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(54) **Title:** USER INTERFACE FOR MEDIA CONTENT PRESENTATION

(57) **Abstract:** Methods and apparatus are provided for presenting a user interface. In one embodiment, a method includes detecting a user selection of a user interface displayed by the device identifying a graphical element, wherein the graphical element is associated with an association category, and determining one or more media titles based on one or more associations of media titles to the graphical element and at least one association category associated with a previously detected user selection. The method may further include displaying one or more graphical elements for each identified media title, wherein the one or more graphical elements are each associated with an association category for each of a plurality of user selections.



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USER INTERFACE FOR MEDIA CONTENT PRESENTATION

CROSS REFERENCE TO RELATED APPLICATION

[0001] This application is related to commonly-assigned and concurrently filed U.S. Patent Application Ser. No. _____, entitled “User Interface for Prioritizing Media Content”, the disclosure of which is hereby fully incorporated by reference.

FIELD

[0002] The present disclosure relates generally to presentation of user interface elements, and more particularly to methods and apparatus for displaying graphical elements based user operation of a user interface.

BACKGROUND

[0003] Typical methods of providing a user interface for a device are usually directed to device operation for playback of a single media file or source. As such, many conventional user interface controls are directed to functions for playback of a single media title. Some conventional devices provide graphical menus for selection of particular media files. However, these conventional methods and devices are limited in their ability to present a plurality of media titles to a user. As a result, viewing and selecting a media title may be difficult for many users.

[0004] With the development of network based services, many providers of media content allow for users to purchase and/or rent media content from a display device. Conventional approaches generally provide a web based interface for selecting media. However, the conventional user interfaces and devices may not be suitable for presenting many files. In many instances, users desire the ability to browse a plurality of media files for rent and/or purchase on a display device via device input controls.

[0005] Another drawback of the conventional methods for presenting media titles is the ability to suggest media titles for presentation. Typically, categorization of media titles is limited to alphabetical order or limited categories. Further, these conventional methods do not allow for determining one or more media titles based on user operation of a user interface. Thus, there is a desire for a user interface that allows for selection and presentation of media that overcomes one or more of the aforementioned drawbacks.

BRIEF SUMMARY OF THE EMBODIMENTS

[0006] Disclosed and claimed herein are methods and apparatus for presenting a user interface. In one embodiment, the method includes detecting a user selection of a user interface displayed by the device identifying a graphical element, wherein the graphical element is associated with an association category, determining one or more media titles based on one or more associations of media titles to the graphical element and at least one association category associated with a previously detected user selection, and displaying one or more graphical elements for each identified media title, wherein the one or more graphical elements are each associated with an association category for each of a plurality of user selections.

[0007] Other aspects, features, and techniques of the invention will be apparent to one skilled in the relevant art in view of the following detailed description of the invention.

BRIEF DESCRIPTION OF THE DRAWINGS

[0008] The features, objects, and advantages of the present disclosure will become more apparent from the detailed description set forth below when taken in conjunction with the drawings in which like reference characters identify correspondingly throughout and wherein:

[0009] FIG. 1 depicts a graphical representation of a user interface according to one embodiment;

[0010] FIG. 2 depicts a simplified block diagram of a device according to one embodiment;

[0011] FIG. 3 depicts a process for displaying a user interface according to one embodiment;

[0012] FIG. 4 depicts a graphical representation of pivot connection categories according to one or more embodiments;

[0013] FIG. 5 depicts a graphical representation of a user interface according to another embodiment;

[0014] FIG. 6 depicts a graphical representation of a user interface according to another embodiment;

[0015] FIG. 7 depicts a graphical representation of a user interface according to another embodiment; and

[0016] FIG. 8 depicts a graphical representation of a process for user interface operation according to another embodiment.

DETAILED DESCRIPTION OF THE EXEMPLARY EMBODIMENTS

Overview and Terminology

[0017] One aspect of the present disclosure relates to displaying a user interface to present a one or more media titles. In one embodiment, method is provided to selectively display one or more media titles and/or association categories determined based on user selections of the user interface. Display of media titles and graphical elements may employ scoring associations of media titles and refinement based on user operations, or selections of the user interface. Based on user selections, one or more attributes for each selection may be stored and employed to select media titles for subsequent user selections. Based on the user selection graphical elements for media titles and association categories may be displayed. The association categories and associated media titles may be displayed as graphical elements, or one or more pivot connection elements. The pivot connection elements may be displayed and selected by a user to explore media content. One advantage of the invention may be provided by refining identification of media titles based on previous user selections to tailor media titles to a users taste and/or mood.

[0018] In one embodiment, media titles may be based on a particular pivot connection category associated with one or more attributes of a selected media title, and media titles the user interface may present to the user. Based on user selection of a pivot connection element, the user interface may be configured to display graphical elements in one or more of a detailed view, grid unit formation and spiral formation for user presentation.

[0019] As used herein, the terms “a” or “an” shall mean one or more than one. The term “plurality” shall mean two or more than two. The term “another” is defined as a second or more. The terms “including” and/or “having” are open ended (e.g., comprising). The term “or” as used herein is to be interpreted as inclusive or meaning any one or any combination. Therefore, “A, B or C” means “any of the following: A; B; C; A and B; A and C; B and C; A, B and C”. An exception to this definition will occur only when a combination of elements, functions, steps or acts are in some way inherently mutually exclusive.

[0020] Reference throughout this document to “one embodiment,” “certain embodiments,” “an embodiment,” or similar term means that a particular feature, structure, or characteristic described in connection with the embodiment is included in at least one embodiment of the

present invention. Thus, the appearances of such phrases in various places throughout this specification are not necessarily all referring to the same embodiment. Furthermore, the particular features, structures, or characteristics may be combined in any suitable manner on one or more embodiments without limitation.

[0021] In accordance with the practices of persons skilled in the art of computer programming, the invention is described below with reference to operations that are performed by a computer system or a like electronic system. Such operations are sometimes referred to as being computer-executed. It will be appreciated that operations that are symbolically represented include the manipulation by a processor, such as a central processing unit, of electrical signals representing data bits and the maintenance of data bits at memory locations, such as in system memory, as well as other processing of signals. The memory locations where data bits are maintained are physical locations that have particular electrical, magnetic, optical, or organic properties corresponding to the data bits.

[0022] When implemented in software, the elements of the invention are essentially the code segments to perform the necessary tasks. The code segments can be stored in a processor readable medium, which may include any medium that can store or transfer information. Examples of the processor readable mediums include an electronic circuit, a semiconductor memory device, a read-only memory (ROM), a flash memory or other non-volatile memory, a floppy diskette, a CD-ROM, an optical disk, a hard disk, etc.

