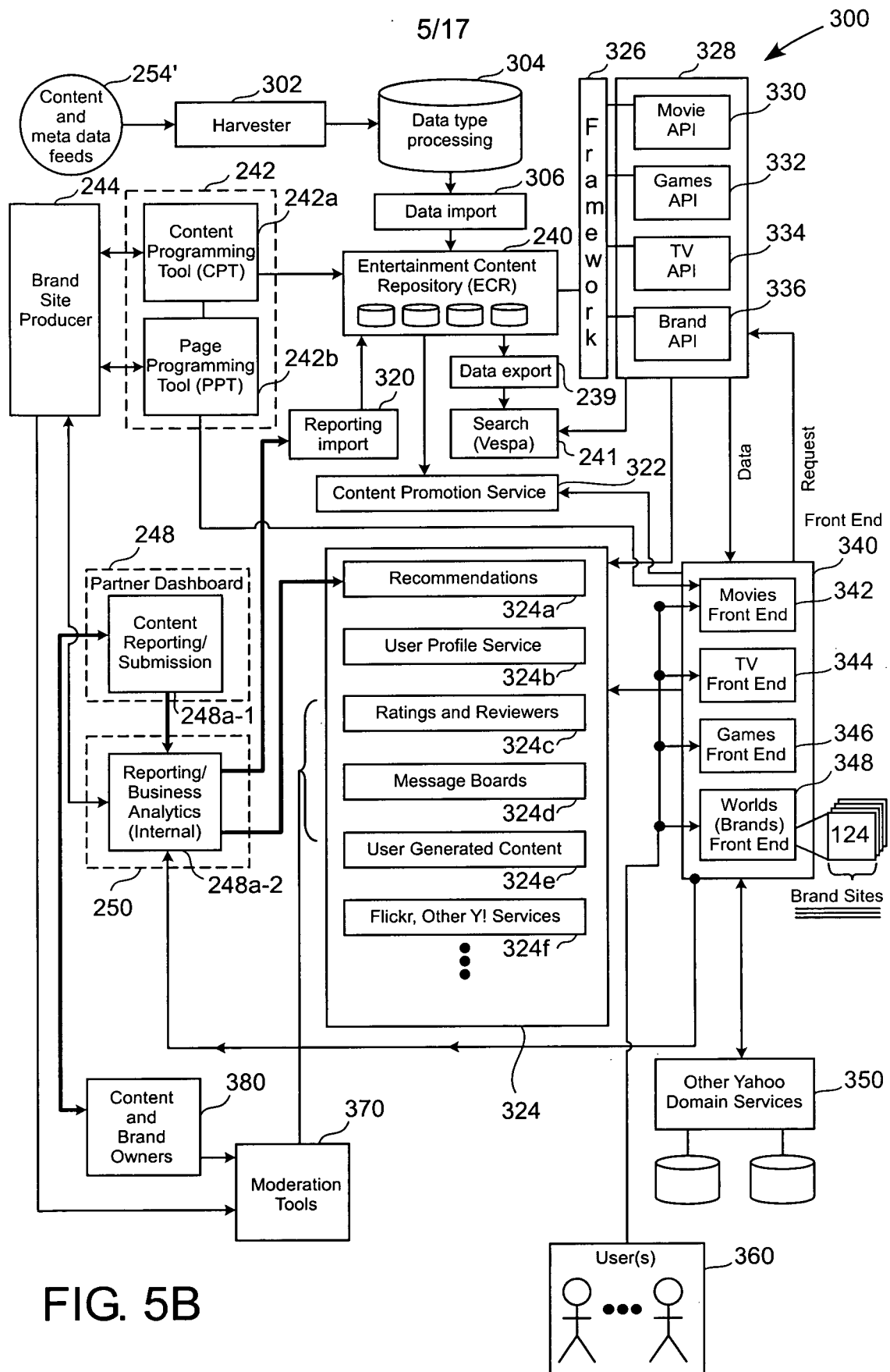


FIG. 5B

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400

