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(54) Title: METHOD AND APPARATUS FOR RECOMMENDING CONTENT ITEMS

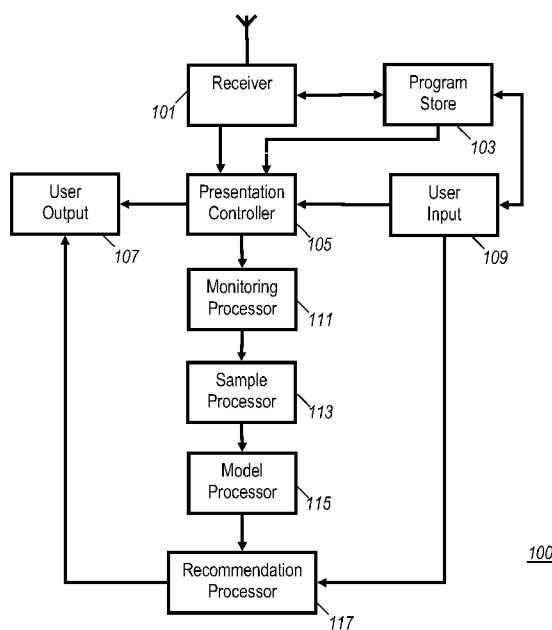


FIG. 1

(57) Abstract: A recommendation apparatus comprises a monitoring processor which monitors the presentation of content items. A sample processor determines preference data for different content items by performing the steps of determining a preference value for a content item presented by the presentation unit in response to a first duration for a first section of the content item being presented relative to a total duration of the content item, and if the first duration is less than the total duration, determining if a second section of the content item not being presented corresponds to at least one of an end section and a begin section of the content item; and if so determining a confidence value for the preference value in response to a second duration of the second section. The preference data is used as training data for determining a user preference model which is then used to generate recommendations.

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eKOMPASS(KIPO internal) & Keywords: "content, recommend, and value"

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	WO 2002-37851 A2 (KONINKLIJKE PHILIPS ELECTRONICS N.V.) 10 May 2002 See abstract, figures 1, 5 and claims 1, 11, 12.	1-10
A	US 2004-0068741 A1 (HITOSHI KIMURA) 08 April 2004 See abstract, figures 2, 9 and claim 6.	1-10
A	WO 2004-002129 A2 (THOMSON LICENSING S.A. et al.) 31 December 2003 See abstract, figures 1, 5 and claims 1, 2.	1-10
A	JP 2000-269840 A (SHARP CORP) 29 September 2000 See abstract and claims 1-6.	1-10

 Further documents are listed in the continuation of Box C. See patent family annex.

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