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(54) **SYSTEM FOR CONTENT CURATION WITH USER CONTEXT AND CONTENT LEVERAGE**

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(71) Applicant: **AT&T Intellectual Property I, L.P.**,  
Atlanta, GA (US)

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(72) Inventors: **Christopher Volinsky**, Morristown, NJ (US); **Zhu Liu**, Marlboro, NJ (US); **Eric Zavesky**, Austin, TX (US); **Deirdre Paul**, Morristown, NJ (US); **David Crawford Gibbon**, Lincroft, NJ (US)

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(73) Assignee: **AT&T Intellectual Property I, L.P.**,  
Atlanta, GA (US)

(57) **ABSTRACT**

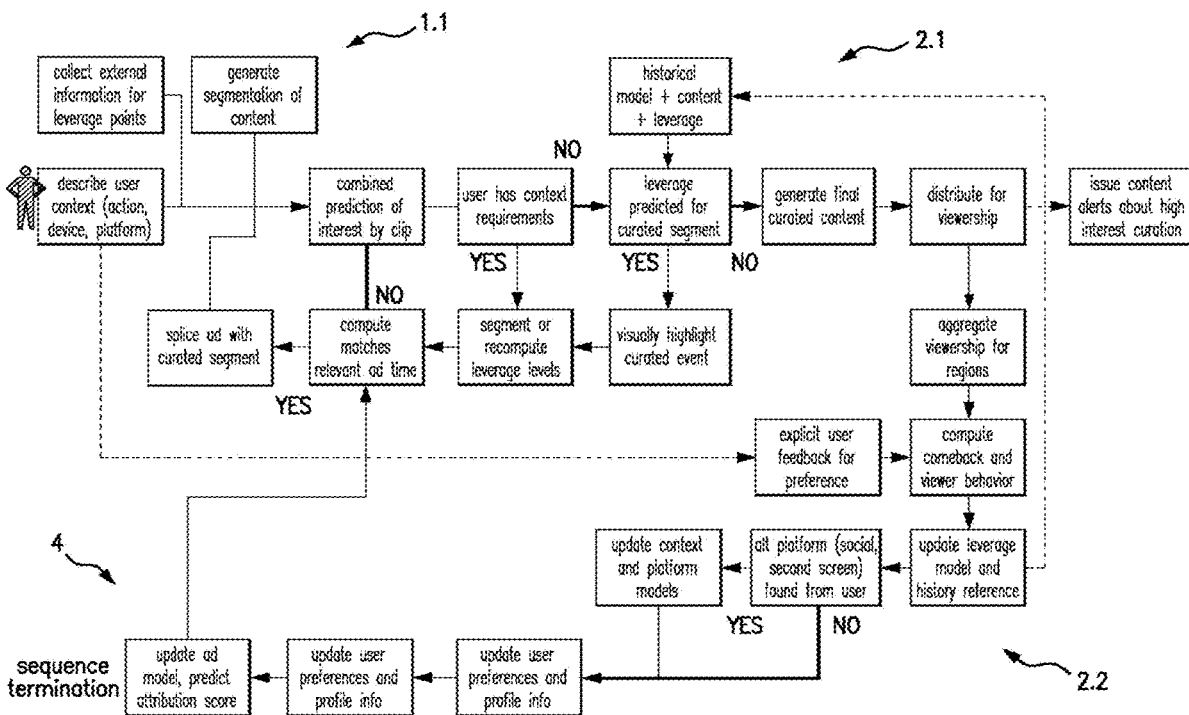
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Aspects of the subject disclosure may include, for example, a method comprising receiving one or more media content items; creating one or more leveraged content items from the media content item(s) by extracting one or more leverage points from the media content item(s); obtaining user information, such as user preferences and user context; selecting a selected content item from the leveraged content item(s) based on the user information; creating a custom content item by further extracting a subset of the leverage points from the selected content item based on the user information; and presenting the custom content item to the user's equipment. Other embodiments are disclosed.

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**Related U.S. Application Data**

(63) Continuation of application No. 16/214,292, filed on Dec. 10, 2018, now Pat. No. 10,735,811.