Exemplary Embodiments

[0023] Referring now to the figures, FIG. 1 depicts a graphical representation of a user interface according to one embodiment. As depicted, user interface **100** includes a graphical element associated with a media title shown as **105**. User interface **100** relates to an exemplary depiction of the user interface display based on one or more previous selections by a user. In one embodiment, user interface **100** may relate to a starting point of a user. However, it should also be appreciated that each depiction of a user interface may be based on one or more previous selections of the user interface by a user, wherein display of graphical elements may be based, at least in part on one or more previous user detections. User interface **100** may be displayed to provide one or more details associated with media title **105** and one or more association categories. In one embodiment, media title **105** may be displayed based on a user selection of

user interface **100**, such as selection of the media title from a plurality of media titles. User interface **100** may provide detailed information associated with media title **105** and allow for one or more functions to be performed based on user selections.

[0024] User interface **100** depicts a detailed view of media title **105** according to one embodiment. In that fashion user interface **100** may be displayed by a device to provide information associated with media title **105** to inform a user for purchase, rent or viewing information. Graphical display of media title **105** may relate to artwork (e.g., cover art) associated with the media title and in some instance include text or graphics to identify the media title. User interface **100** may further display text associated with a media title shown as **110**, and may further include one or more graphical elements which may be selected and employed by a user to perform functions associated with media title **105**.

[0025] Graphical display element **115** relates to a buy button which may be selected by the user to purchase media associated with title **105**. Graphical display element **115** is depicted with a selected focus state to include glow accent shown by **120**. Graphical display element **125** relates to a selection button which may be selected to rent media title **105**. User interface **100** may further include a plurality of icons, shown by **130**, wherein each icon may be selected as a link to one or more network destinations, such as a social networking site associated with a media title, or source of the media content. User interface **100** further includes media data shown as **135** which may be selected and/or viewed by a user to obtain further information or details of media title **105**.

[0026] According to one embodiment, one or more graphical elements may be displayed for exploring content associated with media title **105**. For example, one or more media titles may be selected from a media library based on one or more associations determined for media title **105**. In one embodiment, selection or identification of media titles may be based on one or more user selections. Similarly selection may be based on attributes of media titles. Each user selection, such as selection of a media title, or selection of a graphical element associated with a media title category may identify an attribute. Selecting media titles based on an attribute of each selection may result in selection media titles based on the operational history or operation path. Selection based on the operation path, or one or more previous selections may be advantageous in allowing for selection of media titles to include one or more previous attributes.

[0027] An association category may be based on attributes of media titles. For example, attributes for associating media titles may relate to one or more of genre of the media title, specific cast or crew of the media title, contextual similarity to the media title, a keyword of the media title, a rating of the media title, and awards associated with the media title. Providing a graphical element that may be selected by a user to select one or more media titles based on an association attribute may relate to a pivot connection. In one embodiment, user interface **100** may determine and display one or more pivot connections for a user to view media titles. By way of example, when media title **105** relates to a movie, an attribute of media title **105** that may be employed to determine a pivot connection includes one or more names of actors related to media title **105**. Based on an actor name, one or more media titles that include that actor may be selected. It should also be appreciated that a pivot connection may be based on a plurality of attributes. As will be discussed in more detail below with respect to FIG. 4, pivot connections may be associated with association categories.

[0028] User interface **100** may include display of one or more association category elements, shown as **140_{1-n}**. Each association category element, or pivot, may include a graphical element associated with a media title, shown as **145**, based on similar attributes of the media titles, or pivot connection. Association category elements may further include display of a portion of one or more additional graphical elements associated with additional media titles, shown as **150**. Association category elements may further include a text description to identify a category of the pivot connections. For example, user interface **100** includes association category elements associated with a “more like this” category shown as **155**, award category for supporting actor role, shown as **160**, and keyword category associated with the keyword “explosion” shown as **165**. Based on display of pivot connection elements **140_{1-n}**, user interface **100** may allow a user to explore a variety of content based on one or more pivot connections to media title **105**. Further, as will be discussed in more detail below, display of association category elements may be based on a priority level assigned to each element. In that fashion, content may be directed to a user. Further, user interface **100** may employ a focus transition of graphical display elements to aid in user navigation. For example, user interface **100** may include a spotlight effect, shown as **170**, to increase the visual appeal of one or more association category elements.

[0029] Although user interface **100** is described above with reference to media titles, it should be appreciated that the user interface may be employed for graphical display and/or presentation

of different types of elements including but not limited to management files, personal files, data folders, image files, calendar entries, contacts, etc.

[0030] Referring now to FIG. 2, a simplified block diagram is depicted of a device according to one embodiment. In one embodiment, device **200** may be configured to provide a user interface to present media files. Device **200** may further be configured to determine one or more association categories (e.g., pivot connections) and a user operational path. In one embodiment, device **200** may relate to a display device, such as a television display for viewing media. Alternatively, device **200** may relate to one or more devices configured to provide data to a display device such as, a set-top box, gaming console, media player (e.g., DVD, Blu-ray™, audio player, etc.), network based communication module, etc. In a further embodiment, device **200** may relate to a portable electronic device such as a media player, personal communication device, etc. Device **200** may be configured to employ one or more of the processes described herein to present a plurality of media titles for a user to view and/or explore media content.

[0031] As shown in FIG. 2, device **200** includes processor **205**, memory **210**, input/output (I/O) interface **215**, display **220** and communication interface **225**. Processor **205** may be configured to control operation of device **200** based on one or more computer executable instructions stored in memory **210**. Memory **210** may relate to one of RAM and ROM memories and may be configured to store one or more media files, content, and computer executable instructions for operation of device **200**. Memory **210** may be configured to store one or more attributes of user selections. The attributes, such as an association category may be employed for selection of media titles by processor **205**.

[0032] I/O interface **215** may include one or more buttons for user input, such as a numerical keypad, volume control, channel control, menu controls, pointing device, track ball, mode selection buttons, and playback functionality (e.g., play, stop, pause, forward, reverse, slow motion, etc). Buttons of I/O interface **215** may include hard and soft buttons, wherein functionality of the soft buttons may be based on one or more applications running on device **200**. I/O interface **215** may be employed for one or more user commands, such as scrolling or selection of a graphical element. I/O interface **215** may additionally be configured to decode one or more remote control commands for navigating a user interface. In another embodiment, device **200** may include one or more optical drives, not shown in FIG. 2, which may be

configured to detect and decode one or more media files stored on a disc (e.g., CD, DVD™, Blu-ray™, etc.). Display **220** may be employed to display a user interface. In certain embodiments, display **220** may relate to a touch screen display configured to detect one or more user selections of the display. Although depicted with display **220**, it may be appreciated that the display may be optional in certain embodiments.