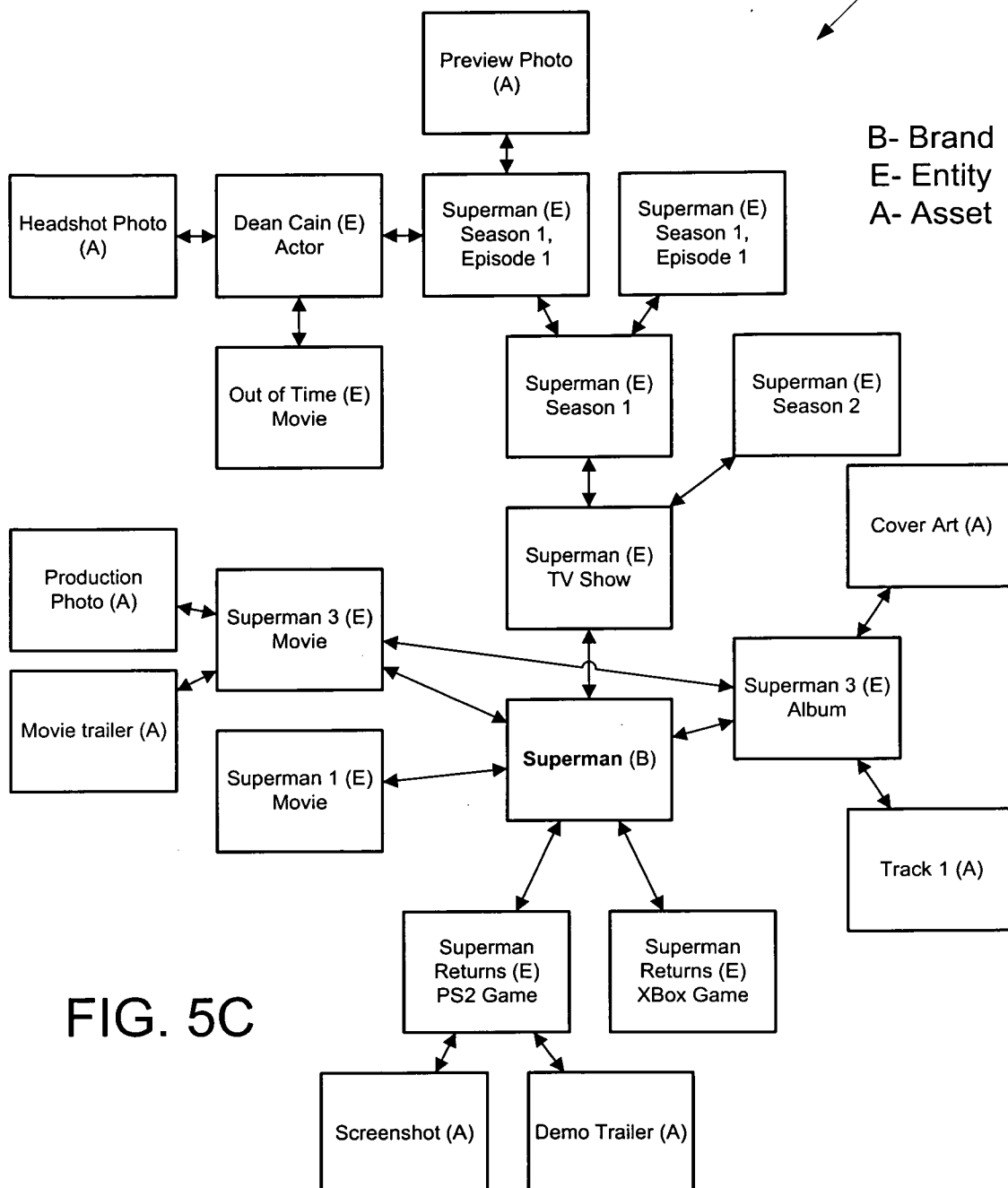


FIG. 5C

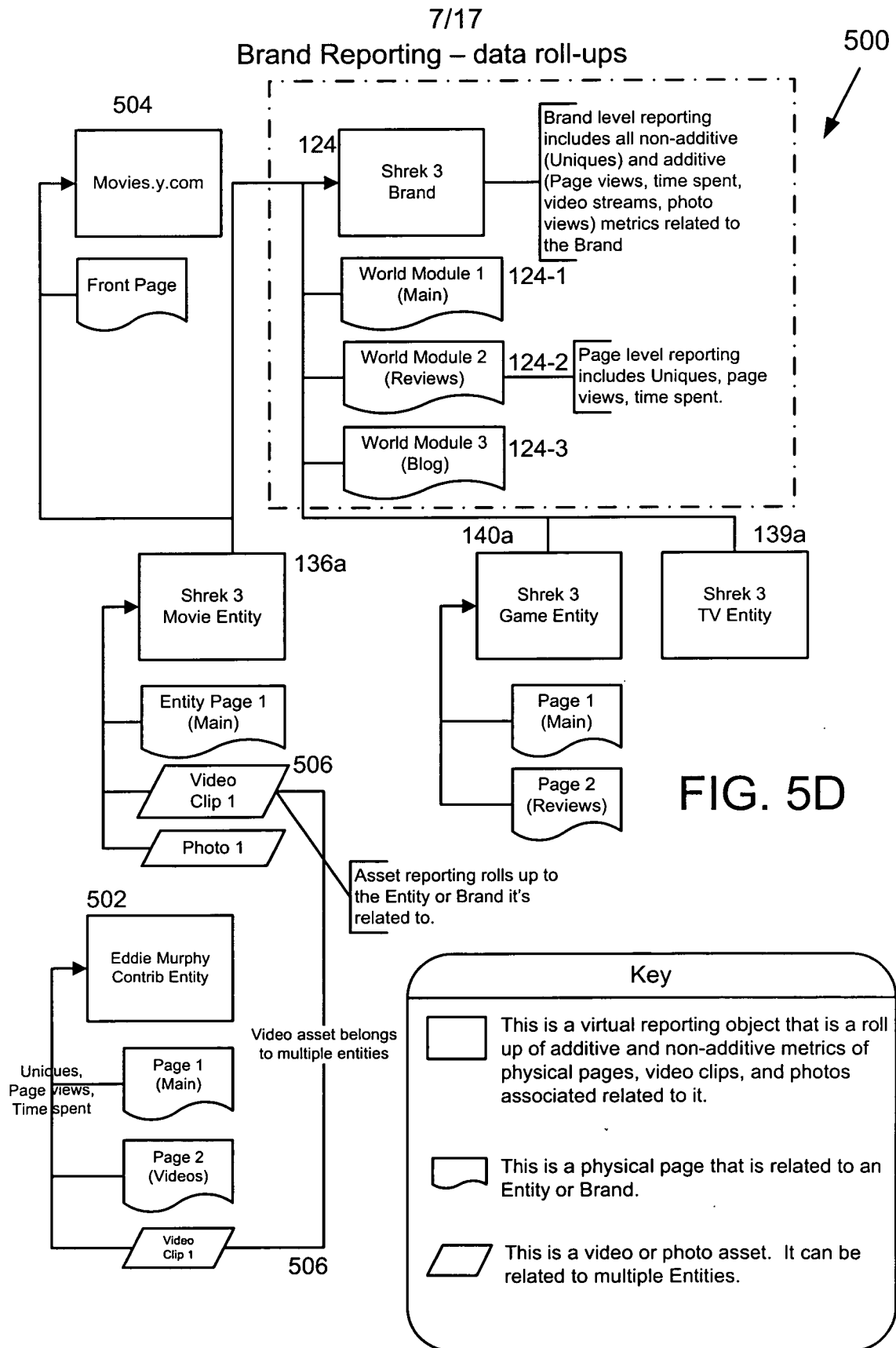
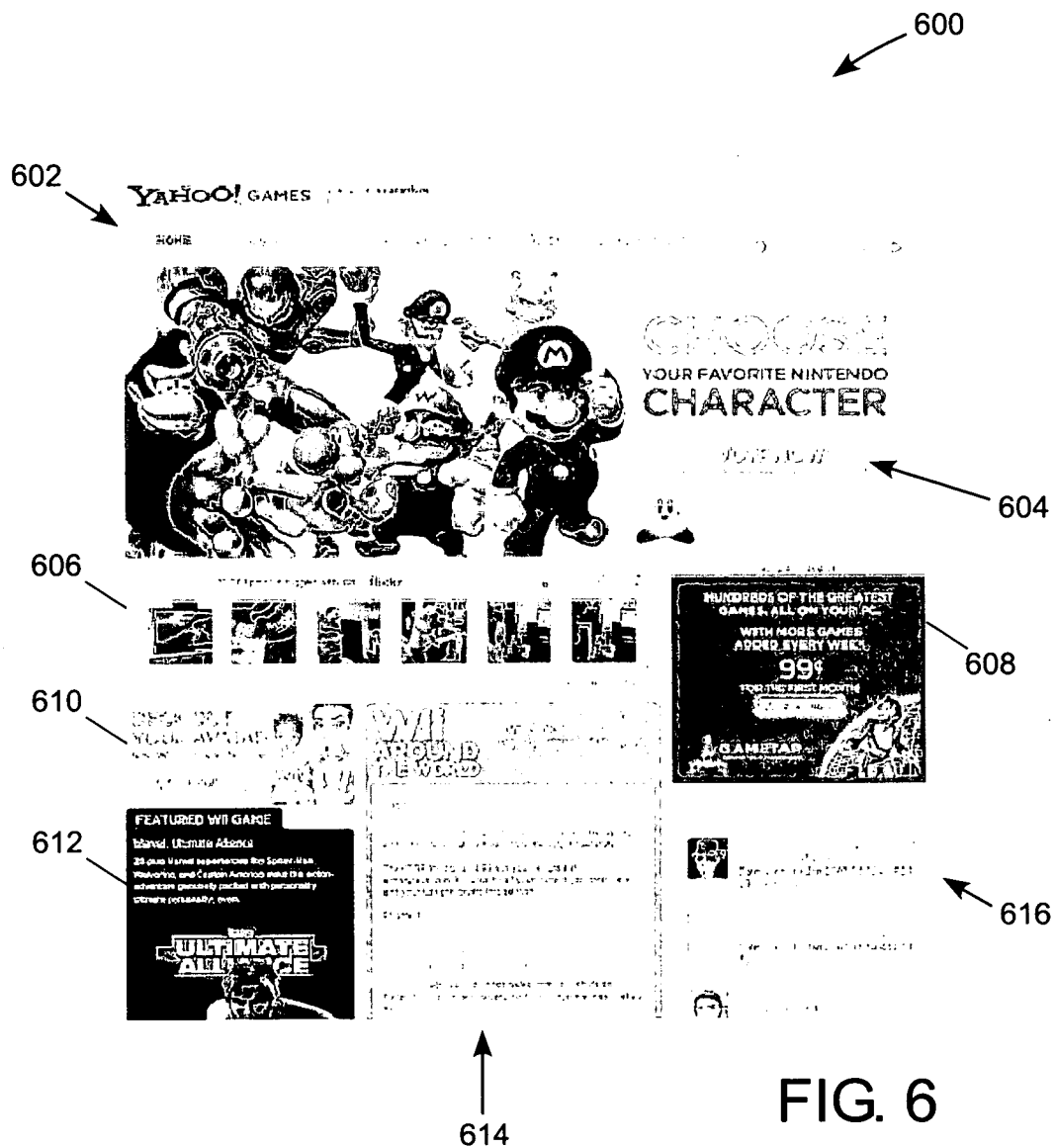