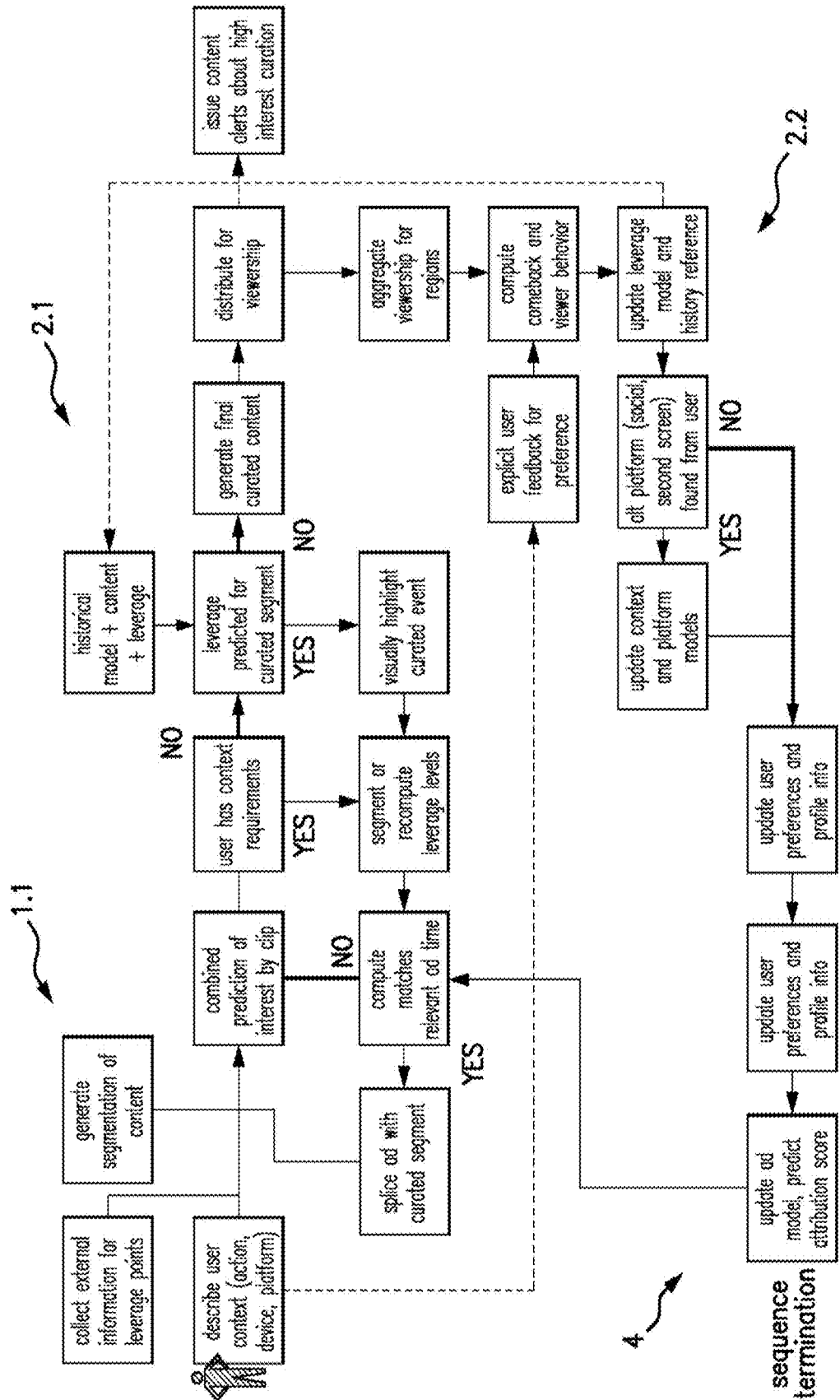


FIG. 1

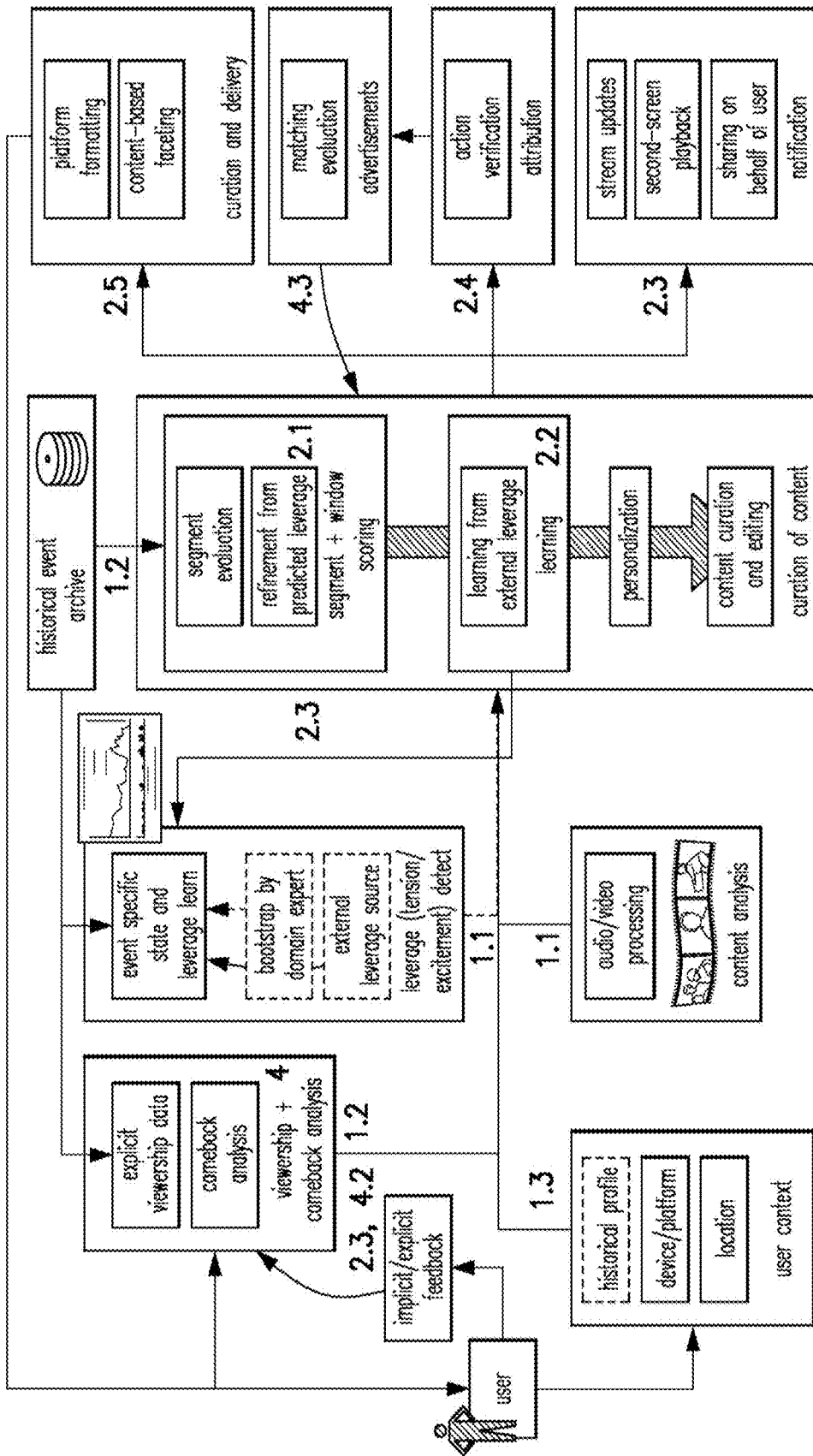
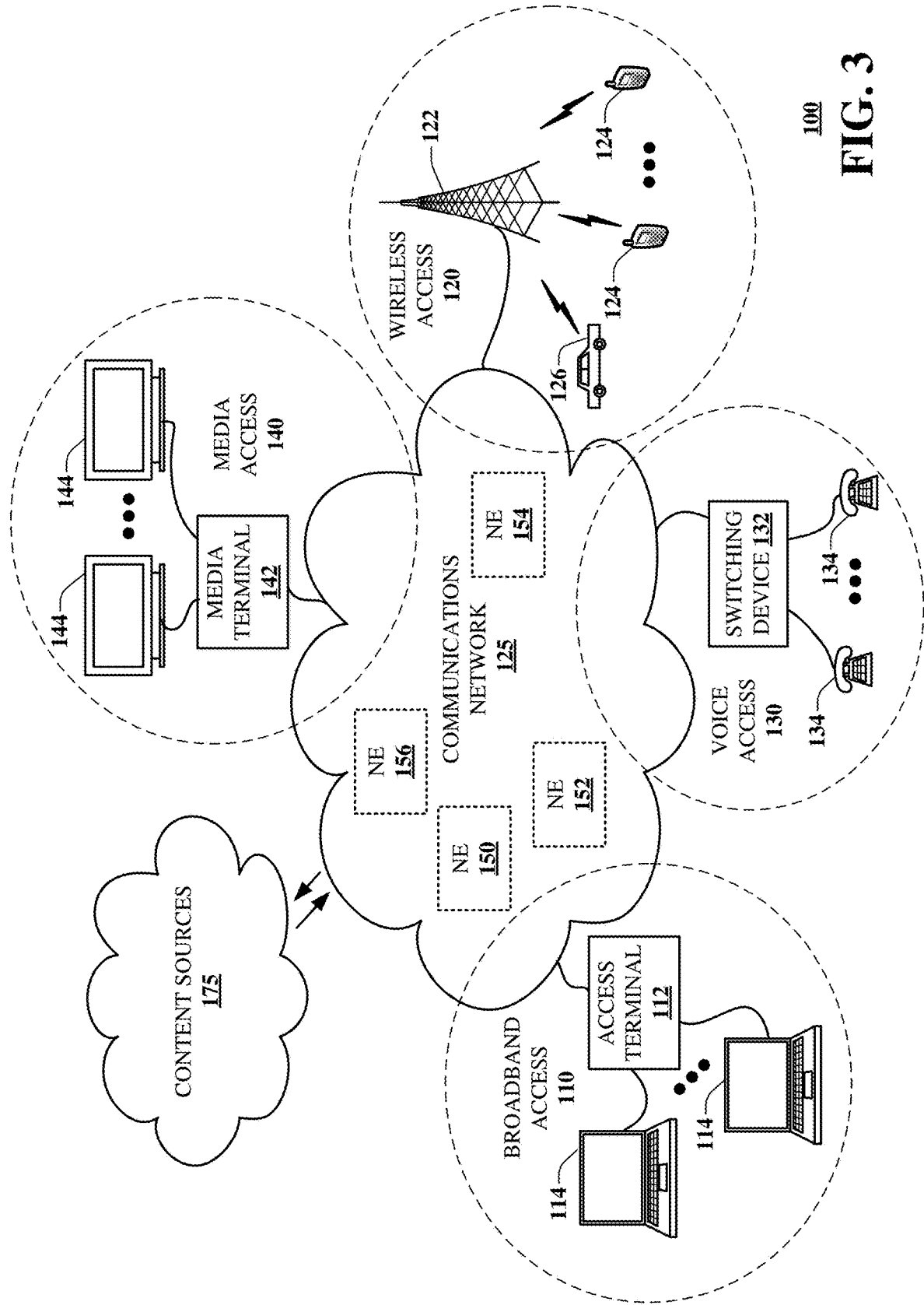
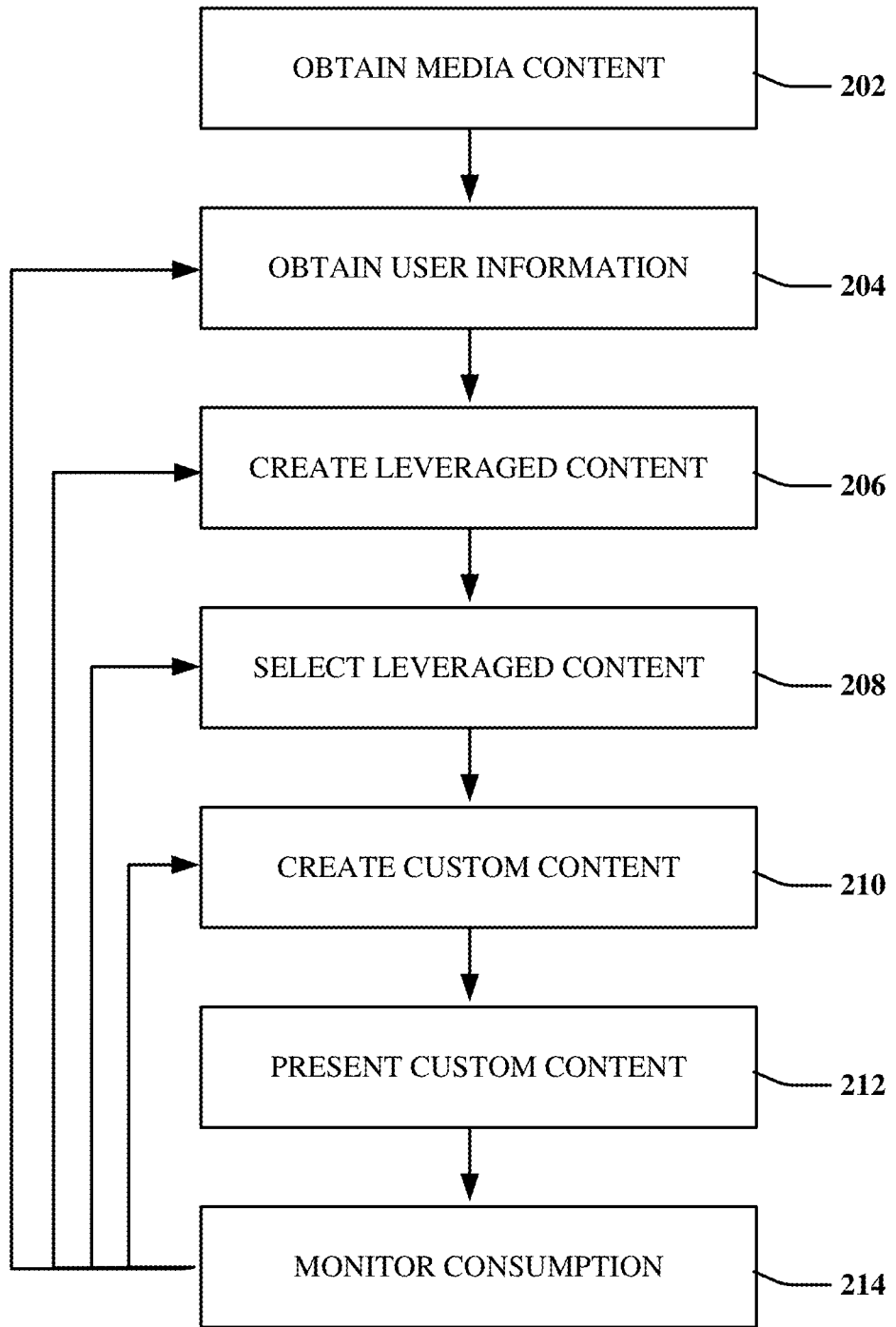


