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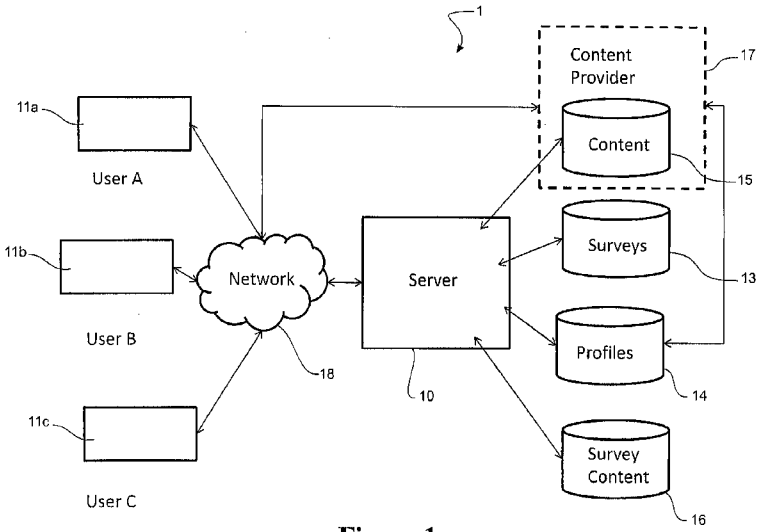


Figure 1

(57) Abstract: A method/a system for providing recommendations or targeted content to a user of a user apparatus comprising: presenting a user preference survey [130] with one or more options for election on the user apparatus [11a-11c], for each survey receiving and storing the result of the survey to create or update a user profile [130], identifying other users that match the user based on respective user profiles, providing targeted content or recommendations of targeted content to the user apparatus, the targeted content being content preferred by one or more of the matching users.

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