FIG. 5D

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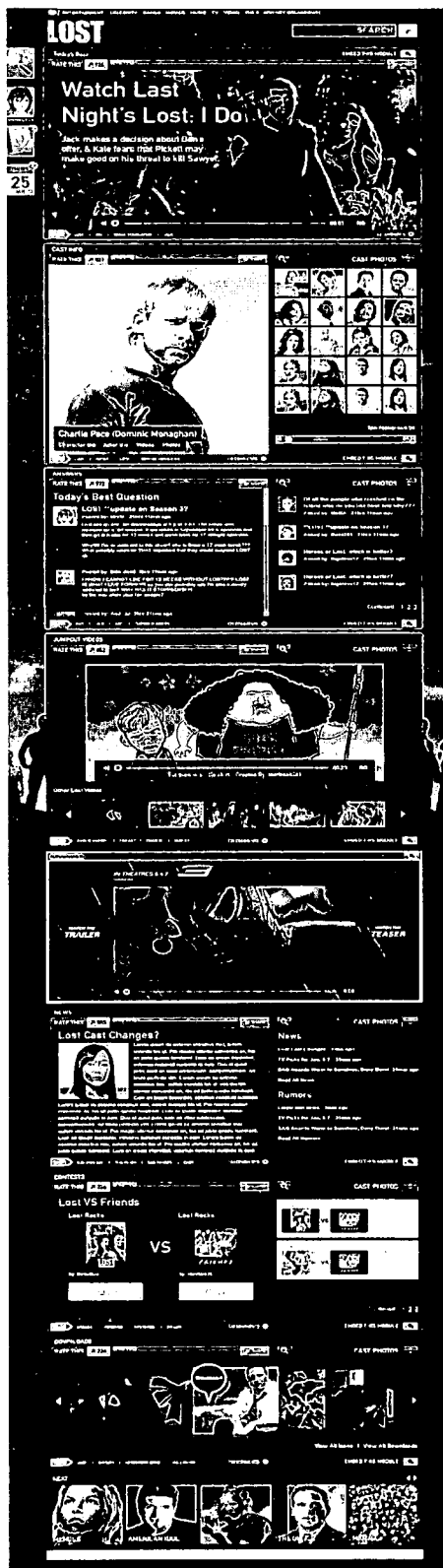