FIG. 2

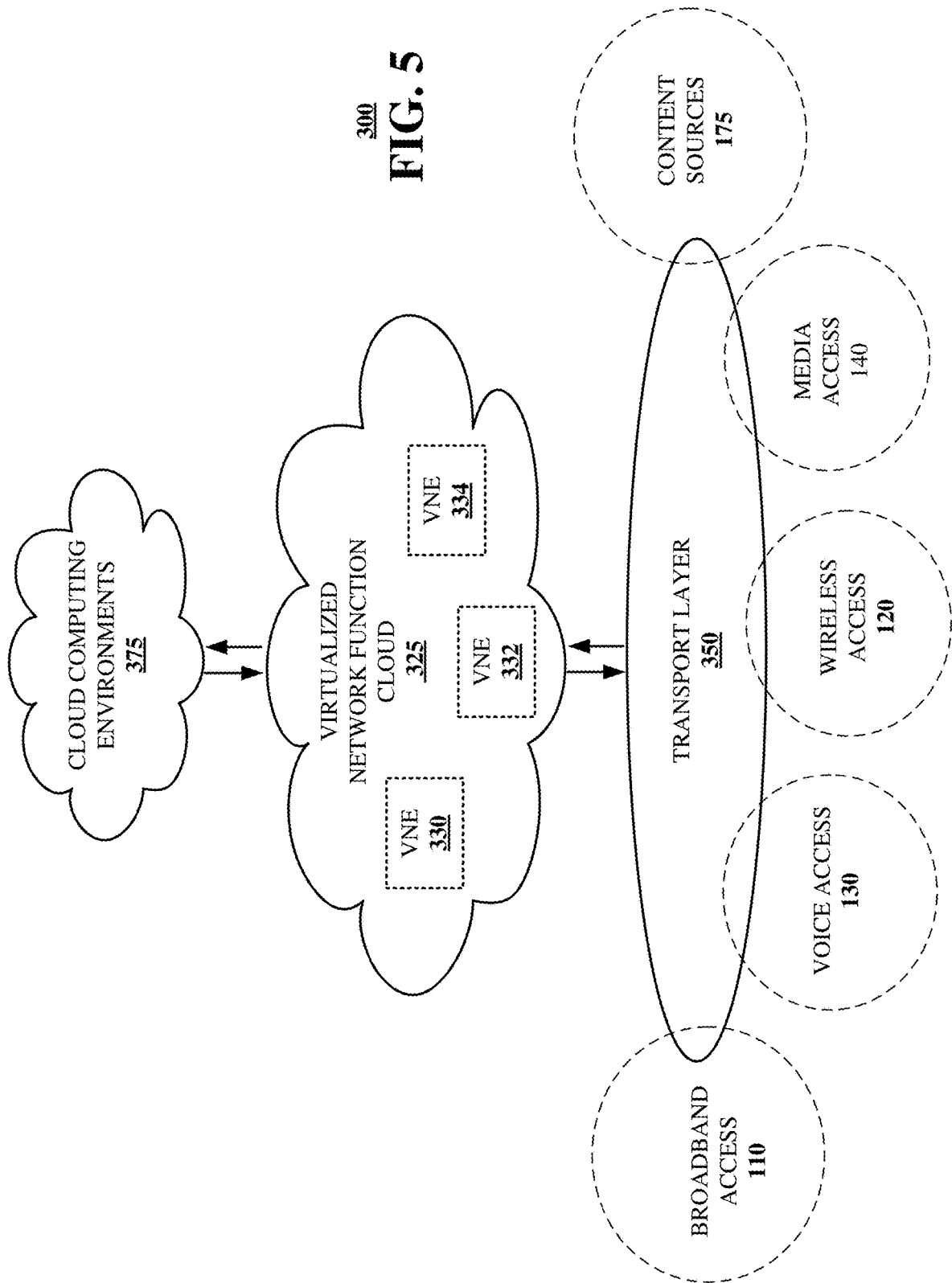


100  
**FIG. 3**



200

FIG. 4



**300**  
**FIG. 5**

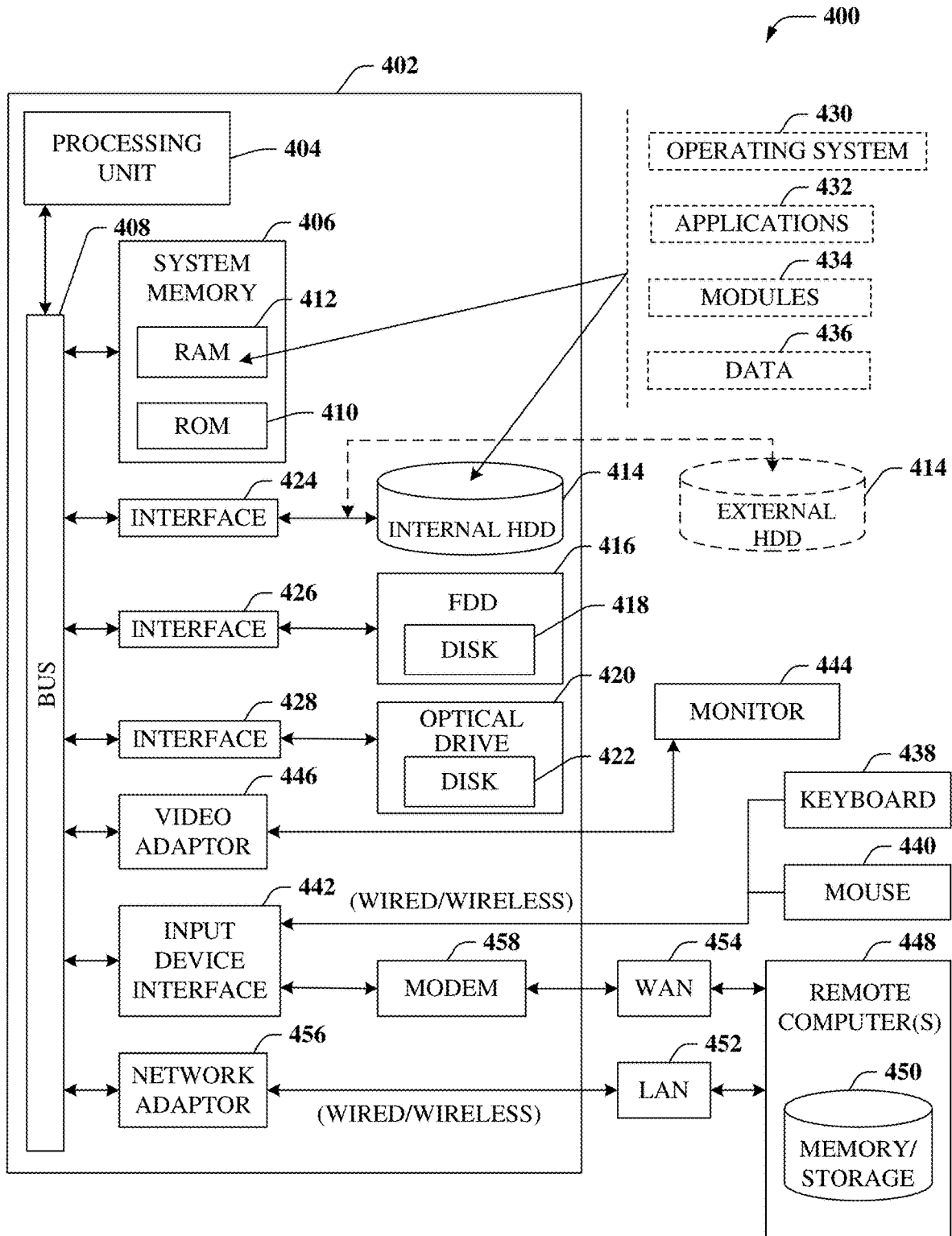


FIG. 6

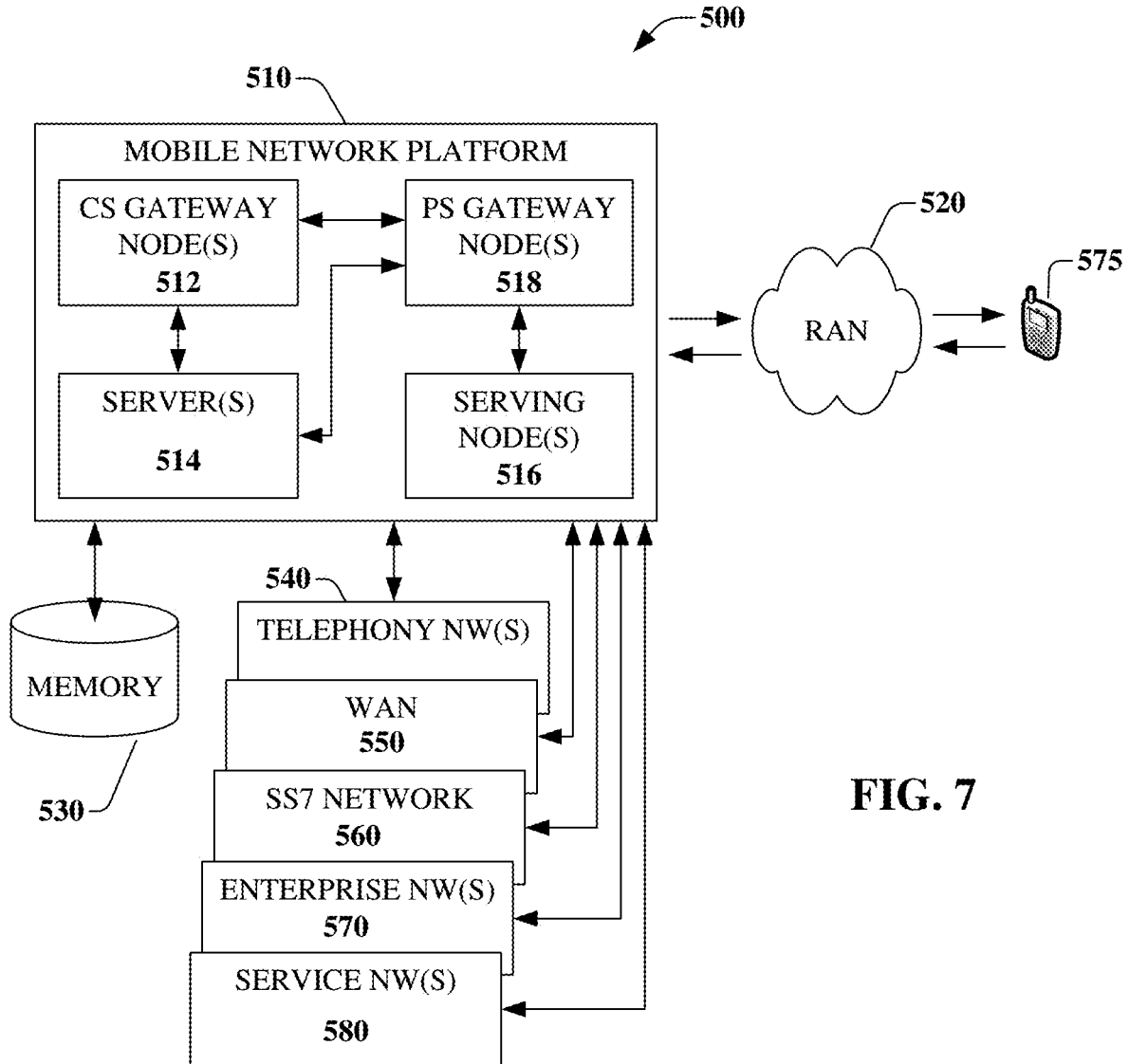
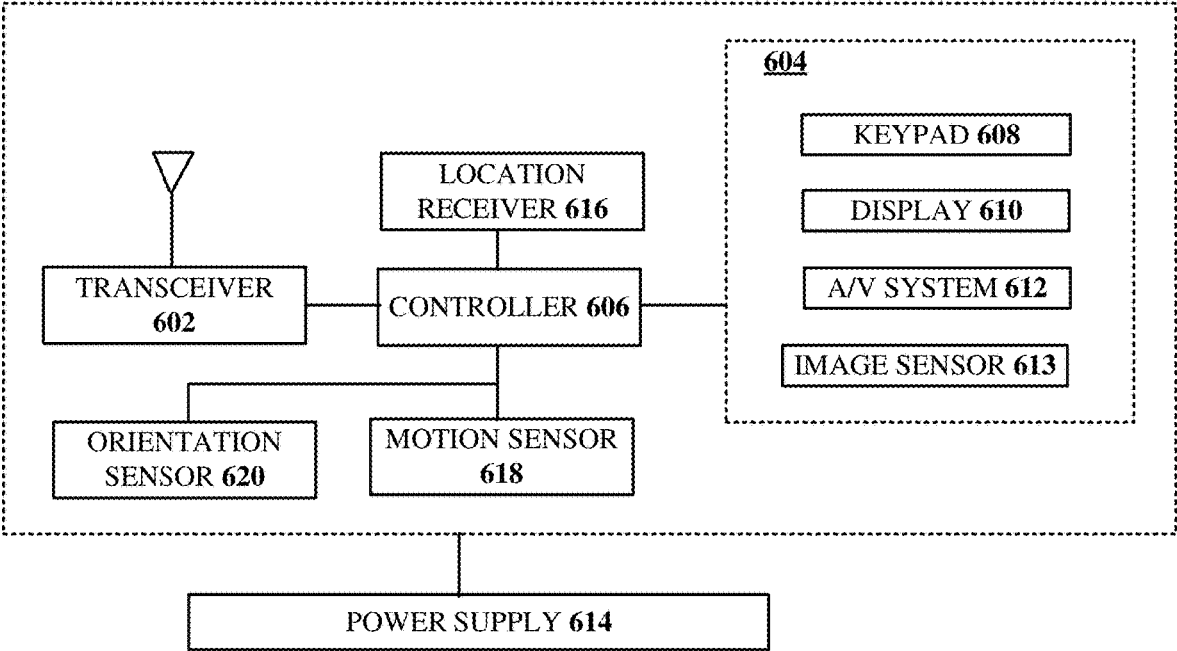


FIG. 7





600  
FIG. 8

## SYSTEM FOR CONTENT CURATION WITH USER CONTEXT AND CONTENT LEVERAGE

### CROSS REFERENCE TO RELATED APPLICATIONS

[0001] This application is a continuation of U.S. patent application Ser. No. 16/214,292 filed on Dec. 10, 2018. All sections of the aforementioned application are incorporated herein by reference in their entirety.

### FIELD OF THE DISCLOSURE

[0002] The subject disclosure relates to a system for content curation with user context and content leverage.

### BACKGROUND

[0003] The availability of media content, such as videos, is exploding. So much so that viewers cannot watch it all. Thus, methods for identifying media content that may be of particular interest to a user are being developed.

### BRIEF DESCRIPTION OF THE DRAWINGS

[0004] Reference will now be made to the accompanying drawings, which are not necessarily drawn to scale, and wherein:

[0005] FIG. 1 depicts an illustrative embodiment of a method in accordance with various aspects described herein.

[0006] FIG. 2 is a block diagram illustrating an example, non-limiting embodiment of a system in accordance with various aspects described herein.

[0007] FIG. 3 is a block diagram illustrating an exemplary, non-limiting embodiment of a communications network in accordance with various aspects described herein.

[0008] FIG. 4 depicts an illustrative embodiment of a method in accordance with various aspects described herein.

[0009] FIG. 5 is a block diagram illustrating an example, non-limiting embodiment of a virtualized communication network in accordance with various aspects described herein.

[0010] FIG. 6 is a block diagram of an example, non-limiting embodiment of a computing environment in accordance with various aspects described herein.

[0011] FIG. 7 is a block diagram of an example, non-limiting embodiment of a mobile network platform in accordance with various aspects described herein.

[0012] FIG. 8 is a block diagram of an example, non-limiting embodiment of a communication device in accordance with various aspects described herein.

### DETAILED DESCRIPTION

[0013] The subject disclosure describes, among other things, illustrative embodiments for providing customized content to users. Other embodiments are described in the subject disclosure.

[0014] One or more aspects of the subject disclosure include a method comprising receiving one or more media content items; creating one or more leveraged content items from the media content item(s) by extracting one or more leverage points from the media content item(s); obtaining user information, such as user preferences and user context; selecting a selected content item from the leveraged content item(s) based on the user information; creating a custom

content item by further extracting a subset of the leverage points from the selected content item based on the user information; and presenting the custom content item to the user's equipment.

[0015] One or more aspects of the subject disclosure include a system comprising a processor; and a memory storing executable instructions that, when executed by the processor, perform operations comprising: obtaining a plurality of media content items; obtaining user information related to a user, wherein the user information comprises user preferences and user context; creating a plurality of leveraged content items from the plurality of media content items by extracting a plurality of leverage points from the plurality of media content items according to the user information; selecting a subset of the plurality of leveraged content items based on the user information; presenting, to equipment of the user, an identification of the subset of the plurality of leveraged content items; receiving, from the equipment of the user, an indication of a selected content item of the subset of the plurality of leveraged content items; creating a custom content item by further extracting a subset of the plurality of leverage points from the selected content item based on the user information; and presenting the custom content item to the equipment of the user.

