WE CLAIM:

1. A method of providing customized video content from a platform to a user, the method comprising:

receiving from a user terminal, user preferences for creating customized video content, ~~from a user terminal,~~ wherein the user preferences comprise at least a time duration of the customized video content ~~for the user~~;

creating a number of buckets for the video content to be consumed by the user based on the user preferences, each bucket being created based on the user preferences and for the duration of video content to be filled in each bucket, wherein the user preferences further comprises category of the vdeo content;

determining the video content to be filled in each of the buckets;

filling the determined video content in each of the bucket by a real time criteria which is based at least on the user preferences, wherein each bucket is filled with video content of first duration and with the video content of second duration depending upon the size of each bucket;

assembling the filled buckets ~~with filled video content~~ to form a customized video content; and

transmitting the customized video content to the user terminal for user consumption.

2. The method as claimed in claim 1, wherein the assembling of the buckets further comprises interspersing a predetermined video content between each of the buckets to form customized video content.

3. The method as claimed in claim 1, wherein the user preferences include genre for the video content, wherein the genre includes video content belonging to one or

more of international, national, local, location based, sports, technology, business and entertainment.

~~4. The method as claimed in claim 1, wherein each of the bucket is created based on the duration of video content to be filled in each bucket.~~

~~5~~4. The method as claimed in claim 1, wherein each of the bucket designates a storage space corresponding to the user preferences and size of each bucket corresponds to the duration of each bucket.

~~6~~5. The method as claimed in claim 1, wherein the video content in each of the bucket includes at least a long package if the time duration of the bucket exceeds a predetermined time.

~~7~~6. The method as claimed in claim 6, wherein the remaining duration of the bucket after the filling of the long package is determined based on the real time criteria.

~~8~~7. The method as claimed in claim 1, wherein the real time criteria to fill the video content in each bucket is based on a Story Decision Value (SDV).

~~9~~8. The method as claimed in claim ~~8~~7, wherein the calculation of the SDV is based at least on Editorial Priority Index, Time Elapsed Index, Video Content already viewed, Local index parameters.

~~10~~9. The method as claimed in claim 1, wherein the user preferences are input using a graphic slider and/or bar and/or numeric digits and/or using tapping gestures on the user terminal.

10~~1~~. The method as claimed in claim 1, wherein the customized video content for user consumption is in the form of a playlist, wherein the playlist comprises a number of buckets.

11~~2~~. The method as claimed in claim 10~~1~~, wherein the playlist can be edited and the video content can be re-arranged and deleted by the user, wherein the user can upload the edited playlist on the platform, wherein the edited playlist on the platform can act as video content for other users, wherein the edited playlist includes clips having opinion recorded by the user.

12~~3~~. The method as claimed in claim 10~~1~~, wherein the user can create a new playlist on the platform, wherein the user can upload the new playlist on the platform, and wherein the new playlist on the platform can act as video content for other users, wherein the new playlist includes clips having opinion recorded by the user.

~~14. The method as claimed in claims 12 and 13, wherein the edited playlist or the new playlist include clips having opinion recorded by the user.~~

13~~5~~. The method as claimed in claim 1, wherein the video content includes a content which is always shown to the user, wherein the content is shown irrespective of the user preferences.

14~~6~~. The method as claimed in claim 1, wherein the wherein the method reduces proliferation of fake content in the customized video content.

15~~7~~. A user terminal for receiving customized video content from the network, the user terminal comprising:

a user interface to receive user preferences from a user comprising at least time duration to watch the customized video content;

a transmitting unit to transmit the user preferences to the network;

a receiving unit to receive the customized video content from the network; and

wherein the network is configured to:

create a number of buckets for the video content to be consumed by the user at least based on the user preferences, each bucket being created based on the user preferences and for the duration of video content to be filled in each bucket, wherein the user preferences further comprises category of the video content;

determine the video content to be filled in each of the buckets;

fill the determined video content, wherein each bucket is filled with video content of first duration and with the video content of second duration depending upon the size of each bucket ~~in the buckets~~ by a real time criteria based on the user preferences; and

assemble the buckets with filled video content to form the customized video content;

a display unit to display the customized video content on the user interface.

16~~8~~. The user terminal as claimed in claim 15~~7~~, wherein the assembling of the buckets further comprises interspersing a predetermined video content between each of the buckets to form customized video content.

17~~9~~. The user terminal as claimed in claim 15~~7~~, wherein the user preferences are input using a graphic slider and/or bar and/or numeric digits and/or using tapping gestures.