FIG. 7A

702

704

706

708

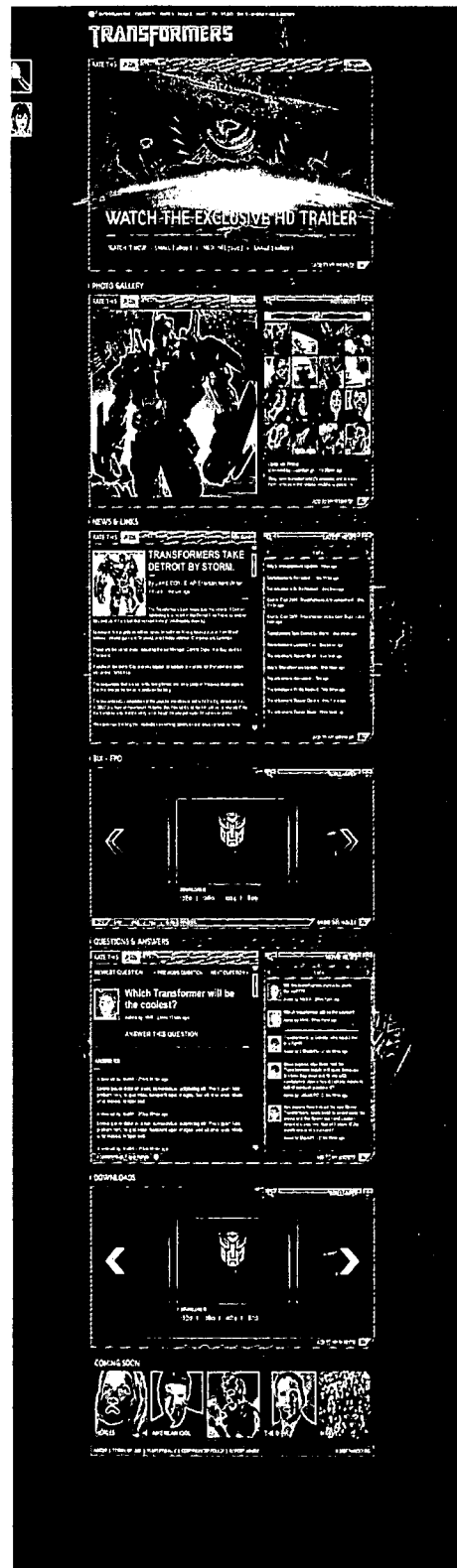
710

712

714

716

718



740

742

744

746

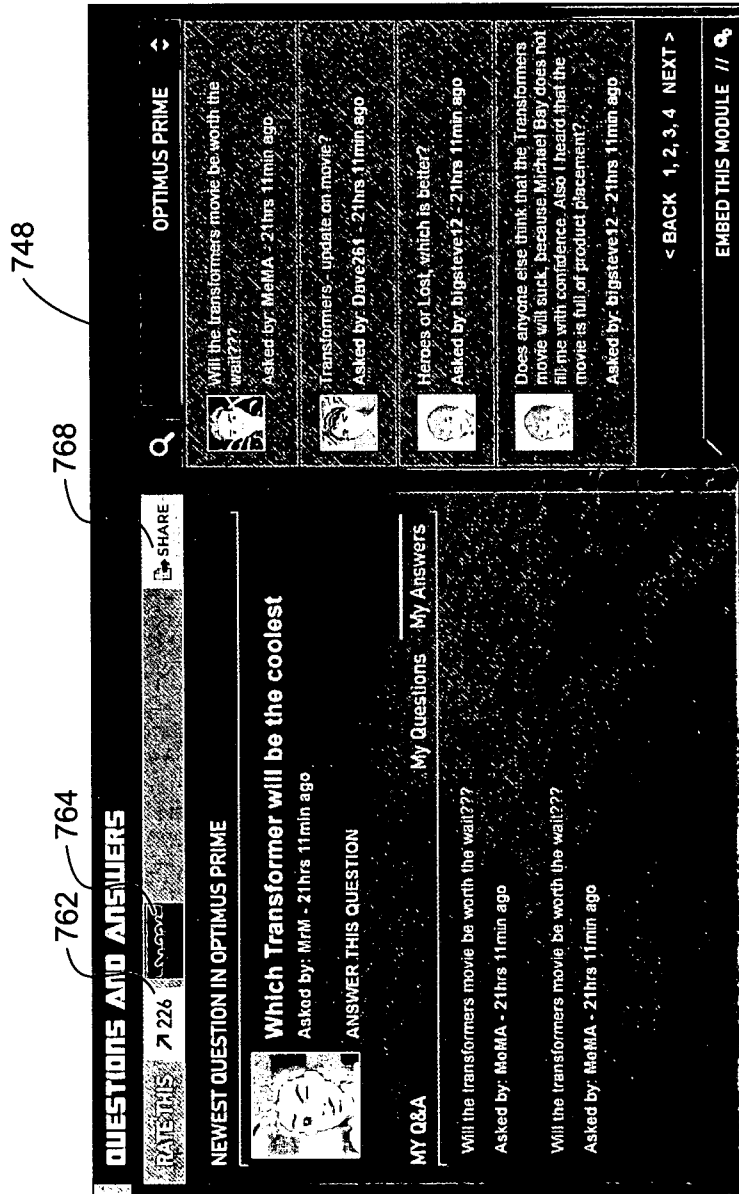
748

750

752

FIG. 7B

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Module (770)
(Capable of being Integrated in World)

FIG. 7C

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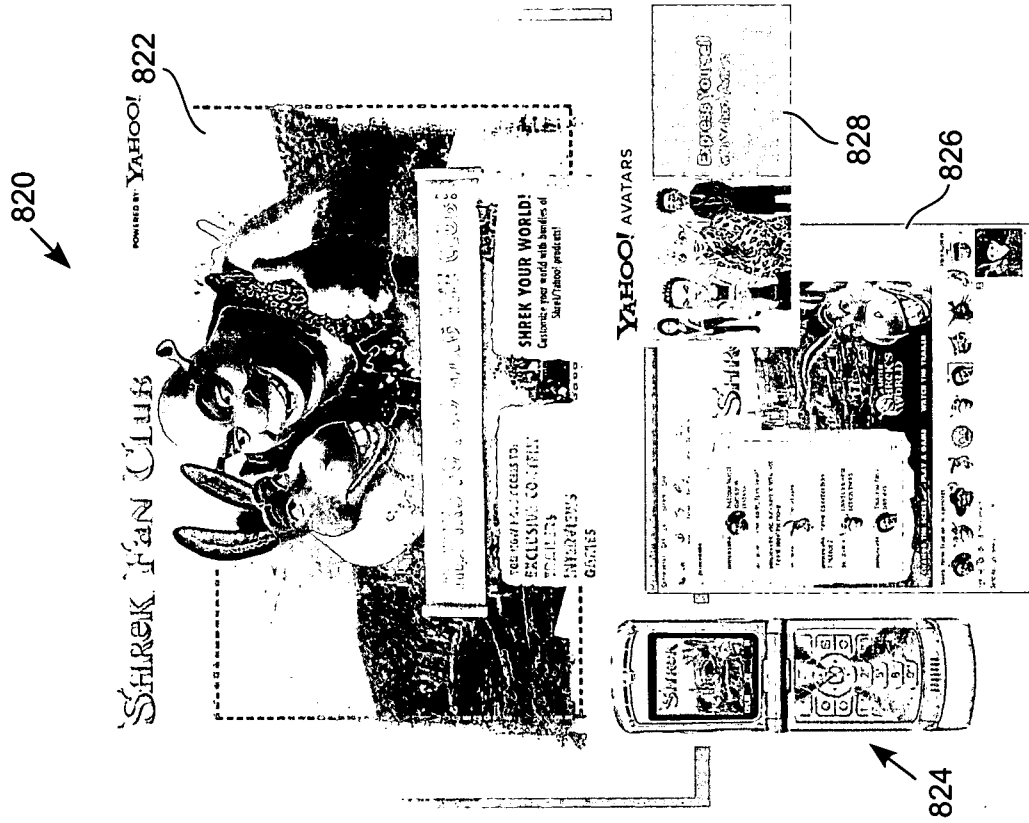