[0016] One or more aspects of the subject disclosure include a non-transitory machine-readable storage medium comprising executable instructions that, when executed by a processing system including a processor, perform operations comprising obtaining a plurality of media content items; obtaining user information related to a user, wherein the user information comprises user preferences and user context; creating a plurality of leveraged content items from the plurality of media content items by extracting a plurality of leverage points from the plurality of media content items; selecting a subset of the plurality of leveraged content items based on the user information; presenting, to equipment of the user, an identification of the subset of the plurality of leveraged content items; receiving, from the equipment of the user, an indication of a selected content item of the subset of the plurality of leveraged content items; creating a custom content item by further extracting a subset of the plurality of leverage points from the selected content item based on the user information; and presenting the custom content item to the equipment of the user.

[0017] In any case, each leveraged content item may correspond to one of the media content items. The leverage points may be identified as points of excitement within the media content item(s) based on previous use of the media content items, or portions thereof. A consumption of the user of the custom content item may be monitored and the leveraged content item(s) and/or custom content item(s) may be revised based thereon. The media content items may be sporting events and the leverage point(s) may be identified as points within each sporting event that impacts the outcome of the sporting event. The leverage points may be identified as points within each media content item(s) based on feedback from previous viewers of the media content item(s).

[0018] The user context may include a location of the user. In this case, a first number of leverage points may be used in the custom content when the user is at home, a second number of leverage points may be used when the user is away from home, with the first number being greater than the second number, such that the custom content item is

longer when the user is at home versus when the user is away from home. Numbers of leverage points, and thus length of the custom content, and/or specific leverage points may be based on other locations as well, such as at work, homes of friends or family, as well as other locations.

**[0019]** The user context may include an identification of the user's equipment. In this case a first number of leverage points may be used in the custom content when the user's equipment is mobile, a second number of leverage points may be used when the user's equipment is not mobile, with the first number being less than the second number, such that the custom content item is shorter when the user's equipment is mobile versus when the user's equipment is not mobile.

**[0020]** The user context may include an activity of the user. In this case a first number of leverage points may be used in the custom content when the user is moving, a second number of leverage points may be used when the user is stationary, with the first number being less than the second number, such that the custom content item is shorter when the user is moving versus when the user is stationary.

**[0021]** Selecting and/or recommending content may or may not be based on user input. For example, a group or subset of leveraged content items may be presented to the user. This group may be chosen based on the user information. The user may then provide input indicating a selection from that group or subset.

**[0022]** As content availability explodes and semi-automated methods for annotation are developed, the capability to personalize and curate content for individual users gains importance. For example, systems monitoring viewership and consumption of content streams may be leveraged in aggregate to determine not only recommendations but interest points within content. Additionally, content analysis tools, may allow automated tagging of content by object, scene, and action such that these metadata descriptions can also augment user preferences. Finally, the context of users, which is often neglected in recommendations, is also increasingly important and may be used to facet recommendation and personalization platforms.

**[0023]** In at least one embodiment, we propose a system and/or method that combines user-specific data (such as consumption, context, and/or preferences) with automatically generated data (like objects, scenes, and activity of content and content-based "excitement" assessments) into a system/method for curation and recommendation. At least one embodiment seeks to create meaningful video summarization for users based on leverage points (excitement, tension, and high interest discovery from content) in content. At least one embodiment seeks to create contextualized, curated video segments based on preference and consumption; consider importance of individual segments based on fine-grained salience and consumption instead of recommendation as a whole. At least one embodiment seeks to fuse users' and external feedback from value assignment systems (e.g. leverage, interest point, tension, excitement, domain excitement points) to improve the video curation automatically using machine learning algorithms. Feedback, implicit and/or explicit, from viewership (such as user "comeback" behaviors) may be used to assist such machine learning.

**[0024]** In some embodiments, the proposed system/method seeks to provide users with an enhanced video consumption experience by only presenting the salient/

exciting moments embedded in the original video content. In some embodiments, the proposed system/method seeks to save customers time to consume content since less important or relevant content is filtered out. In some embodiments, the proposed system/method seeks to insert targeted advertisements in the curated videos for the customers. In some embodiments, the proposed system/method seeks to provide a value added service for existing content, since users are more likely to go through a short yet personalized summarization instead of spending hours viewing the original videos (eg. recorded games). In some embodiments, user feedback and/or user profiles can be used to help video generation, selection, and/or recommendation. In some embodiments, the proposed system/method seeks to generate a tension/excitement prediction model from historical viewership and active feedback from users that incorporates a curation scoring mechanism.

**[0025]** FIG. 1 depicts an illustrative embodiment of a method in accordance with various aspects described herein. FIG. 2 is a block diagram illustrating an example, non-limiting embodiment of a system in accordance with various aspects described herein. Referring to both FIG. 1 and FIG. 2, a system performing a method according to at least one embodiment described herein begins analysis of incoming content. As shown at 1.1, the system detects interesting segments, such as leverage points, within media content. This may be done using external information, such as supplied metadata, and/or internal analysis performed by the system or a component thereof. In some embodiments, the system may accumulate real-time, or near real-time, social responses for content for this user, group of users, or similarly situated users, as shown at 1.2. This may account for user context, as shown at 1.3.

**[0026]** As shown at 2.1, the system edits the content (or creates leveraged content) to highlight the interesting segments (or leverage points) for available time, user interest or preferences, and user context-specific information. The content may be repurposed for specific user context(s), such as consumption at home, on vacation, commuting, using a mobile device, using a TV or other large (not traditionally mobile) device. Specific triggering event(s) may be realized with visual/textual highlighting for navigation through content. Advertising appropriate to the user context may be inserted at opportune times within the data stream.

**[0027]** As shown at 2.2, system models may be updated through machine learning. For example, system models may be updated with historical examples. More specifically, system models that identify, or predict, leverage points may be updated based on prediction error, such as through refinement based on feedback, such as user and/or social interaction, tension, and/or excitement. Such feedback may be implicit, such as skipping or otherwise avoiding portions of the content, or explicit, such as clicking a like button or otherwise providing positive/negative ratings/recommendations.

**[0028]** As shown at 2.3, a user's profile and/or preferences may be updated based on their interaction with content. Leveraged content may also be modified based on user interaction. As shown at 2.4, by monitoring a user's interaction with leverage content, the system may gain real-time indications of user preferences, in addition to improvements to models used to identify/extract leverage points from content. As shown at 2.5, sharing content with other users

may imply both a preference for that (and/or similar) content as well as a preference for similar leverage points within such content.

**[0029]** Using such modelling to extract leverage points from content, a user may be presented with leveraged content which contains only the most interesting/exciting events (leverage points). Users may tag and/or share portions of such leveraged content, which may be used to refine the modelling. Multiple versions of a content item may be created and stored, specific to specific users and/or user context(s).

**[0030]** As shown at 4, the system may perform post-hoc analysis of behavior of users/viewers. For example, user consumption may be analyzed to update comeback predictions (i.e. predictions of when/where {at what point} users/viewers will come back {return/re-tune} to a content item). As shown at 4.2, such feedback may also be collected through explicit indicators and consumption patterns. As shown at 4.3, the system may monitor a user's ad avoidance/completion habits and update that user's profile/preferences accordingly. The system may also update modelling that makes recommendation and/or leverage point decisions for that user, based on their consumption patterns, including ad avoidance/completion habits. The system may also update modelling that makes recommendations/associations of additional content and/or services based on their consumption patterns.

**[0031]** Referring now to FIG. 3, a block diagram is shown illustrating an example, non-limiting embodiment of a communications network 100 in accordance with various aspects described herein. For example, communications network 100 can facilitate in whole or in part providing customized content to users as described herein. In particular, a communications network 125 is presented for providing broadband access 110 to a plurality of data terminals 114 via access terminal 112, wireless access 120 to a plurality of mobile devices 124 and vehicle 126 via base station or access point 122, voice access 130 to a plurality of telephony devices 134, via switching device 132 and/or media access 140 to a plurality of audio/video display devices 144 via media terminal 142. In addition, communication network 125 is coupled to one or more content sources 175 of audio, video, graphics, text and/or other media. While broadband access 110, wireless access 120, voice access 130 and media access 140 are shown separately, one or more of these forms of access can be combined to provide multiple access services to a single client device (e.g., mobile devices 124 can receive media content via media terminal 142, data terminal 114 can be provided voice access via switching device 132, and so on).

**[0032]** The communications network 125 includes a plurality of network elements (NE) 150, 152, 154, 156, etc. for facilitating the broadband access 110, wireless access 120, voice access 130, media access 140 and/or the distribution of content from content sources 175. The communications network 125 can include a circuit switched or packet switched network, a voice over Internet protocol (VoIP) network, Internet protocol (IP) network, a cable network, a passive or active optical network, a 4G, 5G, or higher generation wireless access network, WIMAX network, UltraWideband network, personal area network or other wireless access network, a broadcast satellite network and/or other communications network.

**[0033]** In various embodiments, the access terminal 112 can include a digital subscriber line access multiplexer (DSLAM), cable modem termination system (CMTS), optical line terminal (OLT) and/or other access terminal. The data terminals 114 can include personal computers, laptop computers, netbook computers, tablets or other computing devices along with digital subscriber line (DSL) modems, data over coax service interface specification (DOCSIS) modems or other cable modems, a wireless modem such as a 4G, 5G, or higher generation modem, an optical modem and/or other access devices.

**[0034]** In various embodiments, the base station or access point 122 can include a 4G, 5G, or higher generation base station, an access point that operates via an 802.11 standard such as 802.11n, 802.11ac or other wireless access terminal. The mobile devices 124 can include mobile phones, e-readers, tablets, phablets, wireless modems, and/or other mobile computing devices.

**[0035]** In various embodiments, the switching device 132 can include a private branch exchange or central office switch, a media services gateway, VoIP gateway or other gateway device and/or other switching device. The telephony devices 134 can include traditional telephones (with or without a terminal adapter), VoIP telephones and/or other telephony devices.

**[0036]** In various embodiments, the media terminal 142 can include a cable head-end or other TV head-end, a satellite receiver, gateway or other media terminal 142. The display devices 144 can include televisions with or without a set top box, personal computers and/or other display devices.

**[0037]** In various embodiments, the content sources 175 include broadcast television and radio sources, video on demand platforms and streaming video and audio services platforms, one or more content data networks, data servers, web servers and other content servers, and/or other sources of media.

**[0038]** In various embodiments, the communications network 125 can include wired, optical and/or wireless links and the network elements 150, 152, 154, 156, etc. can include service switching points, signal transfer points, service control points, network gateways, media distribution hubs, servers, firewalls, routers, edge devices, switches and other network nodes for routing and controlling communications traffic over wired, optical and wireless links as part of the Internet and other public networks as well as one or more private networks, for managing subscriber access, for billing and network management and for supporting other network functions.

**[0039]** FIG. 4 depicts an illustrative embodiment of a method 200 in accordance with various aspects described herein. The method 200 described herein may be performed by a processing system that resides on the network 125. For example, the method 200 described herein may be performed by one or more of the content sources 175 and/or some other system/server. In at least one embodiment, the method 200 begins by receiving or otherwise obtaining media content, as shown in 202. For example, the system may obtain one or more media content items, such as from one or more of the content sources 175.

**[0040]** As shown in 204, the method 200 may include receiving or otherwise obtaining user information. Such user information may include a user profile, user preferences, user demographics, and/or user context information.

Examples of user context information includes a location of the user, equipment of the user, and/or an activity of the user. For example, the user context may indicate whether the user is at home, on vacation, commuting, or otherwise travelling. The user context may indicate what sort of equipment the user is using, such as whether they are using one of the mobile devices **124** or equipment mounted in the vehicle **126**. Other equipment the user may utilize includes fixed (not mobile) equipment such as a television or other display device **144**, desktop computer or other data terminal **114**.

**[0041]** As shown in **206**, the method **200** may include creating one or more leveraged content items from the media content item(s). Creating leveraged content items may occur before or after obtaining the user information. Where creating leveraged content items occur after obtaining the user information, the user information may be utilized in creating the leveraged content items. For example, leveraged content items may be created from the media content items specific to one or more users according to the user information. In any case leveraged content items may be created from the media content items by extracting one or more leverage points from the media content items.