18~~20~~. The user terminal as claimed in claim 1~~5~~~~7~~, wherein the customized video content for user consumption is in the form of a playlist.

19~~21~~. The user terminal as claimed in claim 18~~20~~, wherein the playlist can be edited by an editing unit and a new video content therein can be added by the user, wherein the user can upload the edited playlist on the network, wherein the edited playlist on the network can act as video content for other users, wherein the edited playlist includes clips having opinion recorded by the user.

20~~2~~. The user terminal as claimed in claim 18~~20~~, wherein the user can create a new playlist, wherein the user can upload the new playlist on the network, and wherein the new playlist on the network can act as video content for other users, wherein the new playlist includes clips having opinion recorded by the user.

21~~3~~. The user terminal as claimed in claim 18~~20~~, wherein the playlist can be edited by an editing unit and the video content therein can be re-arranged and deleted by the user.

~~24. The user terminal claimed in claim 21 and 22, wherein the edited playlist and the new playlist include clips having opinion recorded by the user~~

22~~5~~. The user terminal as claimed in claim 1~~5~~~~7~~, wherein a user input is received as a single tap of a button, wherein the user input is a voice based command to retrieve the customized video content from the network.

23~~6~~. The user terminal as claimed in claim 22~~5~~, wherein the customized video content is received from the network on the single tap of a button or the voice command from the user.

24~~7~~. The user terminal as claimed in claim 18~~20~~, wherein the user can use touch gestures on the display or a voice command to skip the current viewed video content in the playlist and watch the next content in the playlist.

25~~8~~. The user terminal as claimed in claim 18~~20~~, wherein the display unit is configured to display the customized content as textual content from the playlist.

26~~9~~. A system to provide customized video content for consumption by a user using a user terminal, the system comprising:

a receiving unit to receive user preferences from a user terminal, wherein the user preferences comprise at least time duration related to video content for the user;

an analyzer unit to analyse the user preferences to determine the video content to be retrieved from the system;

bucket creation unit to create a number of buckets for the video content to be consumed by the user based at least on the user preferences, each bucket being created based on the user preferences and for the duration of video content to be filled in each bucket, wherein the user preferences further comprises category of the video content;

a determination unit to determine the video content to be filled in each of the buckets, wherein each bucket is filled with video content of first duration and with the video content of second duration depending upon the size of each bucket;

an assembling unit to assemble the buckets with filled video content to form customized video content;

a transmitting unit to transmit the customized video content to the user terminal for user consumption.

~~30. The system as claimed in claim 29, wherein the system reduces proliferation of fake content in the customized video content.~~

27~~31~~. The system as claimed in claim 2~~6~~9, wherein the assembling of the buckets further comprises interspersing a predetermined video content between each of the buckets to form customized video content.

~~32. A computer readable medium comprising one or more processors and a memory coupled to the one or more processors, the memory for storing instructions which on execution by the one or more processors, the one or more processors configured to:~~

~~receive user preferences from a user terminal, wherein the user preferences comprises at least time duration related to video content for the user;~~

~~create a number of buckets for the video content to be consumed by the user at least based on the user preferences;~~

~~determine the video content to be filled in each of the buckets;~~

~~fill the determined video content in each of the bucket by a real time criteria which is at least based on the user preferences;~~

~~assemble the buckets with filled video content to form customized video content; and~~

~~transmit the customized video content to the user terminal for user consumption.~~

~~33. The computer readable medium as claimed in claim 32, wherein the assembling of the buckets further comprises interspersing a predetermined video content between each of the buckets to form customized video content.~~

34. A user terminal for receiving customized content from the network, the user terminal comprising:

a user interface to receive user preferences from a user comprising at least time duration to retrieve the customized content;

a transmitting unit to the transmit the user preferences to the network;

a receiving unit to receive the customized content from the network; and

wherein the network is configured to:

create a number of buckets for the content to be consumed by the user based at least on the user preferences;

determine the content to be filled in each of the buckets;

fill the determined content in the buckets by a real time criteria based at least on the user preferences; and

assemble the buckets with filled content to form customized content; and

an output unit configured to play the customized content for the user.

35. The user terminal as claimed in claim 34, wherein the customized content received from the network is an audio content, wherein the audio content is in the form of playlist.

36. The user terminal as claimed in claim 34, wherein the customized content received from the network is a textual content.

37. The user terminal as claimed in claim 34, wherein a display unit is configured to display the textual content.