FIG. 8B

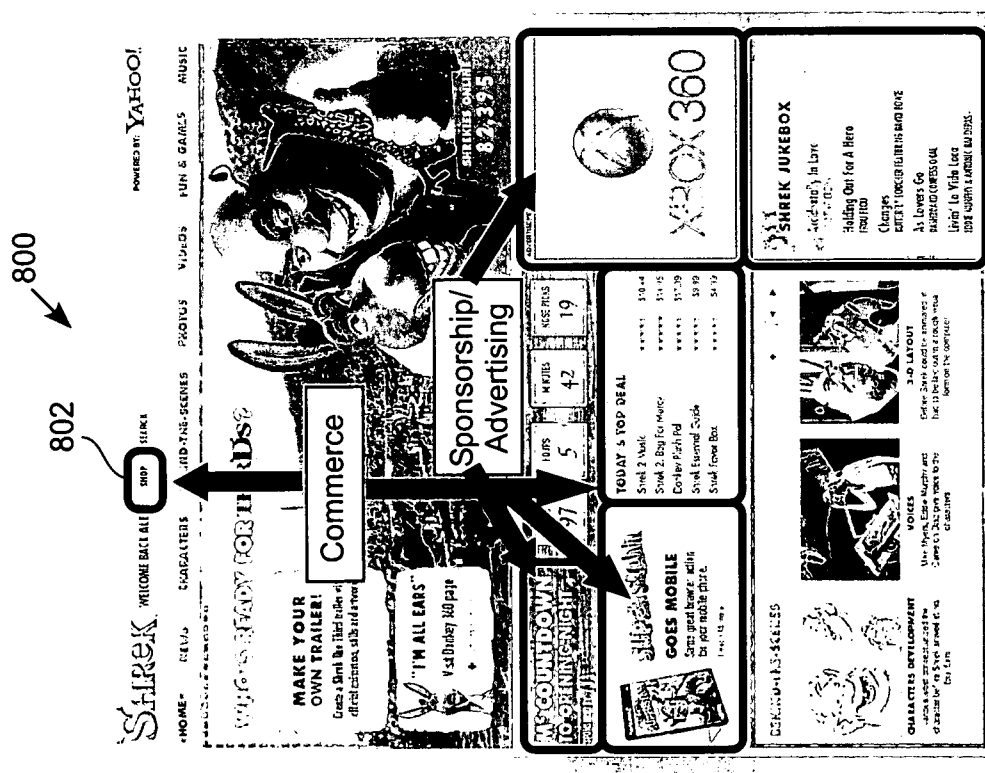


FIG. 8A

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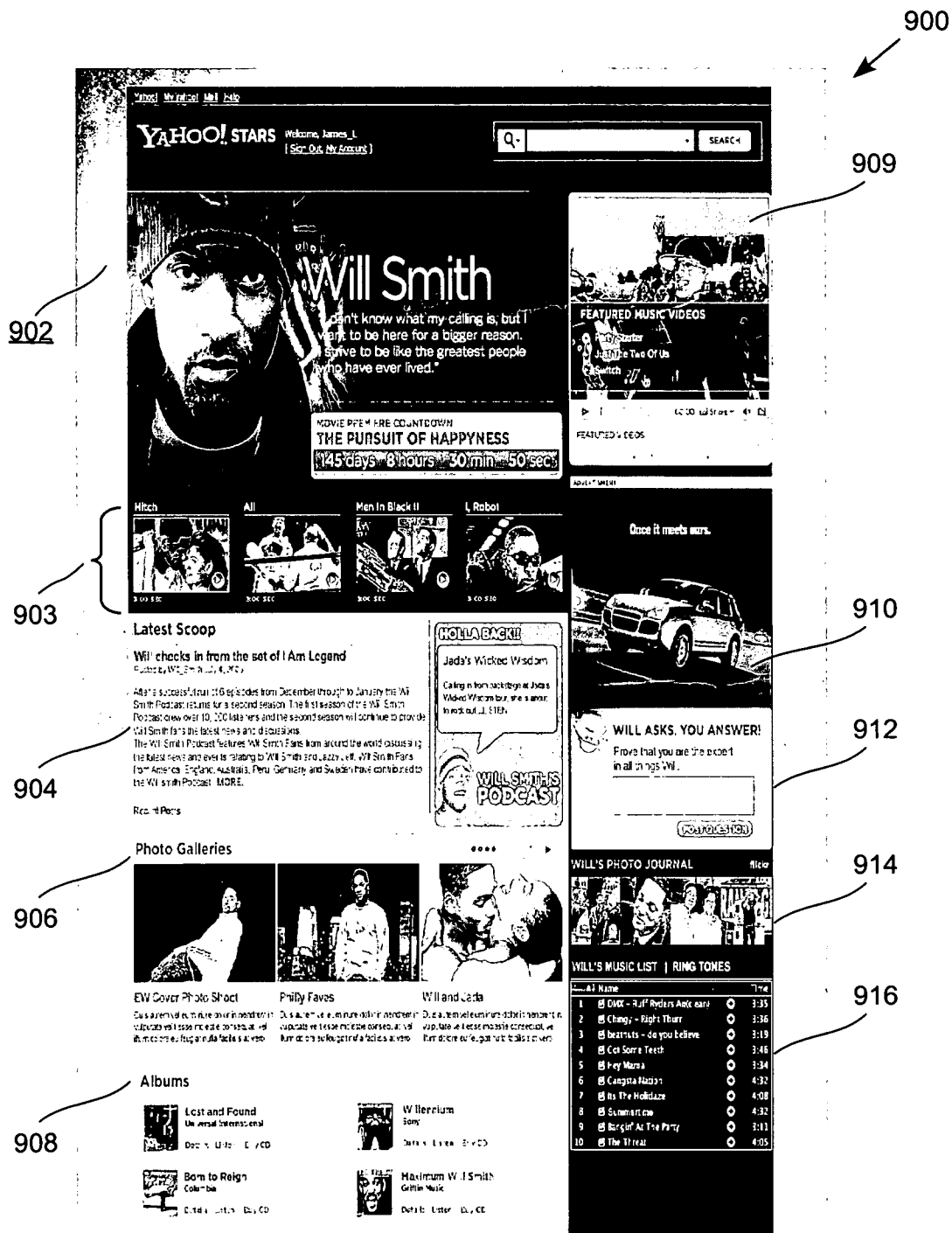