**[0042]** Leverage points, as used herein, include points of excitement within each media content item. For example, wherein a media content item is a sporting event, a leverage point may be any point that impacts the outcome of the sporting event, such as a scoring play or a defensive stand, or otherwise generates (or is predicted to generate) excitement in viewers. These leverage points (or points of excitement) may be based on previous use/consumption of the media content item, or portions thereof. For example, a leverage point may be any point that is the subject of feedback from previous viewers of the media content item.

**[0043]** In at least one embodiment, each leveraged content item corresponds to one, and only one, of the media content items. In at least one embodiment, each leveraged content item corresponds to multiple media content items. For example, one leveraged content item may include leverage points from multiple media content items. As an example, a leveraged content item may include leverage points from multiple games, such as featuring a user's favorite team(s) and/or player(s). In at least one embodiment, multiple leveraged content items may correspond to one of the media content items. For example, one of the media content items may have multiple corresponding leveraged content items, with each for a different user and or user context.

**[0044]** As shown in **208**, the method **200** may include selecting one or more of the leveraged content items. For example, the system may select one or more of the leveraged content items, based on the user information without requiring any user input. In at least one embodiment, however, the system selects a group or subset of the leveraged content items based on the user information and presents the user with that group or subset, or merely information identifying the group or subset and/or each leveraged content item within the group or subset. In this case, the system may await an indication or other input from the indicating a selection of one or more leveraged content item(s) from the group or subset of leveraged content items.

**[0045]** In any case, once one or more of the leveraged content items has been selected that (or those) selected items may be customized for the user based on the user information, as shown in **210**. For example, a system performing the method **200** may further extract a subset of leverage points

from the selected content item based on the user information. Such further extraction may be based, for example, on the user context information. As one example, this custom content item may include more (or less) of the leverage points, and thus be longer (or shorter), when the user is at home (or some other location) versus when the user is away from home, such as at work, on vacation, or otherwise travelling. As another example, this custom content item may include fewer (or more) of the leverage points, and thus be shorter (or longer), when the user equipment is one of the mobile devices **124** or mounted in the vehicle **126** versus when the user equipment is not mobile, such as a television or other display device **144**, desktop computer or other data terminal **114**. As yet another example, this custom content item may include fewer (or more) of the leverage points, and thus be shorter (or longer), when the user is travelling, commuting, or otherwise moving versus when the user is stationary. In any case, the length of the custom content and/or number of leverage points may be based on the user context, including location and/or activity, etc.

**[0046]** In at least one embodiment, the leverage points themselves are chosen based on the user context information. For example, if the user is mobile, the leverage points may only include only scoring plays, or plays involving a specific player. As another example, if the user equipment is a mobile device and the user is moving, the leverage points may only include only scoring plays. As another example, if the user equipment is a mobile device and the user is on a bus, the leverage points may only include scoring plays and important defensive plays. As another example, if the user equipment is a mobile device and the user is in a fan club, the leverage points may only include plays involving a particular player.

**[0047]** As shown in **212**, the method **200** may include presenting the custom content item to the user's equipment, be it the mobile device **124**, the vehicle **126**, a television or other display device **144**, desktop computer or other data terminal **114**, etc.

**[0048]** As shown in **214**, the method **200** may include monitoring the user's consumption of the customized content. By monitoring the user's consumption of the customized content, a system performing the method **200** may validate, update, revise, or otherwise improve the leveraged content items and/or customized content items. Furthermore, a system performing the method **200** may validate, update, revise, or otherwise improve the user information and/or selections or recommendations of the leveraged content items. A system performing the method **200** may also validate, update, revise, or otherwise improve the modelling, decision making, and/or other processes that go into identifying/extracting the leverage points and/or making selections or recommendations.

**[0049]** A system performing the method **200** may also gather feedback from this and/or other users. Such feedback may be implicit, such as that gathered through the monitoring discussed above, or explicit, such as through clicking a like button or sharing content. Such feedback may also be used to validate, update, revise, or otherwise improve the leveraged content items, customized content items, the user information, selections or recommendations of the leveraged content items, the modelling, decision making, and/or other processes that go into identifying/extracting the leverage points and/or making selections or recommendations.

**[0050]** While for purposes of simplicity of explanation, the respective processes are shown and described as a series of blocks in FIG. 4, it is to be understood and appreciated that the claimed subject matter is not limited by the order of the blocks, as some blocks may occur in different orders and/or concurrently with other blocks from what is depicted and described herein. Moreover, not all illustrated blocks may be required to implement the methods described herein.

**[0051]** Referring now to FIG. 5, a block diagram 300 is shown illustrating an example, non-limiting embodiment of a virtualized communication network in accordance with various aspects described herein. In particular a virtualized communication network is presented that can be used to implement some or all of the subsystems and functions of communication network 100, method 200, and subsystems and functions of a system performing the method 200 presented in FIGS. 1-4. For example, virtualized communication network 300 can facilitate in whole or in part providing customized content to users as described herein.

**[0052]** In particular, a cloud networking architecture is shown that leverages cloud technologies and supports rapid innovation and scalability via a transport layer 350, a virtualized network function cloud 325 and/or one or more cloud computing environments 375. In various embodiments, this cloud networking architecture is an open architecture that leverages application programming interfaces (APIs); reduces complexity from services and operations; supports more nimble business models; and rapidly and seamlessly scales to meet evolving customer requirements including traffic growth, diversity of traffic types, and diversity of performance and reliability expectations.

**[0053]** In contrast to traditional network elements—which are typically integrated to perform a single function, the virtualized communication network employs virtual network elements (VNEs) 330, 332, 334, etc. that perform some or all of the functions of network elements 150, 152, 154, 156, etc. For example, the network architecture can provide a substrate of networking capability, often called Network Function Virtualization Infrastructure (NFVI) or simply infrastructure that is capable of being directed with software and Software Defined Networking (SDN) protocols to perform a broad variety of network functions and services. This infrastructure can include several types of substrates. The most typical type of substrate being servers that support Network Function Virtualization (NFV), followed by packet forwarding capabilities based on generic computing resources, with specialized network technologies brought to bear when general purpose processors or general purpose integrated circuit devices offered by merchants (referred to herein as merchant silicon) are not appropriate. In this case, communication services can be implemented as cloud-centric workloads.

**[0054]** As an example, a traditional network element 150 (shown in FIG. 3), such as an edge router can be implemented via a VNE 330 composed of NFV software modules, merchant silicon, and associated controllers. The software can be written so that increasing workload consumes incremental resources from a common resource pool, and moreover so that it's elastic: so the resources are only consumed when needed. In a similar fashion, other network elements such as other routers, switches, edge caches, and middle-boxes are instantiated from the common resource pool. Such sharing of infrastructure across a broad set of uses makes planning and growing infrastructure easier to manage.

**[0055]** In an embodiment, the transport layer 350 includes fiber, cable, wired and/or wireless transport elements, network elements and interfaces to provide broadband access 110, wireless access 120, voice access 130, media access 140 and/or access to content sources 175 for distribution of content to any or all of the access technologies. In particular, in some cases a network element needs to be positioned at a specific place, and this allows for less sharing of common infrastructure. Other times, the network elements have specific physical layer adapters that cannot be abstracted or virtualized, and might require special DSP code and analog front-ends (AFEs) that do not lend themselves to implementation as VNEs 330, 332 or 334. These network elements can be included in transport layer 350.

**[0056]** The virtualized network function cloud 325 interfaces with the transport layer 350 to provide the VNEs 330, 332, 334, etc. to provide specific NFVs. In particular, the virtualized network function cloud 325 leverages cloud operations, applications, and architectures to support networking workloads. The virtualized network elements 330, 332 and 334 can employ network function software that provides either a one-for-one mapping of traditional network element function or alternately some combination of network functions designed for cloud computing. For example, VNEs 330, 332 and 334 can include route reflectors, domain name system (DNS) servers, and dynamic host configuration protocol (DHCP) servers, system architecture evolution (SAE) and/or mobility management entity (MME) gateways, broadband network gateways, IP edge routers for IP-VPN, Ethernet and other services, load balancers, distributors and other network elements. Because these elements don't typically need to forward large amounts of traffic, their workload can be distributed across a number of servers—each of which adds a portion of the capability, and overall which creates an elastic function with higher availability than its former monolithic version. These virtual network elements 330, 332, 334, etc. can be instantiated and managed using an orchestration approach similar to those used in cloud compute services.

**[0057]** The cloud computing environments 375 can interface with the virtualized network function cloud 325 via APIs that expose functional capabilities of the VNEs 330, 332, 334, etc. to provide the flexible and expanded capabilities to the virtualized network function cloud 325. In particular, network workloads may have applications distributed across the virtualized network function cloud 325 and cloud computing environment 375 and in the commercial cloud, or might simply orchestrate workloads supported entirely in NFV infrastructure from these third party locations.

**[0058]** Turning now to FIG. 6, there is illustrated a block diagram of a computing environment in accordance with various aspects described herein. In order to provide additional context for various embodiments of the embodiments described herein, FIG. 6 and the following discussion are intended to provide a brief, general description of a suitable computing environment 400 in which the various embodiments of the subject disclosure can be implemented. In particular, computing environment 400 can be used in the implementation of network elements 150, 152, 154, 156, access terminal 112, base station or access point 122, switching device 132, media terminal 142, and/or VNEs 330, 332, 334, etc. Each of these devices can be implemented via computer-executable instructions that can run on

one or more computers, and/or in combination with other program modules and/or as a combination of hardware and software. For example, computing environment **400** can facilitate in whole or in part providing customized content to users as described herein.

**[0059]** Generally, program modules comprise routines, programs, components, data structures, etc., that perform particular tasks or implement particular abstract data types. Moreover, those skilled in the art will appreciate that the inventive methods can be practiced with other computer system configurations, comprising single-processor or multiprocessor computer systems, minicomputers, mainframe computers, as well as personal computers, hand-held computing devices, microprocessor-based or programmable consumer electronics, and the like, each of which can be operatively coupled to one or more associated devices.

**[0060]** As used herein, a processing circuit includes one or more processors as well as other application specific circuits such as an application specific integrated circuit, digital logic circuit, state machine, programmable gate array or other circuit that processes input signals or data and that produces output signals or data in response thereto. It should be noted that while any functions and features described herein in association with the operation of a processor could likewise be performed by a processing circuit.

**[0061]** The illustrated embodiments of the embodiments herein can be also practiced in distributed computing environments where certain tasks are performed by remote processing devices that are linked through a communications network. In a distributed computing environment, program modules can be located in both local and remote memory storage devices.

**[0062]** Computing devices typically comprise a variety of media, which can comprise computer-readable storage media and/or communications media, which two terms are used herein differently from one another as follows. Computer-readable storage media can be any available storage media that can be accessed by the computer and comprises both volatile and nonvolatile media, removable and non-removable media. By way of example, and not limitation, computer-readable storage media can be implemented in connection with any method or technology for storage of information such as computer-readable instructions, program modules, structured data or unstructured data.

**[0063]** Computer-readable storage media can comprise, but are not limited to, random access memory (RAM), read only memory (ROM), electrically erasable programmable read only memory (EEPROM), flash memory or other memory technology, compact disk read only memory (CD-ROM), digital versatile disk (DVD) or other optical disk storage, magnetic cassettes, magnetic tape, magnetic disk storage or other magnetic storage devices or other tangible and/or non-transitory media which can be used to store desired information. In this regard, the terms “tangible” or “non-transitory” herein as applied to storage, memory or computer-readable media, are to be understood to exclude only propagating transitory signals per se as modifiers and do not relinquish rights to all standard storage, memory or computer-readable media that are not only propagating transitory signals per se.

**[0064]** Computer-readable storage media can be accessed by one or more local or remote computing devices, e.g., via

access requests, queries or other data retrieval protocols, for a variety of operations with respect to the information stored by the medium.