[0033] Communication interface **225** may be configured to allow for network based communications including but not limited to LAN, WAN, Wi-Fi, etc. In certain embodiments, communication interface **225** may be configured to allow for one or more devices to communicate with device **200** via wired or wireless communication. Communication interface **225** may additionally include one or more ports for receiving data, including ports for removable memory.

[0034] Referring now to FIG. 3, a process is depicted for presenting a user interface by a device for exploring content associated with a media title. Process **300** may be performed by the device of FIG. 1 for displaying one or more elements based on associations with a media title, such as pivot connections. Process **300** may be initiated by detecting a user selection of a user interface at block **305**. The user selection may relate to a selection or identification of a graphical element of the user interface displayed by the device. For example, a user may select a graphical element associated with the media title to view information associated with the title, and/or determine whether to buy or rent the title. According to one embodiment of the invention, user selection of a media title may result in display of one or more graphical elements associated with media titles or association categories. Alternatively, the user selection may be associated with an association category, such as a pivot connection. A user selection can relate to selection of one or more graphical elements associated with media titles and one or more graphical elements associated with categories of media titles.

[0035] At block **310**, the device may determine or identify one or more media titles. Determining one or more media titles may be based on one or more associations of media titles to the graphical element and at least one association category associated with a previously detected user selection. By associating the media title to one or more previous user selections (e.g., attributes of the previous user selections), media titles may be narrowed based on the user

taste and/or interest. Identifying media titles may include scoring a plurality of media titles relative to the user selection to rank one or more associations of the media titles.

[0036] Associating the media titles at block **310** may be based on scoring. One or more pivot connections may be determined based on the scoring. In order to determine a pivot connection, the device may determine one or more attributes of the media title. In certain embodiments, the device may store in memory one or more tables including attribute data for a plurality of media titles. In other embodiments, network server may provide a memory table matching one or more attributes of media titles. Based on the attributes of a media title, one or more media titles may be selected. Selected media titles may further be arranged based on one or more categories.

[0037] In one embodiment, scoring the plurality of media titles may be based on associations of media titles relative to one or more of genre of the media title, specific cast or crew of the media title, contextual similarity to the media title, a keyword of the media title, a rating of the media title, and awards associated with the media title. Scoring the plurality of media titles may include determining highest ranking associations of the media title to each of the plurality of media titles based on rank determined for each media title attribute. Once media titles have been scored, the media titles may be narrowed based on user selections of a particular media title, and/or selection of an association category or pivot connection.

[0038] Process **300** may further include storing one or more graphical element attributes based on each user selection, wherein each attribute is associated with a category of media titles or attribute of a media title at block **310**.

[0039] Based on the user selection, the device may display a graphical element, such as cover artwork or a graphic tile, for the media title at block **315**. Display of the user interface may include display of one or more association categories, or pivot opportunities. Display of the association categories may include identification of the category, such as text and one or more graphical elements associated with media titles. The graphical elements for the association categories may be displayed to include portions of the media titles that are associated with the category. Displaying graphical elements associated for identified media title may include display of a plurality of graphical elements in a structural arrangement by the user interface. In another embodiment, display may relate a detailed view of a media title and graphical elements

for one or more association categories. Displaying graphical elements associated for indentified media title may be based on a priority value assigned to each graphical element.

[0040] Referring now to FIG. 4, a graphical representation is depicted of association categories according to one or more embodiments. According to one embodiment, association categories may be determined for more or media title categories including, cast **405**, director **415**, awards **425**, movie category **435**, keyword category **445**, date **455** and rating **460**. It should also be appreciated that other categories may be employed for arranging association categories. Further, although FIG. 4 is discussed with reference to categories for movie titles, it should be appreciated that association categories may be employed for other types of media and processes for presenting data to a user.

[0041] In one embodiment, presentation of association categories may be prioritized. According to another embodiment, a sub-set of association categories determined for a media title may be displayed on the user interface, wherein other association categories may be accessed by user scrolling of a portion of the user interface that includes the categories. Accordingly, FIG. 4 illustrates an exemplary depiction of presentation of one or more pivot connection categories, wherein prioritization is provided based on presentation order.

[0042] Cast category **405** may be associated with one or more cast members of a movie. The device may be configured to determine one or more cast member names, shown as **410_{1-n}**, as an attribute for determining an association, or pivot connection, to another media title. As will be discussed in more detail below with respect to FIG. 5, a user may select an actors name in a menu of the user interface, wherein the user interface may be configured to identify one or more movie titles in which the actor is included. Director category **415** may be employed to identify move titles based on a similar director shown as **420**. In certain instances, awards category **425** may be displayed for selection of media titles that have been awarded a similar movie award. Movie category **435** relates to types of movies, shown as **440_{1-n}**, including, action, comedy, drama, thrillers, general categories, etc. Keyword category **445** may be employed to select one or more media titles associated with various characteristics of a movie. Examples depicted in FIG. 4 of keyword attributes include comic based movies **450₁**, movies including betrayal **450₂**, movies including subject matter directed to superheroes **450₃**, movies including a plane **450₄**, and

in certain instances a user supplied term shown as **450_n**. Media titles may similarly be determined based on data, shown as **455**, and a rating, shown as **460**.

[0043] Referring now to FIG. 5, a graphical representation is depicted of a user interface according to another embodiment. Based on user selection of an association category element, the user interface may be configured to present one or more media titles associated with the user selection. The user selection may be employed for selection one or more media titles. User interface **500** depicts one or more graphical display elements to present a plurality of media titles in a particular formation. Graphical elements **505** may relate to a subset of media titles which may be presented to a user. It should also be appreciated that additional, or fewer, media titles may be displayed by user interface **500** in the user interface display window. Media title **510**, for example, may relate to a graphical image and/or text associated with a media title.

[0044] User interface **500** may be configured to display graphical elements in a spiral arrangement. The spiral arrangement of FIG. 5 includes first graphical display element **510** displayed in a central position within other spirally arranged graphical display elements. The spiral arrangement may include a plurality of graphical display elements, shown as **515**, each of which having a focus state and a second group of graphical display elements, shown by **520**, with a second focus state. For example, graphical display element **525** associated with the first group **515**, may includes a normal state, wherein focus is off. Media title **530** associated with second group **520**, however, may be displayed with a focused state including focus on. User interface **500** may provide a rotating display of graphical display elements wherein elements of groups **515** and **520** may rotate as shown by direction **535**. User interface **500** may be presented as an animation of graphical display elements, wherein elements related to the first display element **510** appear to be actively added while being viewed.