FIG. 9

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FIG. 10A

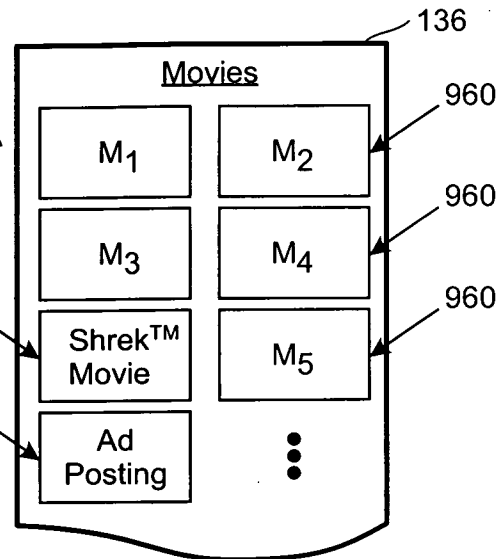


FIG. 11A

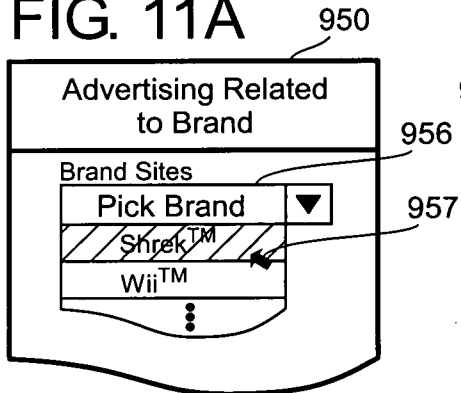


FIG. 10B

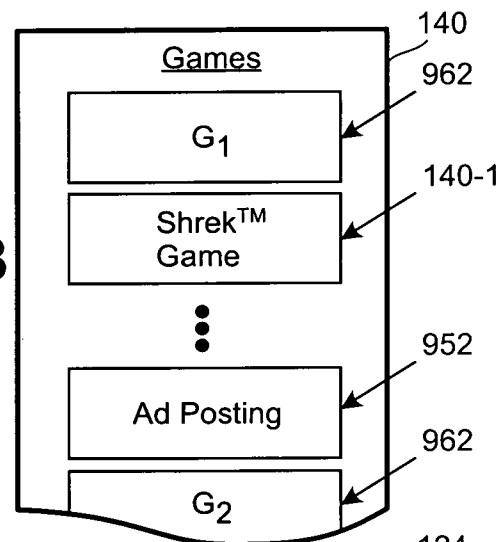


FIG. 11B

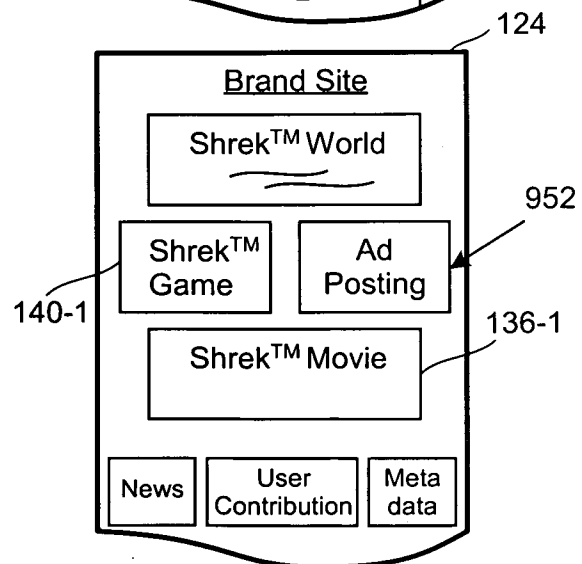
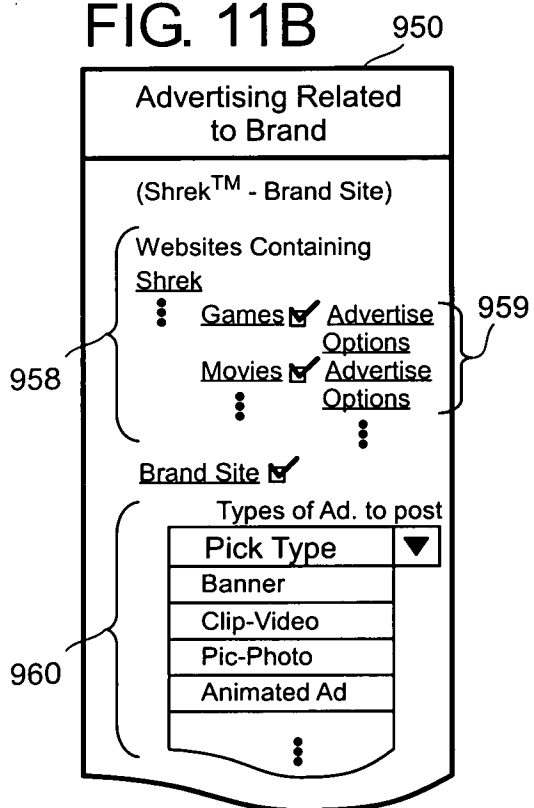


FIG. 10C

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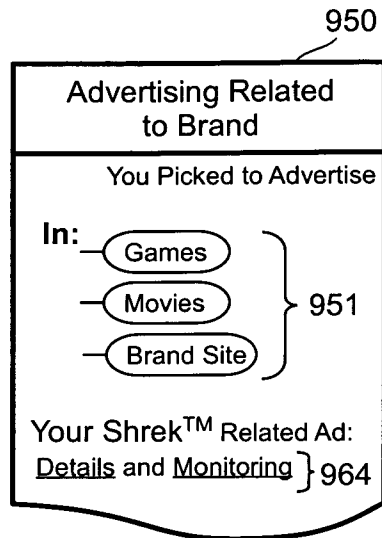


FIG. 11C

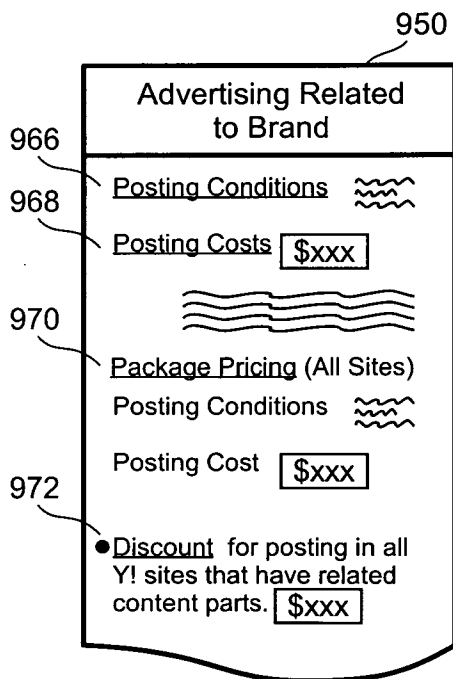
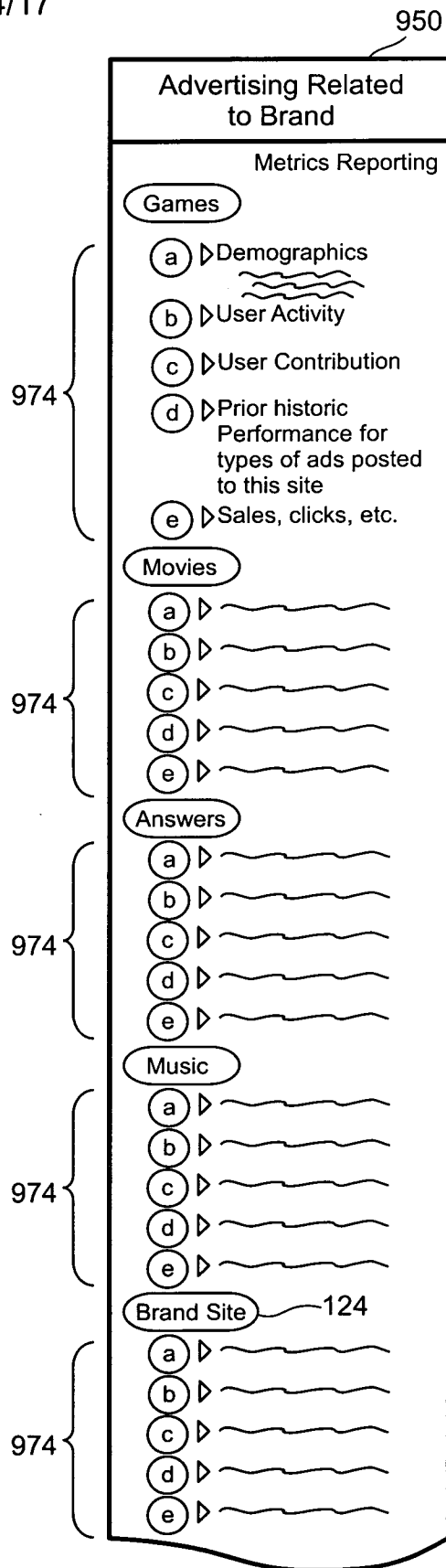