**[0065]** Communications media typically embody computer-readable instructions, data structures, program modules or other structured or unstructured data in a data signal such as a modulated data signal, e.g., a carrier wave or other transport mechanism, and comprises any information delivery or transport media. The term “modulated data signal” or signals refers to a signal that has one or more of its characteristics set or changed in such a manner as to encode information in one or more signals. By way of example, and not limitation, communication media comprise wired media, such as a wired network or direct-wired connection, and wireless media such as acoustic, RF, infrared and other wireless media.

**[0066]** With reference again to FIG. 6, the example environment can comprise a computer **402**, the computer **402** comprising a processing unit **404**, a system memory **406** and a system bus **408**. The system bus **408** couples system components including, but not limited to, the system memory **406** to the processing unit **404**. The processing unit **404** can be any of various commercially available processors. Dual microprocessors and other multiprocessor architectures can also be employed as the processing unit **404**.

**[0067]** The system bus **408** can be any of several types of bus structure that can further interconnect to a memory bus (with or without a memory controller), a peripheral bus, and a local bus using any of a variety of commercially available bus architectures. The system memory **406** comprises ROM **410** and RAM **412**. A basic input/output system (BIOS) can be stored in a non-volatile memory such as ROM, erasable programmable read only memory (EPROM), EEPROM, which BIOS contains the basic routines that help to transfer information between elements within the computer **402**, such as during startup. The RAM **412** can also comprise a high-speed RAM such as static RAM for caching data.

**[0068]** The computer **402** further comprises an internal hard disk drive (HDD) **414** (e.g., EIDE, SATA), which internal HDD **414** can also be configured for external use in a suitable chassis (not shown), a magnetic floppy disk drive (FDD) **416**, (e.g., to read from or write to a removable diskette **418**) and an optical disk drive **420**, (e.g., reading a CD-ROM disk **422** or, to read from or write to other high capacity optical media such as the DVD). The HDD **414**, magnetic FDD **416** and optical disk drive **420** can be connected to the system bus **408** by a hard disk drive interface **424**, a magnetic disk drive interface **426** and an optical drive interface **428**, respectively. The hard disk drive interface **424** for external drive implementations comprises at least one or both of Universal Serial Bus (USB) and Institute of Electrical and Electronics Engineers (IEEE) 1394 interface technologies. Other external drive connection technologies are within contemplation of the embodiments described herein.

**[0069]** The drives and their associated computer-readable storage media provide nonvolatile storage of data, data structures, computer-executable instructions, and so forth. For the computer **402**, the drives and storage media accommodate the storage of any data in a suitable digital format. Although the description of computer-readable storage media above refers to a hard disk drive (HDD), a removable magnetic diskette, and a removable optical media such as a CD or DVD, it should be appreciated by those skilled in the

art that other types of storage media which are readable by a computer, such as zip drives, magnetic cassettes, flash memory cards, cartridges, and the like, can also be used in the example operating environment, and further, that any such storage media can contain computer-executable instructions for performing the methods described herein.

[0070] A number of program modules can be stored in the drives and RAM 412, comprising an operating system 430, one or more application programs 432, other program modules 434 and program data 436. All or portions of the operating system, applications, modules, and/or data can also be cached in the RAM 412. The systems and methods described herein can be implemented utilizing various commercially available operating systems or combinations of operating systems.

[0071] A user can enter commands and information into the computer 402 through one or more wired/wireless input devices, e.g., a keyboard 438 and a pointing device, such as a mouse 440. Other input devices (not shown) can comprise a microphone, an infrared (IR) remote control, a joystick, a game pad, a stylus pen, touch screen or the like. These and other input devices are often connected to the processing unit 404 through an input device interface 442 that can be coupled to the system bus 408, but can be connected by other interfaces, such as a parallel port, an IEEE 1394 serial port, a game port, a universal serial bus (USB) port, an IR interface, etc.

[0072] A monitor 444 or other type of display device can be also connected to the system bus 408 via an interface, such as a video adapter 446. It will also be appreciated that in alternative embodiments, a monitor 444 can also be any display device (e.g., another computer having a display, a smart phone, a tablet computer, etc.) for receiving display information associated with computer 402 via any communication means, including via the Internet and cloud-based networks. In addition to the monitor 444, a computer typically comprises other peripheral output devices (not shown), such as speakers, printers, etc.

[0073] The computer 402 can operate in a networked environment using logical connections via wired and/or wireless communications to one or more remote computers, such as a remote computer(s) 448. The remote computer(s) 448 can be a workstation, a server computer, a router, a personal computer, portable computer, microprocessor-based entertainment appliance, a peer device or other common network node, and typically comprises many or all of the elements described relative to the computer 402, although, for purposes of brevity, only a remote memory/storage device 450 is illustrated. The logical connections depicted comprise wired/wireless connectivity to a local area network (LAN) 452 and/or larger networks, e.g., a wide area network (WAN) 454. Such LAN and WAN networking environments are commonplace in offices and companies, and facilitate enterprise-wide computer networks, such as intranets, all of which can connect to a global communications network, e.g., the Internet.

[0074] When used in a LAN networking environment, the computer 402 can be connected to the LAN 452 through a wired and/or wireless communication network interface or adapter 456. The adapter 456 can facilitate wired or wireless communication to the LAN 452, which can also comprise a wireless AP disposed thereon for communicating with the adapter 456.

[0075] When used in a WAN networking environment, the computer 402 can comprise a modem 458 or can be connected to a communications server on the WAN 454 or has other means for establishing communications over the WAN 454, such as by way of the Internet. The modem 458, which can be internal or external and a wired or wireless device, can be connected to the system bus 408 via the input device interface 442. In a networked environment, program modules depicted relative to the computer 402 or portions thereof, can be stored in the remote memory/storage device 450. It will be appreciated that the network connections shown are example and other means of establishing a communications link between the computers can be used.

[0076] The computer 402 can be operable to communicate with any wireless devices or entities operatively disposed in wireless communication, e.g., a printer, scanner, desktop and/or portable computer, portable data assistant, communications satellite, any piece of equipment or location associated with a wirelessly detectable tag (e.g., a kiosk, news stand, restroom), and telephone. This can comprise Wireless Fidelity (Wi-Fi) and BLUETOOTH® wireless technologies. Thus, the communication can be a predefined structure as with a conventional network or simply an ad hoc communication between at least two devices.

[0077] Wi-Fi can allow connection to the Internet from a couch at home, a bed in a hotel room or a conference room at work, without wires. Wi-Fi is a wireless technology similar to that used in a cell phone that enables such devices, e.g., computers, to send and receive data indoors and out; anywhere within the range of a base station. Wi-Fi networks use radio technologies called IEEE 802.11 (a, b, g, n, ac, ag, etc.) to provide secure, reliable, fast wireless connectivity. A Wi-Fi network can be used to connect computers to each other, to the Internet, and to wired networks (which can use IEEE 802.3 or Ethernet). Wi-Fi networks operate in the unlicensed 2.4 and 5 GHz radio bands for example or with products that contain both bands (dual band), so the networks can provide real-world performance similar to the basic 10BaseT wired Ethernet networks used in many offices.

[0078] Turning now to FIG. 7, an embodiment 500 of a mobile network platform 510 is shown that is an example of network elements 150, 152, 154, 156, and/or VNEs 330, 332, 334, etc. For example, platform 510 can facilitate in whole or in part providing customized content to users as described herein. In one or more embodiments, the mobile network platform 510 can generate and receive signals transmitted and received by base stations or access points such as base station or access point 122. Generally, mobile network platform 510 can comprise components, e.g., nodes, gateways, interfaces, servers, or disparate platforms, that facilitate both packet-switched (PS) (e.g., internet protocol (IP), frame relay, asynchronous transfer mode (ATM)) and circuit-switched (CS) traffic (e.g., voice and data), as well as control generation for networked wireless telecommunication. As a non-limiting example, mobile network platform 510 can be included in telecommunications carrier networks, and can be considered carrier-side components as discussed elsewhere herein. Mobile network platform 510 comprises CS gateway node(s) 512 which can interface CS traffic received from legacy networks like telephony network(s) 540 (e.g., public switched telephone network (PSTN), or public land mobile network (PLMN)) or a signaling system #7 (SS7) network 560. CS gateway node(s)



**512** can authorize and authenticate traffic (e.g., voice) arising from such networks. Additionally, CS gateway node(s) **512** can access mobility, or roaming, data generated through SS7 network **560**; for instance, mobility data stored in a visited location register (VLR), which can reside in memory **530**. Moreover, CS gateway node(s) **512** interfaces CS-based traffic and signaling and PS gateway node(s) **518**. As an example, in a 3GPP UMTS network, CS gateway node(s) **512** can be realized at least in part in gateway GPRS support node(s) (GGSN). It should be appreciated that functionality and specific operation of CS gateway node(s) **512**, PS gateway node(s) **518**, and serving node(s) **516**, is provided and dictated by radio technology(ies) utilized by mobile network platform **510** for telecommunication over a radio access network **520** with other devices, such as a radiotelephone **575**.

**[0079]** In addition to receiving and processing CS-switched traffic and signaling, PS gateway node(s) **518** can authorize and authenticate PS-based data sessions with served mobile devices. Data sessions can comprise traffic, or content(s), exchanged with networks external to the mobile network platform **510**, like wide area network(s) (WANs) **550**, enterprise network(s) **570**, and service network(s) **580**, which can be embodied in local area network(s) (LANs), can also be interfaced with mobile network platform **510** through PS gateway node(s) **518**. It is to be noted that WANs **550** and enterprise network(s) **570** can embody, at least in part, a service network(s) like IP multimedia subsystem (IMS). Based on radio technology layer(s) available in technology resource(s) or radio access network **520**, PS gateway node(s) **518** can generate packet data protocol contexts when a data session is established; other data structures that facilitate routing of packetized data also can be generated. To that end, in an aspect, PS gateway node(s) **518** can comprise a tunnel interface (e.g., tunnel termination gateway (TTG) in 3GPP UMTS network(s) (not shown)) which can facilitate packetized communication with disparate wireless network(s), such as Wi-Fi networks.

**[0080]** In embodiment **500**, mobile network platform **510** also comprises serving node(s) **516** that, based upon available radio technology layer(s) within technology resource(s) in the radio access network **520**, convey the various packetized flows of data streams received through PS gateway node(s) **518**. It is to be noted that for technology resource(s) that rely primarily on CS communication, server node(s) can deliver traffic without reliance on PS gateway node(s) **518**; for example, server node(s) can embody at least in part a mobile switching center. As an example, in a 3GPP UMTS network, serving node(s) **516** can be embodied in serving GPRS support node(s) (SGSN).

**[0081]** For radio technologies that exploit packetized communication, server(s) **514** in mobile network platform **510** can execute numerous applications that can generate multiple disparate packetized data streams or flows, and manage (e.g., schedule, queue, format . . . ) such flows. Such application(s) can comprise add-on features to standard services (for example, provisioning, billing, customer support . . . ) provided by mobile network platform **510**. Data streams (e.g., content(s) that are part of a voice call or data session) can be conveyed to PS gateway node(s) **518** for authorization/authentication and initiation of a data session, and to serving node(s) **516** for communication thereafter. In addition to application server, server(s) **514** can comprise utility server(s), a utility server can comprise a provisioning

server, an operations and maintenance server, a security server that can implement at least in part a certificate authority and firewalls as well as other security mechanisms, and the like. In an aspect, security server(s) secure communication served through mobile network platform **510** to ensure network's operation and data integrity in addition to authorization and authentication procedures that CS gateway node(s) **512** and PS gateway node(s) **518** can enact. Moreover, provisioning server(s) can provision services from external network(s) like networks operated by a disparate service provider; for instance, WAN **550** or Global Positioning System (GPS) network(s) (not shown). Provisioning server(s) can also provision coverage through networks associated to mobile network platform **510** (e.g., deployed and operated by the same service provider), such as distributed antennas networks that enhance wireless service coverage by providing more network coverage.

**[0082]** It is to be noted that server(s) **514** can comprise one or more processors configured to confer at least in part the functionality of mobile network platform **510**. To that end, the one or more processor can execute code instructions stored in memory **530**, for example. It is should be appreciated that server(s) **514** can comprise a content manager, which operates in substantially the same manner as described hereinbefore.

