CLAIMS

1. A method comprising:

receiving, from a media device, a request for media content, the request including user agent identification data;

extracting the user agent identification data from the request;

in response to determining that a mapping between the user agent identification data and a device profile does not exist in a device profile data store:

identifying one or more keywords in the user agent identification data;

querying, based on the one or more keywords identified in the user agent identification data, one or more external device information resources to retrieve device information related to a type of the media device;

generating a new device profile based on the device information retrieved from the one or more external device information resources;

storing the new device profile in the device profile data store in association with the user agent identification data;

causing formatting of the media content based on the new device profile;

sending the formatted media content to the media device for playback;

wherein the method is performed by one or more computing devices.

2. The method of claim 1, wherein the media content is video content, and wherein the device profile includes one or more device attributes related to video playback.

3. The method of claim 1, wherein retrieving the device profile for the media device includes retrieving the device profile from a device profile data store.

4. The method of claim 1, further comprising storing the device profile in association with the user agent identification data in a profile cache.

5. The method of claim 1, wherein the user agent identification data comprises a user agent string included in a request header.

6. The method of claim 1, wherein causing formatting of the media content based on the device profile includes one or more of: selecting one or more codecs for transcoding the media content, formatting one or more images associated with the media content, selecting a subtitle language.

7. The method of claim 1, wherein the device profile includes device information collected from one or more external device information resources.

8. The method of claim 1, wherein analyzing the user agent identification data includes identifying one or more keywords contained in the user agent identification data.

9. The method of claim 1, wherein identifying one or more keywords in the user agent identification data includes identifying one or more of: a device manufacturer name, a device model name, an operating system name, an operation system version, a client application name, and a client application version.

10. The method of claim 1, further comprising storing a mapping between the user agent identification data and the new device profile in the device profile data store.

11. The method of claim 1, further comprising, in response to determining that a mapping between the user agent identification data and a device profile does not exist in a device profile data store, sending, to the media device, a link to web-based survey that requests identifying information about the media device.

12. One or more non-transitory computer-readable media storing instructions that, when executed by one or more computing devices, cause performance of:

receiving, from a media device, a request for media content;

extracting user agent identification data from the request;

in response to determining that a mapping between the user agent identification data and a device profile does not exist in a device profile data store:

identifying one or more keywords in the user agent identification data;

querying, based on the one or more keywords identified in the user agent identification data, one or more external device information resources to retrieve device information related to a type of the media device;

generating a new device profile based on the device information retrieved from the one or more external device information resources;

storing the new device profile in the device profile data store in association with the user agent identification data;

causing formatting of the media content based on the new device profile;

sending the formatted media content to the media device for playback.

13. The one or more non-transitory computer-readable media of claim 12, wherein the media content is video content, and wherein the device profile includes one or more device attributes related to video playback.

14. The one or more non-transitory computer-readable media of claim 12, wherein retrieving the device profile for the media device includes retrieving the device profile from a device profile data store.

15. The one or more non-transitory computer-readable media of claim 12, further comprising storing the device profile in association with the user agent identification data in a profile cache.

16. The one or more non-transitory computer-readable media of claim 12, wherein the user agent identification data comprises a user agent string included in a request header.

17. The one or more non-transitory computer-readable media of claim 12, wherein causing formatting of the media content based on the device profile includes one or more of: selecting one or more codecs for transcoding the media content, formatting one or more images associated with the media content, and selecting a subtitle language.

18. The method of claim 12, wherein the device profile includes device information collected from one or more external device information resources.

19. The method of claim 12, wherein analyzing the user agent identification data includes identifying one or more keywords contained in the user agent identification data.

20. The one or more non-transitory computer-readable media of claim 12, wherein identifying one or more keywords in the user agent identification data includes identifying one or more of: a device manufacturer name, a device model name, an operating system name, an operation system version, a client application name, and a client application version.

21. The one or more non-transitory computer-readable media of claim 12, further comprising storing a mapping between the user agent identification data and the new device profile in the device profile data store.

22. The one or more non-transitory computer-readable media of claim 12, further comprising, in response to determining that a mapping between the user agent identification data and a device profile does not exist in a device profile data store, sending, to the media device, a link to web-based survey that requests identifying information about the media device.