FIG. 11D

FIG. 11E



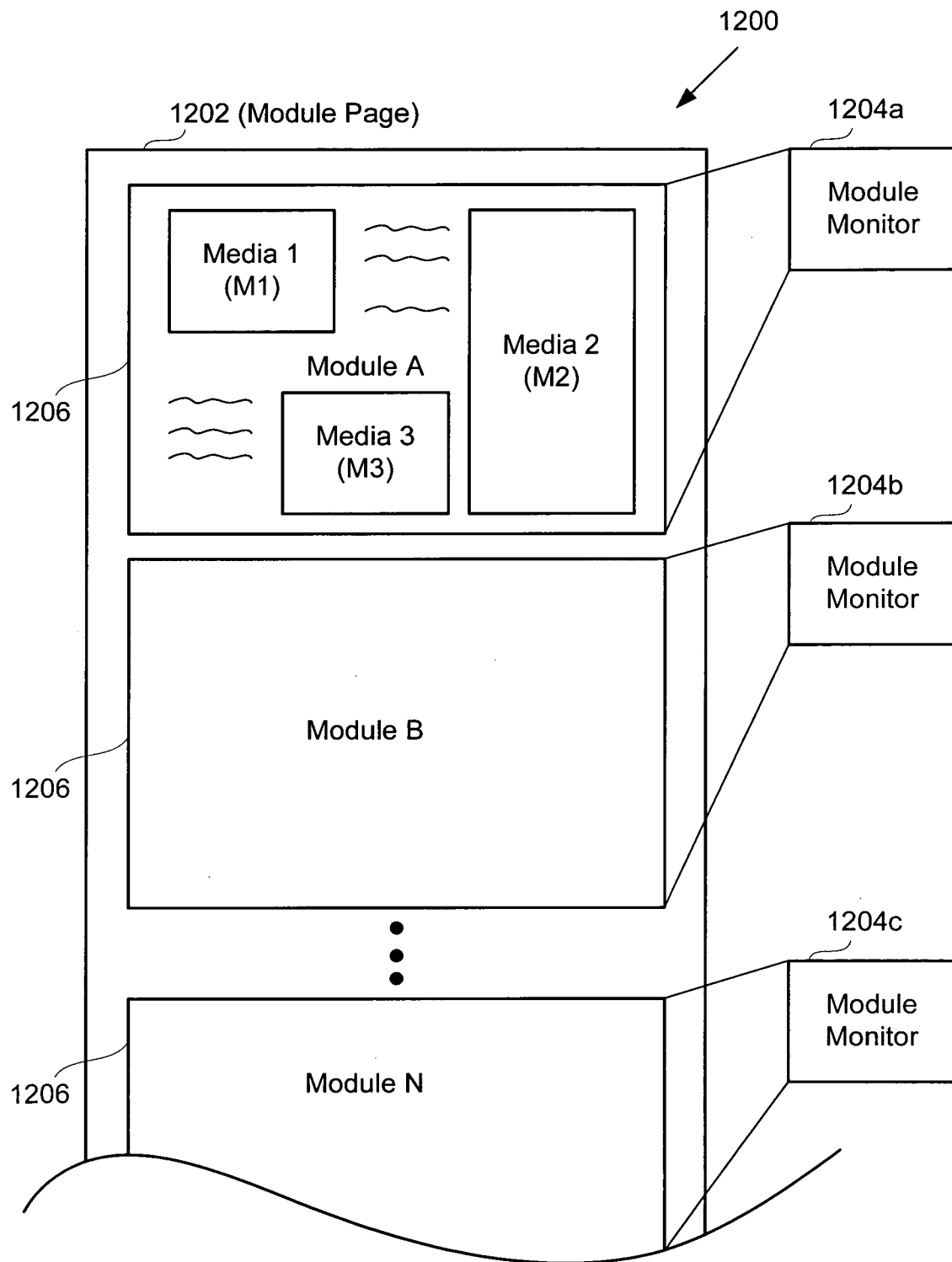
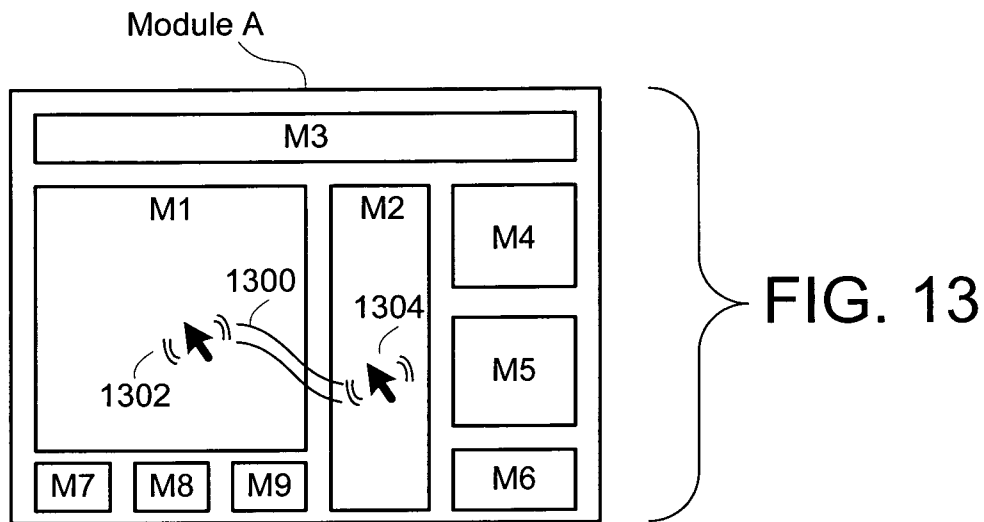