**[0083]** In example embodiment **500**, memory **530** can store information related to operation of mobile network platform **510**. Other operational information can comprise provisioning information of mobile devices served through mobile network platform **510**, subscriber databases; application intelligence, pricing schemes, e.g., promotional rates, flat-rate programs, couponing campaigns; technical specification(s) consistent with telecommunication protocols for operation of disparate radio, or wireless, technology layers; and so forth. Memory **530** can also store information from at least one of telephony network(s) **540**, WAN **550**, SS7 network **560**, or enterprise network(s) **570**. In an aspect, memory **530** can be, for example, accessed as part of a data store component or as a remotely connected memory store.

**[0084]** In order to provide a context for the various aspects of the disclosed subject matter, FIG. 7, and the following discussion, are intended to provide a brief, general description of a suitable environment in which the various aspects of the disclosed subject matter can be implemented. While the subject matter has been described above in the general context of computer-executable instructions of a computer program that runs on a computer and/or computers, those skilled in the art will recognize that the disclosed subject matter also can be implemented in combination with other program modules. Generally, program modules comprise routines, programs, components, data structures, etc. that perform particular tasks and/or implement particular abstract data types.

**[0085]** Turning now to FIG. 8, an illustrative embodiment of a communication device **600** is shown. The communication device **600** can serve as an illustrative embodiment of devices such as data terminals **114**, mobile devices **124**, vehicle **126**, display devices **144** or other client devices for communication via either communications network **125**. For example, computing device **600** can facilitate in whole or in part providing customized content to users as described herein.

**[0086]** The communication device **600** can comprise a wireline and/or wireless transceiver **602** (herein transceiver

602), a user interface (UI) 604, a power supply 614, a location receiver 616, a motion sensor 618, an orientation sensor 620, and a controller 606 for managing operations thereof. The transceiver 602 can support short-range or long-range wireless access technologies such as Bluetooth®, ZigBee®, WiFi, DECT, or cellular communication technologies, just to mention a few (Bluetooth® and ZigBee® are trademarks registered by the Bluetooth® Special Interest Group and the ZigBee® Alliance, respectively). Cellular technologies can include, for example, CDMA-1X, UMTS/HSDPA, GSM/GPRS, TDMA/EDGE, EV/DO, WiMAX, SDR, LTE, as well as other next generation wireless communication technologies as they arise. The transceiver 602 can also be adapted to support circuit-switched wireline access technologies (such as PSTN), packet-switched wireline access technologies (such as TCP/IP, VoIP, etc.), and combinations thereof.

[0087] The UI 604 can include a depressible or touch-sensitive keypad 608 with a navigation mechanism such as a roller ball, a joystick, a mouse, or a navigation disk for manipulating operations of the communication device 600. The keypad 608 can be an integral part of a housing assembly of the communication device 600 or an independent device operably coupled thereto by a tethered wireline interface (such as a USB cable) or a wireless interface supporting for example Bluetooth®. The keypad 608 can represent a numeric keypad commonly used by phones, and/or a QWERTY keypad with alphanumeric keys. The UI 604 can further include a display 610 such as monochrome or color LCD (Liquid Crystal Display), OLED (Organic Light Emitting Diode) or other suitable display technology for conveying images to an end user of the communication device 600. In an embodiment where the display 610 is touch-sensitive, a portion or all of the keypad 608 can be presented by way of the display 610 with navigation features.

[0088] The display 610 can use touch screen technology to also serve as a user interface for detecting user input. As a touch screen display, the communication device 600 can be adapted to present a user interface having graphical user interface (GUI) elements that can be selected by a user with a touch of a finger. The display 610 can be equipped with capacitive, resistive or other forms of sensing technology to detect how much surface area of a user's finger has been placed on a portion of the touch screen display. This sensing information can be used to control the manipulation of the GUI elements or other functions of the user interface. The display 610 can be an integral part of the housing assembly of the communication device 600 or an independent device communicatively coupled thereto by a tethered wireline interface (such as a cable) or a wireless interface.

[0089] The UI 604 can also include an audio system 612 that utilizes audio technology for conveying low volume audio (such as audio heard in proximity of a human ear) and high volume audio (such as speakerphone for hands free operation). The audio system 612 can further include a microphone for receiving audible signals of an end user. The audio system 612 can also be used for voice recognition applications. The UI 604 can further include an image sensor 613 such as a charged coupled device (CCD) camera for capturing still or moving images.

[0090] The power supply 614 can utilize common power management technologies such as replaceable and rechargeable batteries, supply regulation technologies, and/or charg-

ing system technologies for supplying energy to the components of the communication device 600 to facilitate long-range or short-range portable communications. Alternatively, or in combination, the charging system can utilize external power sources such as DC power supplied over a physical interface such as a USB port or other suitable tethering technologies.

[0091] The location receiver 616 can utilize location technology such as a global positioning system (GPS) receiver capable of assisted GPS for identifying a location of the communication device 600 based on signals generated by a constellation of GPS satellites, which can be used for facilitating location services such as navigation. The motion sensor 618 can utilize motion sensing technology such as an accelerometer, a gyroscope, or other suitable motion sensing technology to detect motion of the communication device 600 in three-dimensional space. The orientation sensor 620 can utilize orientation sensing technology such as a magnetometer to detect the orientation of the communication device 600 (north, south, west, and east, as well as combined orientations in degrees, minutes, or other suitable orientation metrics).

[0092] The communication device 600 can use the transceiver 602 to also determine a proximity to a cellular, WiFi, Bluetooth®, or other wireless access points by sensing techniques such as utilizing a received signal strength indicator (RSSI) and/or signal time of arrival (TOA) or time of flight (TOF) measurements. The controller 606 can utilize computing technologies such as a microprocessor, a digital signal processor (DSP), programmable gate arrays, application specific integrated circuits, and/or a video processor with associated storage memory such as Flash, ROM, RAM, SRAM, DRAM or other storage technologies for executing computer instructions, controlling, and processing data supplied by the aforementioned components of the communication device 600.

[0093] Other components not shown in FIG. 8 can be used in one or more embodiments of the subject disclosure. For instance, the communication device 600 can include a slot for adding or removing an identity module such as a Subscriber Identity Module (SIM) card or Universal Integrated Circuit Card (UICC). SIM or UICC cards can be used for identifying subscriber services, executing programs, storing subscriber data, and so on.

[0094] The terms "first," "second," "third," and so forth, as used in the claims, unless otherwise clear by context, is for clarity only and doesn't otherwise indicate or imply any order in time. For instance, "a first determination," "a second determination," and "a third determination," does not indicate or imply that the first determination is to be made before the second determination, or vice versa, etc.

[0095] In the subject specification, terms such as "store," "storage," "data store," "data storage," "database," and substantially any other information storage component relevant to operation and functionality of a component, refer to "memory components," or entities embodied in a "memory" or components comprising the memory. It will be appreciated that the memory components described herein can be either volatile memory or nonvolatile memory, or can comprise both volatile and nonvolatile memory, by way of illustration, and not limitation, volatile memory, non-volatile memory, disk storage, and memory storage. Further, non-volatile memory can be included in read only memory (ROM), programmable ROM (PROM), electrically pro-

grammable ROM (EPROM), electrically erasable ROM (EEPROM), or flash memory. Volatile memory can comprise random access memory (RAM), which acts as external cache memory. By way of illustration and not limitation, RAM is available in many forms such as synchronous RAM (SRAM), dynamic RAM (DRAM), synchronous DRAM (SDRAM), double data rate SDRAM (DDR SDRAM), enhanced SDRAM (ESDRAM), Synlink DRAM (SLDRAM), and direct Rambus RAM (DRRAM). Additionally, the disclosed memory components of systems or methods herein are intended to comprise, without being limited to comprising, these and any other suitable types of memory.

**[0096]** Moreover, it will be noted that the disclosed subject matter can be practiced with other computer system configurations, comprising single-processor or multiprocessor computer systems, mini-computing devices, mainframe computers, as well as personal computers, hand-held computing devices (e.g., PDA, phone, smartphone, watch, tablet computers, netbook computers, etc.), microprocessor-based or programmable consumer or industrial electronics, and the like. The illustrated aspects can also be practiced in distributed computing environments where tasks are performed by remote processing devices that are linked through a communications network; however, some if not all aspects of the subject disclosure can be practiced on stand-alone computers. In a distributed computing environment, program modules can be located in both local and remote memory storage devices.

**[0097]** In one or more embodiments, information regarding use of services can be generated including services being accessed, media consumption history, user preferences, and so forth. This information can be obtained by various methods including user input, detecting types of communications (e.g., video content vs. audio content), analysis of content streams, sampling, and so forth. The generating, obtaining and/or monitoring of this information can be responsive to an authorization provided by the user. In one or more embodiments, an analysis of data can be subject to authorization from user(s) associated with the data, such as an opt-in, an opt-out, acknowledgement requirements, notifications, selective authorization based on types of data, and so forth.

**[0098]** Some of the embodiments described herein can also employ artificial intelligence (AI) to facilitate automating one or more features described herein. The embodiments (e.g., in connection with automatically identifying acquired cell sites that provide a maximum value/benefit after addition to an existing communication network) can employ various AI-based schemes for carrying out various embodiments thereof. Moreover, the classifier can be employed to determine a ranking or priority of each cell site of the acquired network. A classifier is a function that maps an input attribute vector,  $x=(x_1, x_2, x_3, x_4, \dots, x_n)$ , to a confidence that the input belongs to a class, that is,  $f(x)=\text{confidence}(\text{class})$ . Such classification can employ a probabilistic and/or statistical-based analysis (e.g., factoring into the analysis utilities and costs) to determine or infer an action that a user desires to be automatically performed. A support vector machine (SVM) is an example of a classifier that can be employed. The SVM operates by finding a hypersurface in the space of possible inputs, which the hypersurface attempts to split the triggering criteria from the non-triggering events. Intuitively, this makes the classifica-

tion correct for testing data that is near, but not identical to training data. Other directed and undirected model classification approaches comprise, e.g., naïve Bayes, Bayesian networks, decision trees, neural networks, fuzzy logic models, and probabilistic classification models providing different patterns of independence can be employed. Classification as used herein also is inclusive of statistical regression that is utilized to develop models of priority.

**[0099]** As will be readily appreciated, one or more of the embodiments can employ classifiers that are explicitly trained (e.g., via a generic training data) as well as implicitly trained (e.g., via observing UE behavior, operator preferences, historical information, receiving extrinsic information). For example, SVMs can be configured via a learning or training phase within a classifier constructor and feature selection module. Thus, the classifier(s) can be used to automatically learn and perform a number of functions, including but not limited to determining according to predetermined criteria which of the acquired cell sites will benefit a maximum number of subscribers and/or which of the acquired cell sites will add minimum value to the existing communication network coverage, etc.

**[0100]** As used in some contexts in this application, in some embodiments, the terms “component,” “system” and the like are intended to refer to, or comprise, a computer-related entity or an entity related to an operational apparatus with one or more specific functionalities, wherein the entity can be either hardware, a combination of hardware and software, software, or software in execution. As an example, a component may be, but is not limited to being, a process running on a processor, a processor, an object, an executable, a thread of execution, computer-executable instructions, a program, and/or a computer. By way of illustration and not limitation, both an application running on a server and the server can be a component. One or more components may reside within a process and/or thread of execution and a component may be localized on one computer and/or distributed between two or more computers. In addition, these components can execute from various computer readable media having various data structures stored thereon. The components may communicate via local and/or remote processes such as in accordance with a signal having one or more data packets (e.g., data from one component interacting with another component in a local system, distributed system, and/or across a network such as the Internet with other systems via the signal). As another example, a component can be an apparatus with specific functionality provided by mechanical parts operated by electric or electronic circuitry, which is operated by a software or firmware application executed by a processor, wherein the processor can be internal or external to the apparatus and executes at least a part of the software or firmware application. As yet another example, a component can be an apparatus that provides specific functionality through electronic components without mechanical parts, the electronic components can comprise a processor therein to execute software or firmware that confers at least in part the functionality of the electronic components. While various components have been illustrated as separate components, it will be appreciated that multiple components can be implemented as a single component, or a single component can be implemented as multiple components, without departing from example embodiments.