[0045] In certain embodiments, user interface **500** may include menu **540** listing one or more association categories that may be selected by a user. Based on a selected association category, one or more media titles may be displayed. For example, as depicted in FIG. 1, menu **540** is depicted for a cast category of a media title. Display of menu **540** may include identification of the cast category, shown as **545**. User interface **500** may further include one or more pivot connections, shown as **550**. A pivot connection selected by a user, shown as **555**, may be displayed to include a selected focus state including one or more of an increased size, glow

accent **560** and transparency setting relative to other pivot connections to identify a particular pivot connection selected. The selected focus state may be applied to other association categories based on user operation of the user interface. According to one embodiment, media titles **505** may be displayed based on selection of pivot connection element **555**. Thus, pivot connection titles **505** may each include the actor associated with pivot connection element **555** as having a role in the media title.

[0046] Menu **540** may further include additional pivot connection categories, such as director category **565** and a pivot connection element for the director's name shown as **570**. In a further embodiment, user interface **500** may include spotlight treatment, shown as **575**, to improve the visual appeal of displayed pivot connection elements.

[0047] Referring now to FIG. 6, a graphical representation is depicted of a user interface according to another embodiment. Based on user selection of a pivot connection element, the user interface may be configured to present one or more media titles associated with the user selection. FIG. 6 depicts a plurality of media titles each having a focus state and displayed in a spiral formation shown as **605**. User interface **600** additionally includes menu **610** for a pivot connection based on movie categories. Menu **610** may identify the pivot category, shown as **615**. Display of pivot connection category **615** may include a plurality of pivot connection elements shown as **620**. Display of media titles **605** may be based on user selection of pivot connection **625**. User interface **600** may display pivot connection **625** as having a selected focus state including glow accent **630**. User interface **600** may further include glow accent **635**.

[0048] Referring now to FIG. 7, a graphical representation of a user interface is depicted according to another embodiment. Based on user selection of a pivot connection element, user interface **700** may be configured to present one or more media titles associated with the user selection in a grid formation, shown as **705**. FIG. 7 depicts a plurality of media titles, such as media title **710** which may be displayed based on user selection of menu **715** associated with a pivot connection element. When a plurality of media titles are associated with the user selection, user interface **700** may allow for scrolling within the display window as shown by directions **720** and **725**. Menu **715** depicts a keyword pivot connection category to identify one or more media titles based on a keyword pivot connections shown as **740_{1-n}**. In certain embodiments, user

interface **700** may allow for a user to define a keyword term for a pivot connection as shown by **740_n**.

[0049] In certain embodiments, media titles may be suggested to a user based on one or more previous selections. As depicted in FIG. 7, media titles indicated by **750** may be suggested to the user based on one or more previous selections.

[0050] Referring now to FIG. 8, a graphical representation of a process for user interface operation is depicted according to another embodiment. Process **800** may be employed to determine one or more association categories and/or media titles. Media titles may be displayed based on one or more user selections of media titles and pivot opportunities. Process **800** may be initiated by detecting selection of a pivot opportunity at block **805**. Pivot opportunities may relate to associations between a media title and each a plurality of media titles, wherein the pivot opportunity may be associated with similar attributes between media titles. For example, a user may select a pivot opportunity associated with a particular category of media. For movie titles, the pivot opportunity may relate to a keyword associated with the media title, such as police. A plurality of pivot opportunities may be determined relative to two media titles based on a plurality of similar attributes.

[0051] At block **810**, media titles associated with the user selection may be displayed. For example, media titles associated with the media title pivot opportunity, or attribute, in the example above of police can be displayed. Pivot opportunities may be based on one or more of genre of the media title, specific cast or crew of the media title, contextual similarly to the media title, a keyword of the media title, a rating of the media title, and awards associated with the media title. By determining the pivot opportunities for a media title, one or more media titles may be suggested or presented to a user.

[0052] Each pivot opportunity may be scored for a media title. Scoring the plurality of media titles may include determining highest ranking associations of the media title to each of the plurality of media titles based on rank determined for each media title attribute. In one embodiment, collaborative filtering may be employed to score a pivot opportunity based on one or more associations with a media title, and the strength of the association. Additionally, association categories may additionally be scored based on the number and rank of media titles associated with each association category. In one embodiment, scoring may be based on a

percentage value for each association a media title is scored relative to a category. In another embodiment, attribute scores may be combined as a total score for all or a subset of associations

[0053] At block **815**, a selection of a media title may be detected. The selection at block **805** may relate to previous selection relative to the selection at block **815**. Detected user selections and previously detected user selection relate to a user operating path of the user interface. The device may then display a graphical element associated with the media title at block **820**. User operation of the user interface includes two selections, each selection associated with at least one attribute. For example, the media title selected at block **825** may be associated with an attribute for a location such as New York. Thus, the user interface may based display of pivot opportunities based on Police and New York as discussed in the exemplary embodiments above.

[0054] A subsequent user selection may be detected at block **825** of a pivot opportunity. For example, the pivot opportunity may relate to a genre, such as sci-fi. Based on each of the previously identified attributes, Police, New York, and Sci-fi, one or more media titles may be displayed for the user at block **830**. Each media title displayed at block **830** may be associated with each user attribute. In contrast to merely associating media titles, categories, titles and user selections may be employed to present media titles based on one or more of importance, relevance and user entertainment.

[0055] According to another embodiment, scored pivot opportunities and association categories may be updated by randomly introducing, or repositioning one or more association categories. For example, a pivot category that may include only a high score for one association, the score being substantially higher than other associations, but appearing with a lower rank may be adjusted to provide a user with a varied experience. At decision block **830**, it may be determined whether to insert a random pivot opportunity or association category. When one or more pivot opportunities are to be inserted (e.g., “YES” path out of decision block **830**), the rank of remaining association categories and pivot opportunities may be updated at block **835**. When one or more pivot opportunities is not to be inserted (e.g., “NO” path out of decision block **830**), the rank of remaining association categories is output at block **840**.

[0056] While this invention has been particularly shown and described with references to exemplary embodiments thereof, it will be understood by those skilled in the art that various changes in form and details may be made therein without departing from the scope of the

invention encompassed by the appended claims.

CLAIMS

What is claimed is:

1. A method for presenting a user interface by a device, the method comprising the acts of:
detecting a user selection of a user interface displayed by the device identifying a graphical element, wherein the graphical element is associated with an association category;
determining one or more media titles based on one or more associations of media titles to the graphical element and at least one association category associated with a previously detected user selection; and
displaying one or more graphical elements for each identified media title, wherein the one or more graphical elements are each associated with an association category for each of a plurality of user selections.
2. The method of claim 1, wherein the user selection relates to selection of one or more graphical elements associated with media titles and one or more graphical elements associated with categories of media titles.
3. The method of claim 1, wherein identifying one or more media titles includes scoring a plurality of media titles relative to the user selection to rank one or more associations of the media titles.
4. The method of claim 1, wherein the user selection and previously detected user selection relate to a user operating path of the user interface.
5. The method of claim 1, wherein determining one or more media titles includes determining one or more associations of media titles based on associations of media titles relative to one or more of genre of the media title, specific cast or crew of the media title,

contextual similarly to the media title, a keyword of the media title, a rating of the media title, and awards associated with the media title.

