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(54) **Title:** METHOD AND SYSTEM FOR CUSTOMIZED CONTENT

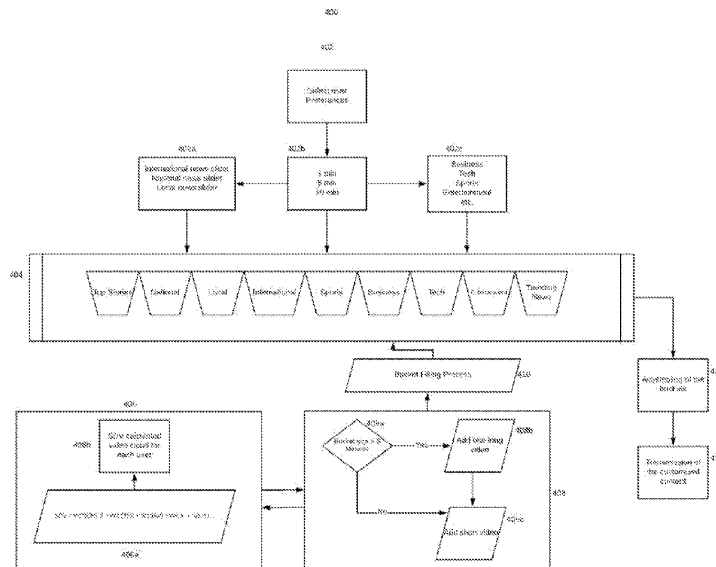


Fig. 4

(57) **Abstract:** Aspects of the invention are directed towards systems and methods for providing the user with customized video content from a platform. Embodiments of the invention describes a user interface on the user terminal for receiving user preferences from the user. A number of buckets for the video content to be consumed by the user based on the user preferences are disclosed. The video content to be filled in each of the buckets is determined based on a real time criteria. The buckets are which are filled with the video content are assembled and a predetermined video content is interspersed between each of the bucket to form the customized video content.

[Continued on next page]

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