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(54) Title of the Invention: **Method and system for context-aware provision of content**  
Abstract Title: **Method and system for context-aware provision of content**

(57) A system for context-aware content provision, comprising: a processor; and a computer-readable storage medium storing instructions for causing the processor to: retrieve and normalise item metadata and semantic metadata; generate, for each of a plurality of content items based on corresponding item metadata and semantic metadata, at least one of relevance, timeliness, sentiment, relation and confidence values with reference to a provision target and a reference context; and select, based on the generated at least one value, a portion of the content items for provision to the provision target in association with the reference context.

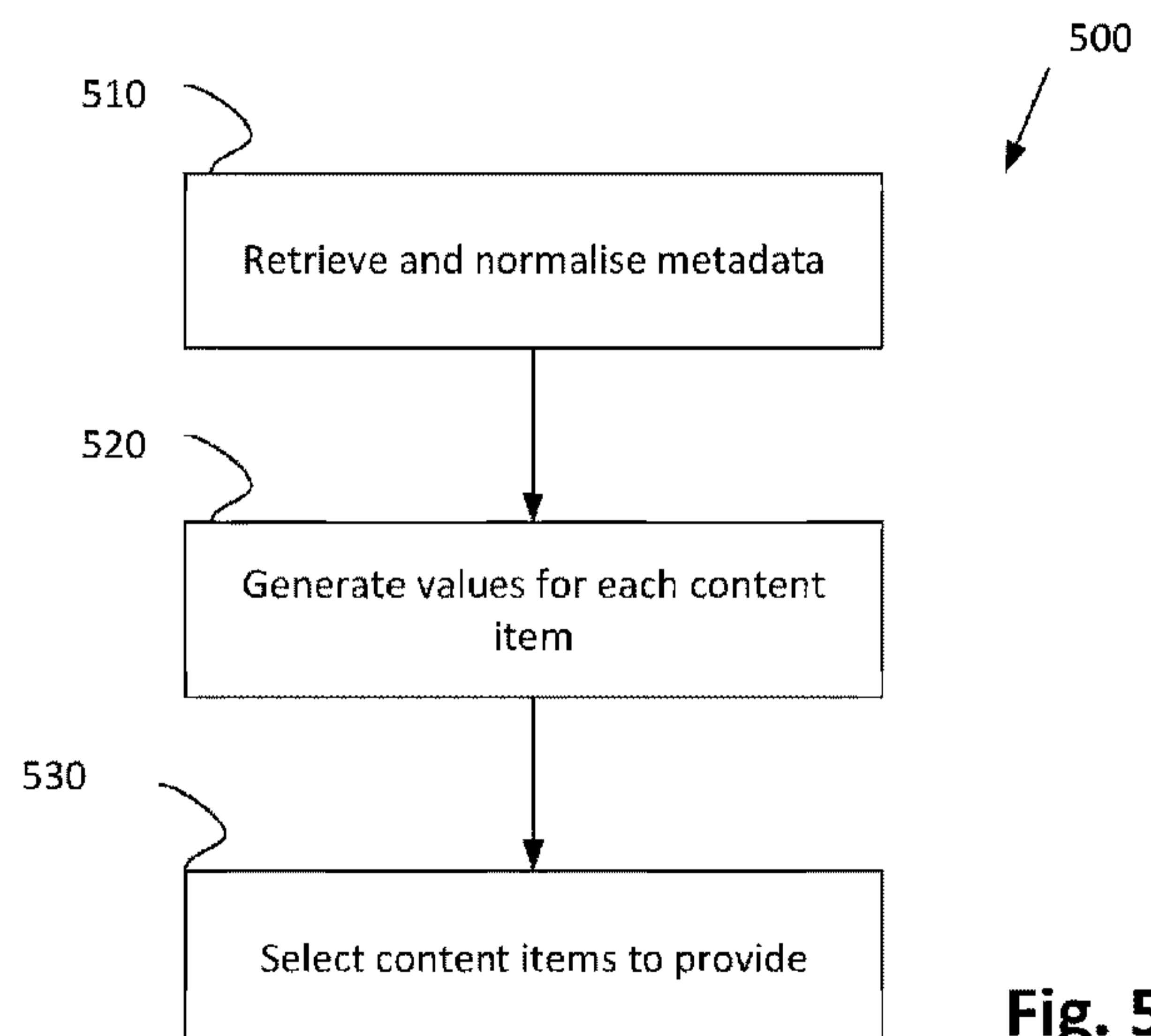


Fig. 5

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