6. The method of claim 1, wherein displaying graphical elements associated for identified media title relates to display of a plurality of graphical elements in a structural arrangement by the user interface.

7. The method of claim 1, wherein displaying graphical elements associated for identified media title relates to display of detailed view of a media title and graphical elements for one or more association categories.

8. The method of claim 1, wherein displaying graphical elements associated for identified media title relates is based on a priority value assigned to each graphical element.

9. The method of claim 1, further comprising storing one or more graphical element attributes based on each user selection, wherein each attribute is associated with a category of media titles or attribute of a media title.

10. A computer program product stored on computer readable medium including computer executable code for presenting a user interface, the computer program product comprising:

computer readable code to detect a user selection of a user interface displayed by the device identifying a graphical element, wherein the graphical element is associated with an association category;

computer readable code to determine one or more media titles based on one or more associations of media titles to the graphical element and at least one association category associated with a previously detected user selection; and

computer readable code to display one or more graphical elements for each identified media title, wherein the one or more graphical elements are each associated with an association category for each of a plurality of user selections.

11. The computer program product of claim 10, wherein the user selection relates to selection of one or more graphical elements associated with media titles and one or more graphical elements associated with categories of media titles.

12. The computer program product of claim 10, wherein identifying one or more media titles includes scoring a plurality of media titles relative to the user selection to rank one or more associations of the media titles.

13. The computer program product of claim 10, wherein the user selection and previously detected user selection relate to a user operating path of the user interface.

14. The computer program product of claim 10, wherein determining one or more media titles includes determining one or more associations of media titles based on associations of media titles relative to one or more of genre of the media title, specific cast or crew of the media title, contextual similarity to the media title, a keyword of the media title, a rating of the media title, and awards associated with the media title.

15. The computer program product of claim 10, wherein displaying graphical elements associated for identified media title relates to display of a plurality of graphical elements in a structural arrangement by the user interface.

16. The computer program product of claim 10, wherein displaying graphical elements associated for identified media title relates to display of detailed view of a media title and graphical elements for one or more association categories.

17. The computer program product of claim 10, wherein displaying graphical elements associated for identified media title relates is based on a priority value assigned to each graphical element.

18. The computer program product of claim 10, further comprising computer readable code to store one or more graphical element attributes based on each user selection, wherein each attribute is associated with a category of media titles or attribute of a media title.

19. A device, comprising:

a display;

a memory; and

a processor coupled to the display, and memory, the processor configured to:

detect a user selection of a user interface displayed by the device identifying a graphical element, wherein the graphical element is associated with an association category;

determine one or more media titles based on one or more associations of media titles to the graphical element and at least one association category associated with a previously detected user selection; and

display one or more graphical elements for each identified media title, wherein the one or more graphical elements are each associated with an association category for each of a plurality of user selections.