**[0101]** Further, the various embodiments can be implemented as a method, apparatus or article of manufacture using standard programming and/or engineering techniques to produce software, firmware, hardware or any combination thereof to control a computer to implement the disclosed subject matter. The term “article of manufacture” as used herein is intended to encompass a computer program accessible from any computer-readable device or computer-readable storage/communications media. For example, computer readable storage media can include, but are not limited to, magnetic storage devices (e.g., hard disk, floppy disk, magnetic strips), optical disks (e.g., compact disk (CD), digital versatile disk (DVD)), smart cards, and flash memory devices (e.g., card, stick, key drive). Of course, those skilled in the art will recognize many modifications can be made to this configuration without departing from the scope or spirit of the various embodiments.

**[0102]** In addition, the words “example” and “exemplary” are used herein to mean serving as an instance or illustration. Any embodiment or design described herein as “example” or “exemplary” is not necessarily to be construed as preferred or advantageous over other embodiments or designs. Rather, use of the word example or exemplary is intended to present concepts in a concrete fashion. As used in this application, the term “or” is intended to mean an inclusive “or” rather than an exclusive “or”. That is, unless specified otherwise or clear from context, “X employs A or B” is intended to mean any of the natural inclusive permutations. That is, if X employs A; X employs B; or X employs both A and B, then “X employs A or B” is satisfied under any of the foregoing instances. In addition, the articles “a” and “an” as used in this application and the appended claims should generally be construed to mean “one or more” unless specified otherwise or clear from context to be directed to a singular form.

**[0103]** Moreover, terms such as “user equipment,” “mobile station,” “mobile,” “subscriber station,” “access terminal,” “terminal,” “handset,” “mobile device” (and/or terms representing similar terminology) can refer to a wireless device utilized by a subscriber or user of a wireless communication service to receive or convey data, control, voice, video, sound, gaming or substantially any data-stream or signaling-stream. The foregoing terms are utilized interchangeably herein and with reference to the related drawings.

**[0104]** Furthermore, the terms “user,” “subscriber,” “customer,” “consumer” and the like are employed interchangeably throughout, unless context warrants particular distinctions among the terms. It should be appreciated that such terms can refer to human entities or automated components supported through artificial intelligence (e.g., a capacity to make inference based, at least, on complex mathematical formalisms), which can provide simulated vision, sound recognition and so forth.

**[0105]** As employed herein, the term “processor” can refer to substantially any computing processing unit or device comprising, but not limited to comprising, single-core processors; single-processors with software multithread execution capability; multi-core processors; multi-core processors with software multithread execution capability; multi-core processors with hardware multithread technology; parallel platforms; and parallel platforms with distributed shared memory. Additionally, a processor can refer to an integrated circuit, an application specific integrated circuit (ASIC), a

digital signal processor (DSP), a field programmable gate array (FPGA), a programmable logic controller (PLC), a complex programmable logic device (CPLD), a discrete gate or transistor logic, discrete hardware components or any combination thereof designed to perform the functions described herein. Processors can exploit nano-scale architectures such as, but not limited to, molecular and quantum-dot based transistors, switches and gates, in order to optimize space usage or enhance performance of user equipment. A processor can also be implemented as a combination of computing processing units.

**[0106]** As used herein, terms such as “data storage,” “data storage,” “database,” and substantially any other information storage component relevant to operation and functionality of a component, refer to “memory components,” or entities embodied in a “memory” or components comprising the memory. It will be appreciated that the memory components or computer-readable storage media, described herein can be either volatile memory or nonvolatile memory or can include both volatile and nonvolatile memory.

**[0107]** What has been described above includes mere examples of various embodiments. It is, of course, not possible to describe every conceivable combination of components or methodologies for purposes of describing these examples, but one of ordinary skill in the art can recognize that many further combinations and permutations of the present embodiments are possible. Accordingly, the embodiments disclosed and/or claimed herein are intended to embrace all such alterations, modifications and variations that fall within the spirit and scope of the appended claims. Furthermore, to the extent that the term “includes” is used in either the detailed description or the claims, such term is intended to be inclusive in a manner similar to the term “comprising” as “comprising” is interpreted when employed as a transitional word in a claim.

**[0108]** In addition, a flow diagram may include a “start” and/or “continue” indication. The “start” and “continue” indications reflect that the steps presented can optionally be incorporated in or otherwise used in conjunction with other routines. In this context, “start” indicates the beginning of the first step presented and may be preceded by other activities not specifically shown. Further, the “continue” indication reflects that the steps presented may be performed multiple times and/or may be succeeded by other activities not specifically shown. Further, while a flow diagram indicates a particular ordering of steps, other orderings are likewise possible provided that the principles of causality are maintained.

**[0109]** As may also be used herein, the term(s) “operably coupled to”, “coupled to”, and/or “coupling” includes direct coupling between items and/or indirect coupling between items via one or more intervening items. Such items and intervening items include, but are not limited to, junctions, communication paths, components, circuit elements, circuits, functional blocks, and/or devices. As an example of indirect coupling, a signal conveyed from a first item to a second item may be modified by one or more intervening items by modifying the form, nature or format of information in a signal, while one or more elements of the information in the signal are nevertheless conveyed in a manner than can be recognized by the second item. In a further example of indirect coupling, an action in a first item can cause a reaction on the second item, as a result of actions and/or reactions in one or more intervening items.

[0110] Although specific embodiments have been illustrated and described herein, it should be appreciated that any arrangement which achieves the same or similar purpose may be substituted for the embodiments described or shown by the subject disclosure. The subject disclosure is intended to cover any and all adaptations or variations of various embodiments. Combinations of the above embodiments, and other embodiments not specifically described herein, can be used in the subject disclosure. For instance, one or more features from one or more embodiments can be combined with one or more features of one or more other embodiments. In one or more embodiments, features that are positively recited can also be negatively recited and excluded from the embodiment with or without replacement by another structural and/or functional feature. The steps or functions described with respect to the embodiments of the subject disclosure can be performed in any order. The steps or functions described with respect to the embodiments of the subject disclosure can be performed alone or in combination with other steps or functions of the subject disclosure, as well as from other embodiments or from other steps that have not been described in the subject disclosure. Further, more than or less than all of the features described with respect to an embodiment can also be utilized.

What is claimed is:

1. A method comprising:
  - creating, by a processing system having a processor, a plurality of leveraged content items from a plurality of media content items by extracting a plurality of leverage points from the plurality of media content items;
  - obtaining, by the processing system, user information, wherein the user information includes user context;
  - selecting, by the processing system, a selected content item from the plurality of leveraged content items based on the user information;
  - creating, by the processing system, a custom content item by further extracting a subset of the plurality of leverage points from the selected content item based on the user information; and
  - presenting, by the processing system, the custom content item to a communication device corresponding to the user information,
 wherein the user context comprises a location of a user, wherein a first number of the subset of the plurality of leverage points is used when the user is at home, wherein a second number of the subset of the plurality of leverage points is used when the user is away from home, and wherein the second number is different from the first number.
2. The method of claim 1, wherein the plurality of leverage points are identified as points of excitement within each media content item based on previous use of at least portions of the media content items.
3. The method of claim 2, further comprising:
  - monitoring, by the processing system, a consumption of the user of the custom content item; and
  - revising, by the processing system, the leveraged content item of the plurality of leveraged content items corresponding to the selected content item based on the consumption of the user of the custom content item.
4. The method of claim 1, wherein the plurality of media content items comprise sporting events and wherein the

plurality of leverage points are identified as points within each sporting event that impacts an outcome of the sporting event.

5. The method of claim 1, wherein the plurality of leverage points are identified as points within each media content item based on feedback from previous viewers of the media content items.

6. The method of claim 1, wherein the first number is greater than the second number, such that the custom content item is longer when the user is at home versus when the user is away from home.

7. The method of claim 1, wherein the user context comprises the communication device.

8. The method of claim 7, wherein a third number of the subset of the plurality of leverage points is used when the communication device is mobile, wherein a fourth number of the subset of the plurality of leverage points is used when the communication device is not mobile, and wherein the third number is less than the fourth number, such that the custom content item is shorter when the communication device is mobile versus when the communication device is not mobile.

9. The method of claim 1, wherein the user context comprises an activity of the user.

10. The method of claim 9, wherein a third number of the subset of the plurality of leverage points is used when the user is moving, wherein a fourth number of the subset of the plurality of leverage points is used when the user is stationary, and wherein the third number is less than the fourth number, such that the custom content item is shorter when the user is moving versus when the user is stationary.

11. The method of claim 1, wherein the selecting the selected content item is based on input from the user.

12. The method of claim 11, further comprising:

providing, by the processing system to the communication device, a group of the plurality of leveraged content items, the group being chosen based on the user information; and

receiving, by the processing system from the communication device, the input.

13. A system comprising:

a processor; and

a memory storing executable instructions that, when executed by the processor, perform operations comprising:

obtaining user information related to a user, wherein the user information comprises user context;

creating a plurality of leveraged content items by extracting a plurality of leverage points from a plurality of media content items according to the user information;

selecting a subset of the plurality of leveraged content items based on the user information;

presenting, to a communication device associated with the user, an identification of the subset of the plurality of leveraged content items;

receiving, from the communication device, an indication of a selected content item of the subset of the plurality of leveraged content items;

creating a custom content item by further extracting a subset of the plurality of leverage points from the selected content item based on the user information; and

presenting the custom content item to the communication device,  
 wherein the user context comprises a location of the user,  
 wherein a first number of the subset of the plurality of leverage points is used when the user is at home,  
 wherein a second number of the subset of the plurality of leverage points is used when the user is away from home, and wherein the second number is different from the first number.

**14.** The system of claim **13**, wherein the plurality of leverage points are identified as points of excitement within each media content item based on previous use of at least portions of the media content items.

**15.** The system of claim **14**, the operations further comprising:  
 monitoring a consumption of the user of the custom content item;  
 revising the user information based on the consumption of the user of the custom content item; and  
 revising the leveraged content item of the plurality of leveraged content items corresponding to the selected content item based on the consumption of the user of the custom content item.

**16.** The system of claim **13**, wherein each leveraged content item of the plurality of leveraged content items corresponds to one of the plurality of media content items and wherein the user context comprises the communication device and an activity of the user.

**17.** A non-transitory machine-readable storage medium comprising executable instructions that, when executed by a processing system including a processor, perform operations comprising:  
 obtaining user information related to a user, wherein the user information comprises user context;  
 creating a plurality of leveraged content items by extracting a plurality of leverage points from a plurality of media content items, wherein each leveraged content item of the plurality of leveraged content items corresponds to one of the plurality of media content items;  
 selecting a subset of the plurality of leveraged content items based on the user information;  
 presenting, to a communication device, an identification of the subset of the plurality of leveraged content items;

receiving, from the communication device, an indication of a selected content item of the subset of the plurality of leveraged content items;  
 creating a custom content item by further extracting a subset of the plurality of leverage points from the selected content item based on the user information; and  
 presenting the custom content item to the communication device,  
 wherein the user context comprises a location of the user,  
 wherein a first number of the subset of the plurality of leverage points is used when the user is at home,  
 wherein a second number of the subset of the plurality of leverage points is used when the user is away from home, and wherein the second number is different from the first number.

**18.** The non-transitory machine-readable storage medium of claim **17**, wherein the plurality of leverage points are identified as points of excitement within each media content item based on previous use of at least portions of the media content items.

**19.** The non-transitory machine-readable storage medium of claim **18**, wherein the operations further comprise:  
 monitoring a consumption of the user of the custom content item;  
 revising the user information based on the consumption of the user of the custom content item; and  
 revising the leveraged content item of the plurality of leveraged content items corresponding to the selected content item based on the consumption of the user of the custom content item.

**20.** The non-transitory machine-readable storage medium of claim **17**, wherein the user context comprises the communication device, wherein a third number of the subset of the plurality of leverage points is used when the communication device is mobile, wherein a fourth number of the subset of the plurality of leverage points is used when the communication device is not mobile, and wherein the third number is less than the fourth number, such that the custom content item is shorter when the communication device is mobile versus when the communication device is not mobile.

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