

CLAIMS

1. A method for synchronising digital media content to a device, comprising the following steps:
 - (a) identifying a digital media collection linked to a given user;
 - 5 (b) analysing the content of the digital media collection to derive a metadata based “taste signature” for that user;
 - (c) identifying, based on the metadata based “taste signature” analysis, ~~the a~~ priority order in which media content files are to be provided to the device during a synchronisation;
 - 10 (d) providing one or more media content files to the device during the synchronisation in the priority order.

2. The method of Claim 1, comprising the following steps:
 - (a) matching the “taste signature” to media content, whether within the user’s music
15 collection or in any broader collection of media content to which the user has access
 - (b) obtaining recommendations for the user based on that matching process;
 - (c) analysing the ways in which the user interacts with the device to be synchronised;
 - (d) identifying, based on the analyses, which media content files are to be provided
20 to the device on synchronisation;
 - (e) identifying, based on the analyses, the priority order in which the media content files are to be provided to the said device during the synchronisation;
 - (f) providing one or more files to the device during the synchronisation.

- 25 3. The method of Claim 1 where the digital media collection, including any associated metadata, is identified by locating and analysing digital media files on a device linked to the user.

used by the user; the user's interactions with one or more devices; or any other relevant metadata concerning the user.

5 9. The method of any preceding Claim where metadata about the user's interactions with his devices comprises one or more of: digital media content which the user has specifically placed, or asked to be placed, on a device; the way in which the user interacts with device user interfaces; playback metrics for digital media items played or viewed by the user; or any other relevant metadata about the user's interactions with his device(s).

10 10. The method of any preceding Claim where metadata about the user is enhanced or produced by extrapolation based on known information about the user and other individuals within one or more groups of users to which the user is linked, including but not limited to other owners of the device type(s) owned by the user.

15 11. The method of any preceding Claim where analysing metadata about the user and his digital media files is augmented by adding weightings based on analyses of the metadata linked to other individuals to whom the user has chosen to link himself, including but not limited to, linked friends on a social networking service and recommendations made by those linked friends.

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12. The method of any preceding Claim where the "taste signature" is further augmented by matching known data against data in one or more databases and thereby obtaining additional metadata beyond what was known directly from the examination of the digital media file or user-related metadata.

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13. The method of any preceding Claim where metadata is updated periodically.

14. The method of any preceding Claim where digital media content is placed on the device or in specific areas of the device's user interface based on an analysis of one or
30 more of: the user's derived "taste signature", metadata concerning the user's interactions

with one or more devices; metadata about the device's environment, including but not limited to the device's charging status, location, power level or connectivity speed; or any other relevant considerations.

5 15. The method of any preceding Claim where digital media files are provided periodically to the device as collections of files divided by genre, by recommendation, by artist, by popularity or in any other fashion.

10 16. The method of any preceding Claim where the order in which digital media files are provided to the device is determined by an analysis of the metadata concerning one or more of the user, the user's "taste signature", recommendations obtained for the user and metadata concerning the device.

15 17. The method of any preceding Claim where the said user comprises a group of two or more users.

18. The method of any preceding Claim where the "digital media files" consists of one or more of: individual digital media files, metadata describing digital media files, collections of digital media files or metadata describing collections of digital media files.

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19. The method of any preceding Claim where the device is a computer, a mobile device, a dedicated media player, a games console, a storage facility which is connectable via a network or any other device capable of playing or displaying digital media files or any combination of two or more of the foregoing.

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20. The method of any preceding Claim where the device comprises two or more devices which are linked, whether permanently, temporarily or intermittently, with one or more of: one another; one or more other devices or a remote server from which the service implementing the present invention operates.

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21. The method of Claim 20 where different synchronisation priority orders are associated with different devices.

22. A System for synchronising digital media content to a device, in which the
5 system is operable to:

- (a) identify a digital media collection linked to a given user;
- (b) analyse the content of the digital media collection to derive a metadata based “taste signature” for that user;
- 10 (c) identify, based on the metadata based “taste signature” analysis, ~~the~~ a priority order in which media content files are to be provided to the device during a synchronisation;
- (d) provide one or more media content files to the device during the synchronisation in the priority order.