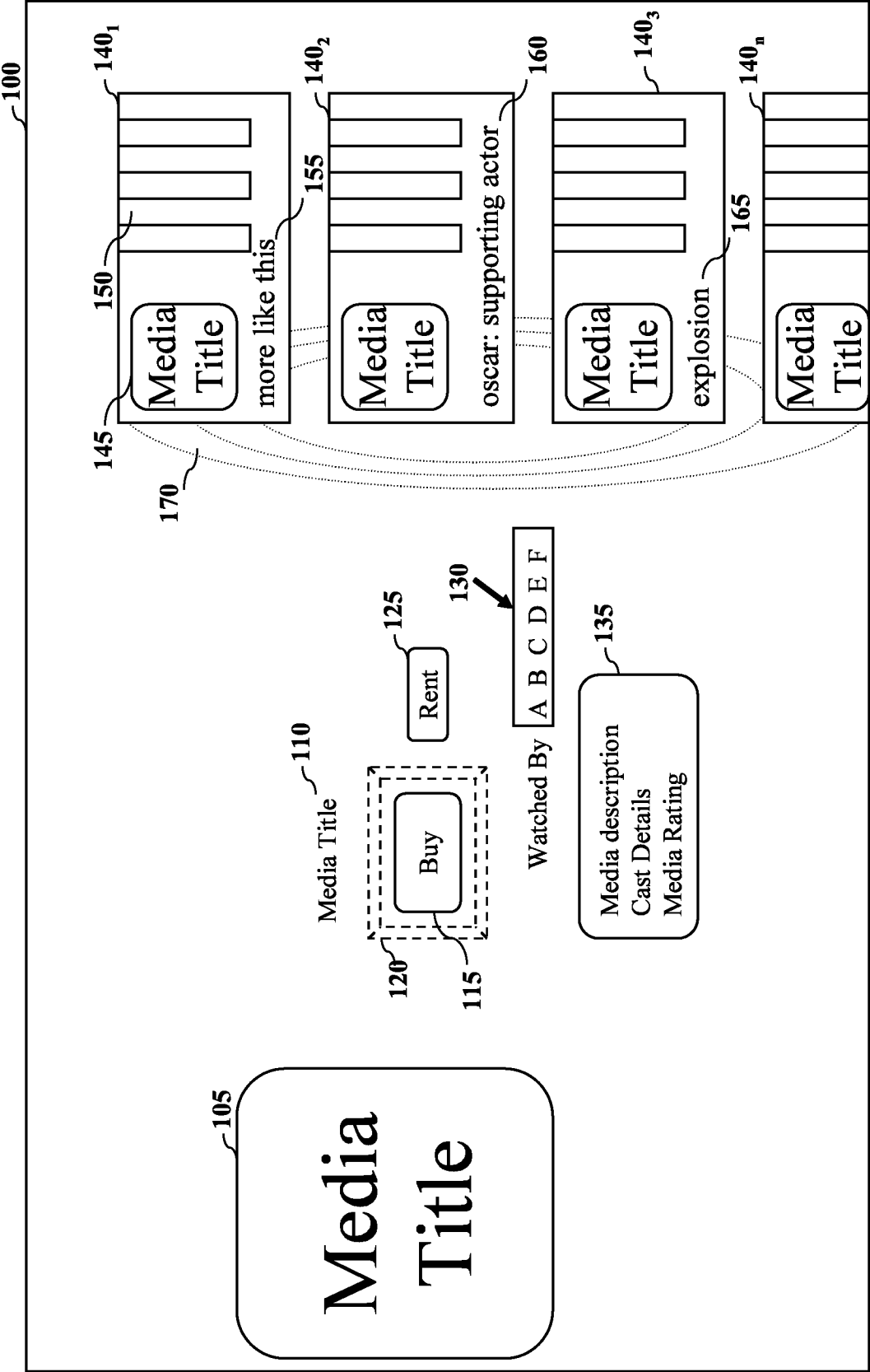


FIG. 1

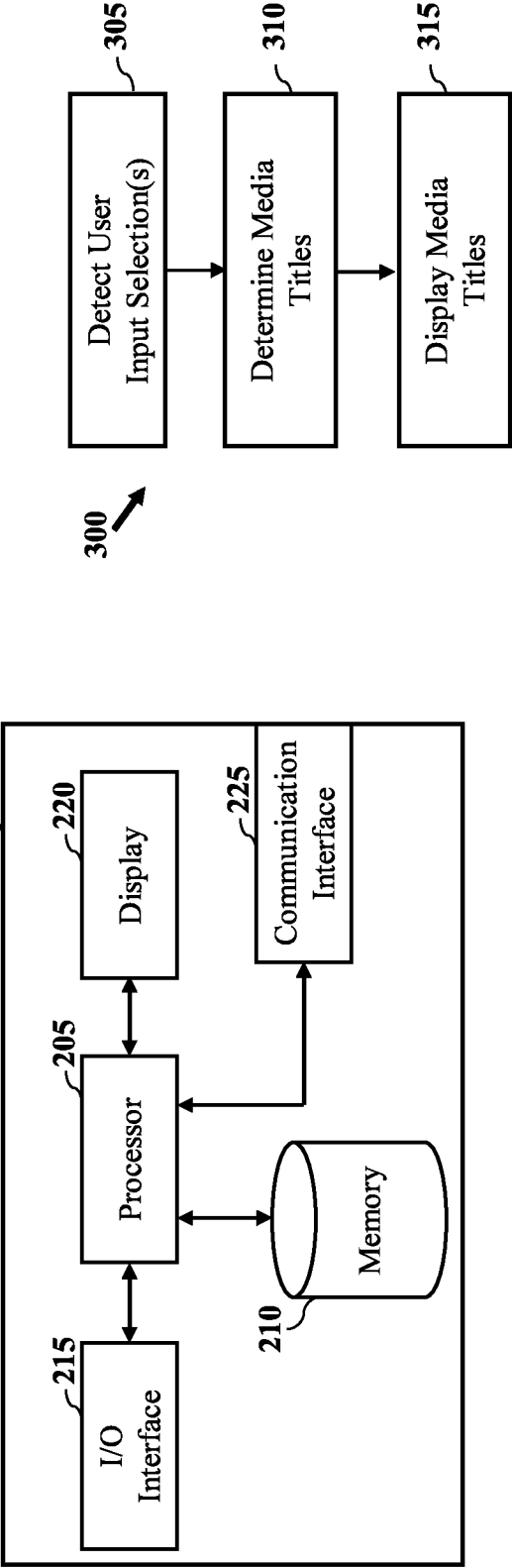


FIG. 3

FIG. 2