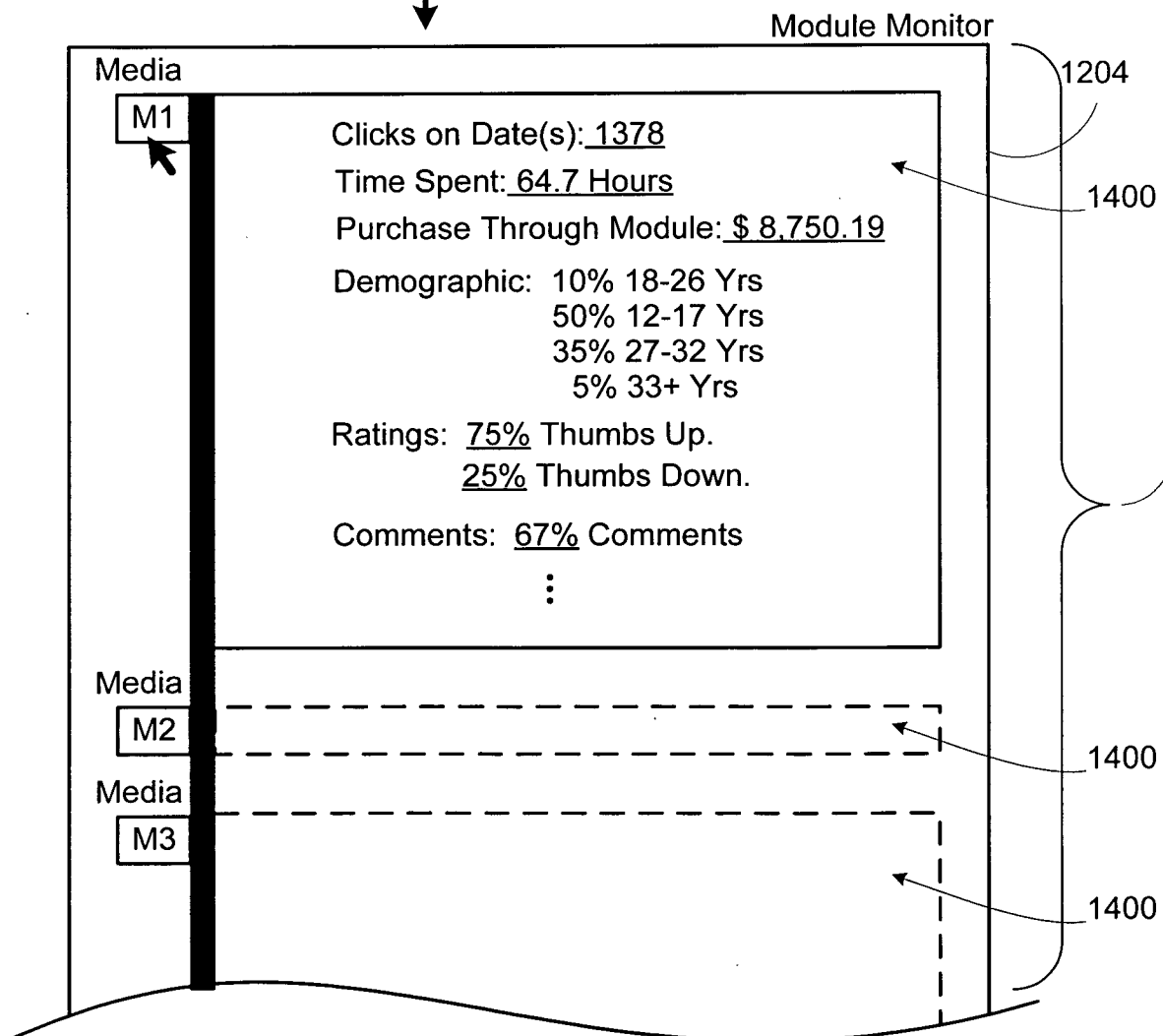
FIG. 12

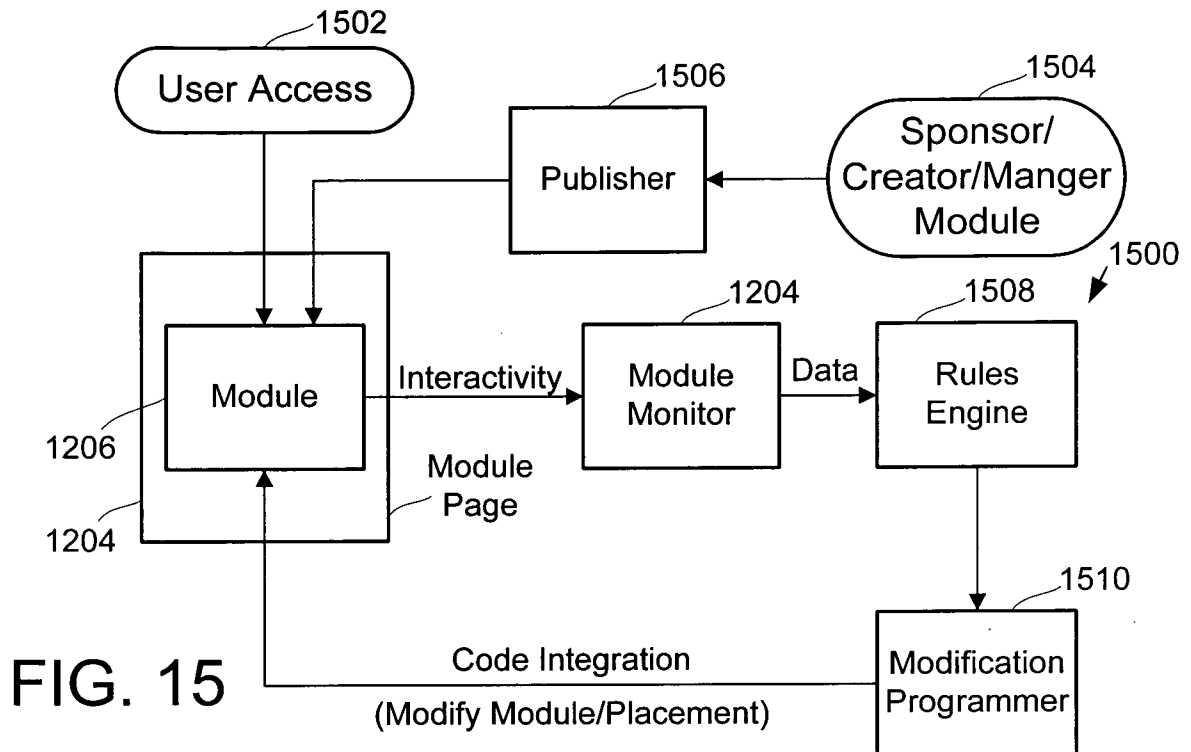
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1302 (Interactivity)

FIG. 14



**FIG. 16**