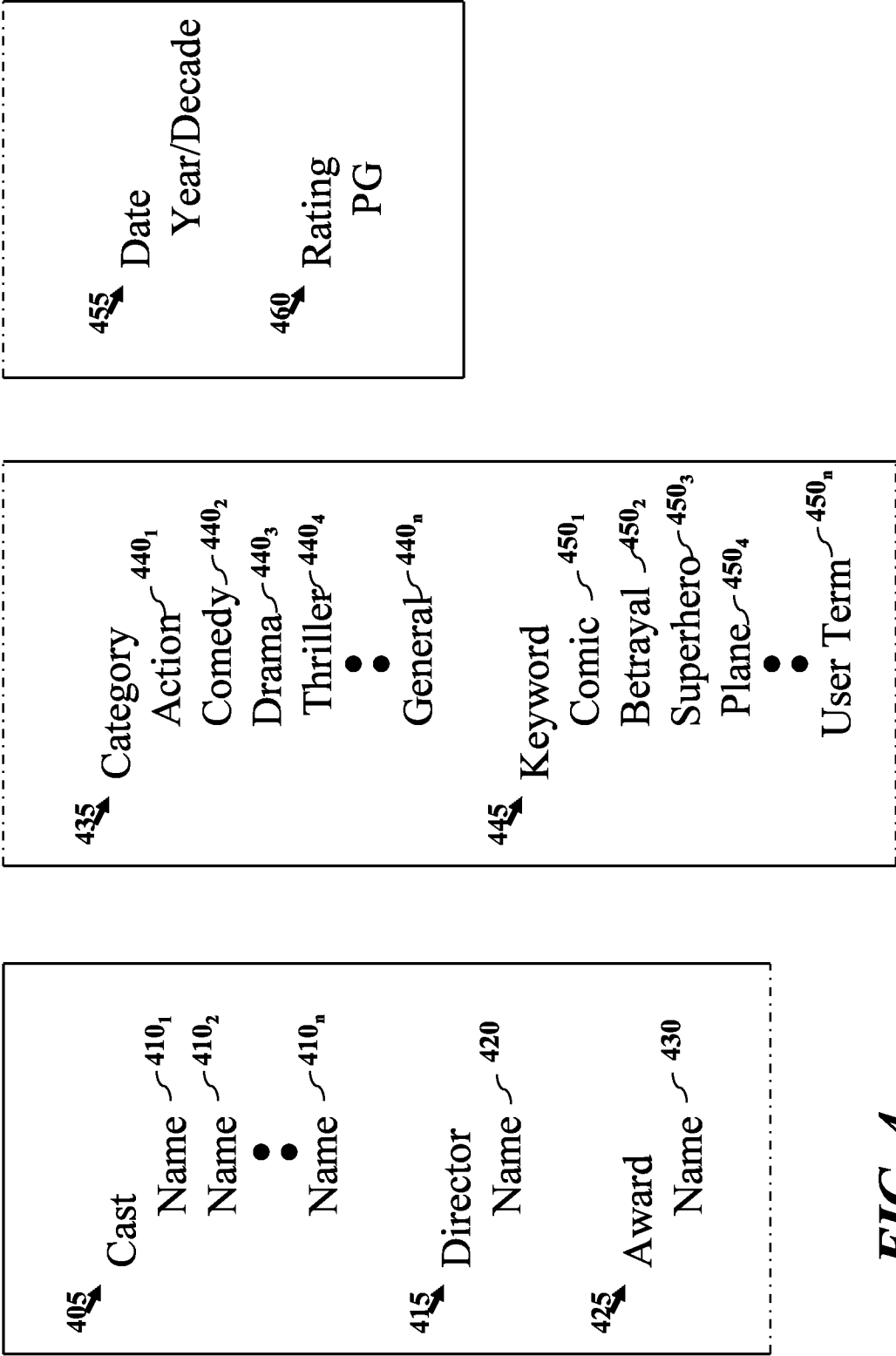


FIG. 4

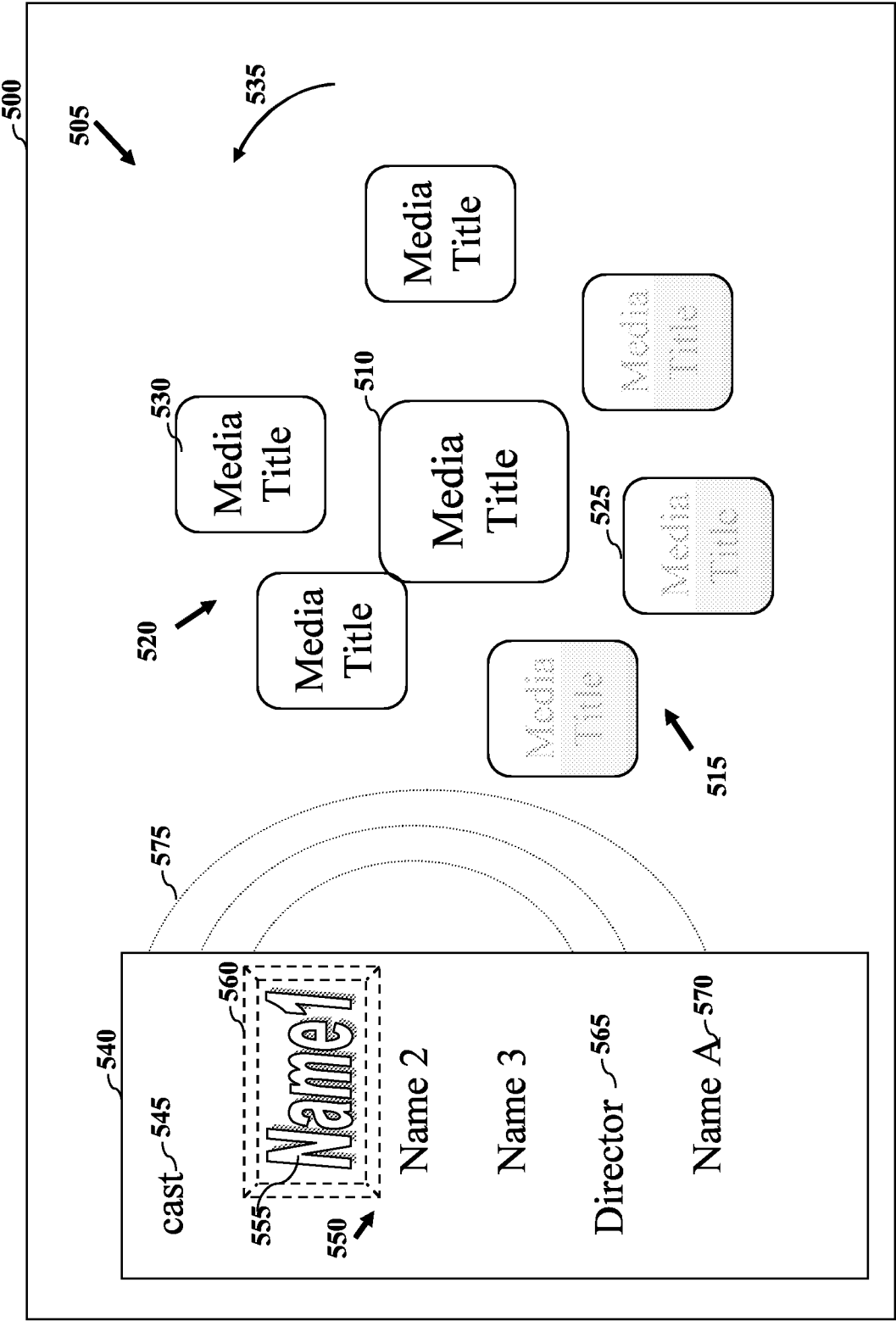


FIG. 5

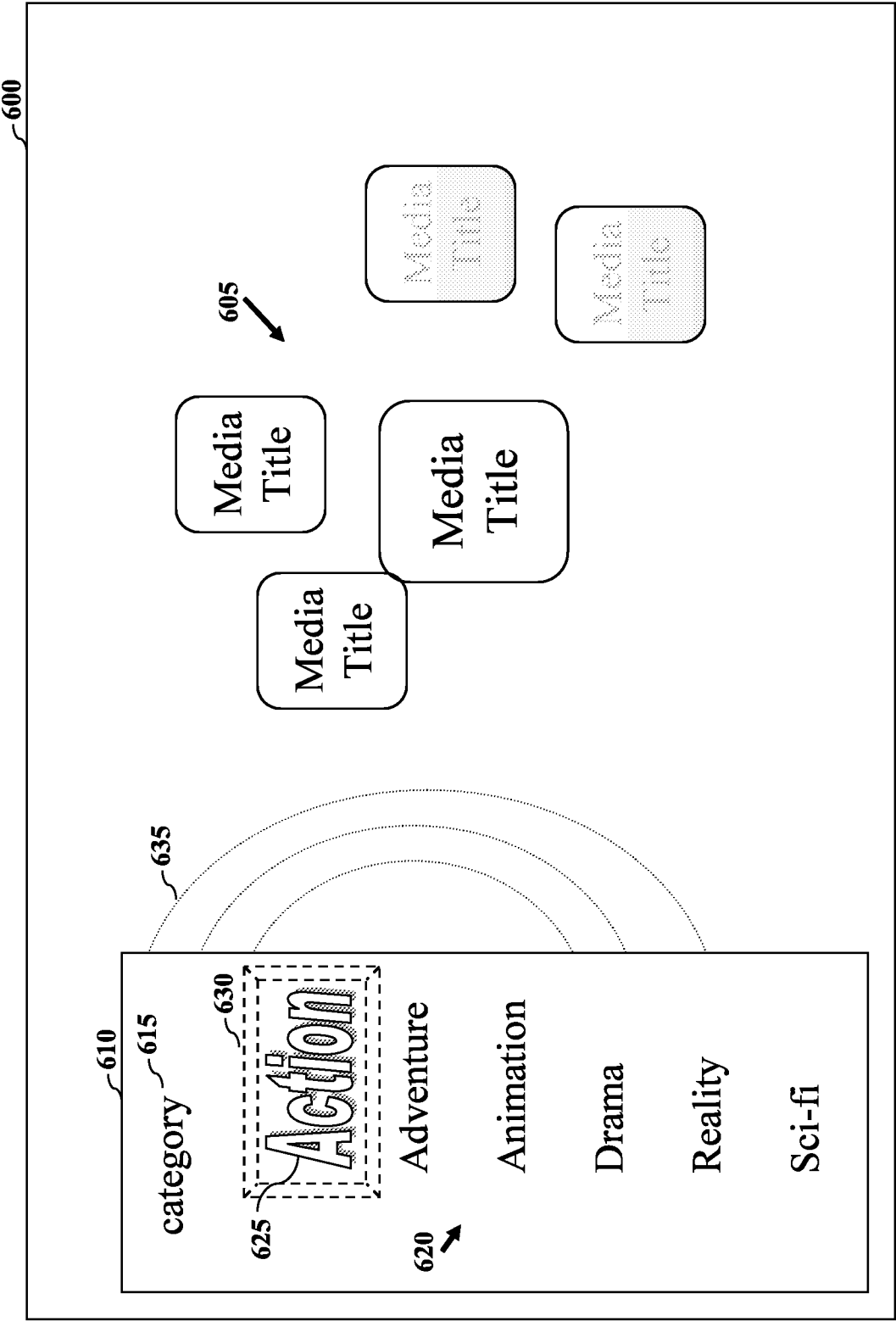


FIG. 6

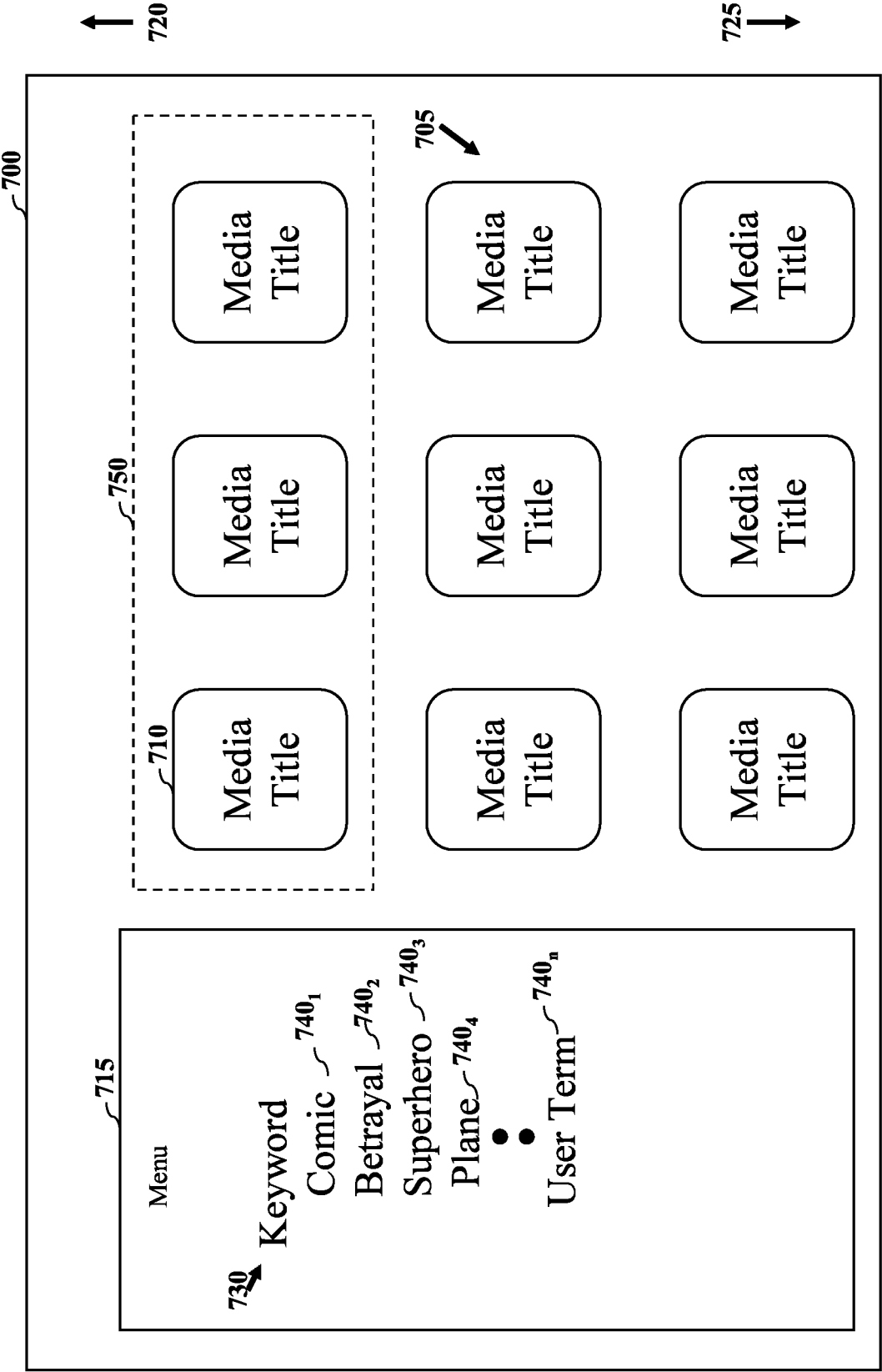
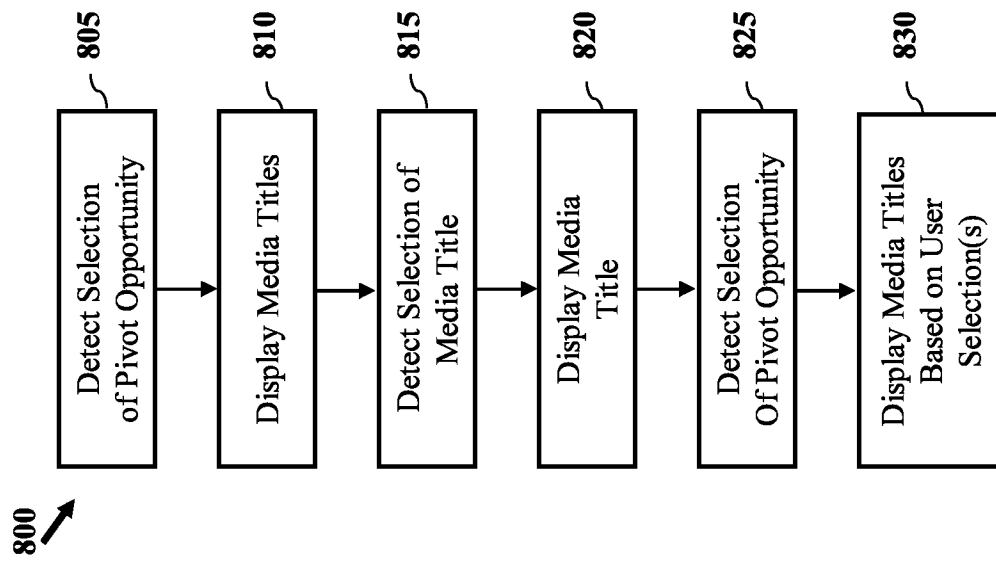


FIG. 7

**FIG. 8**