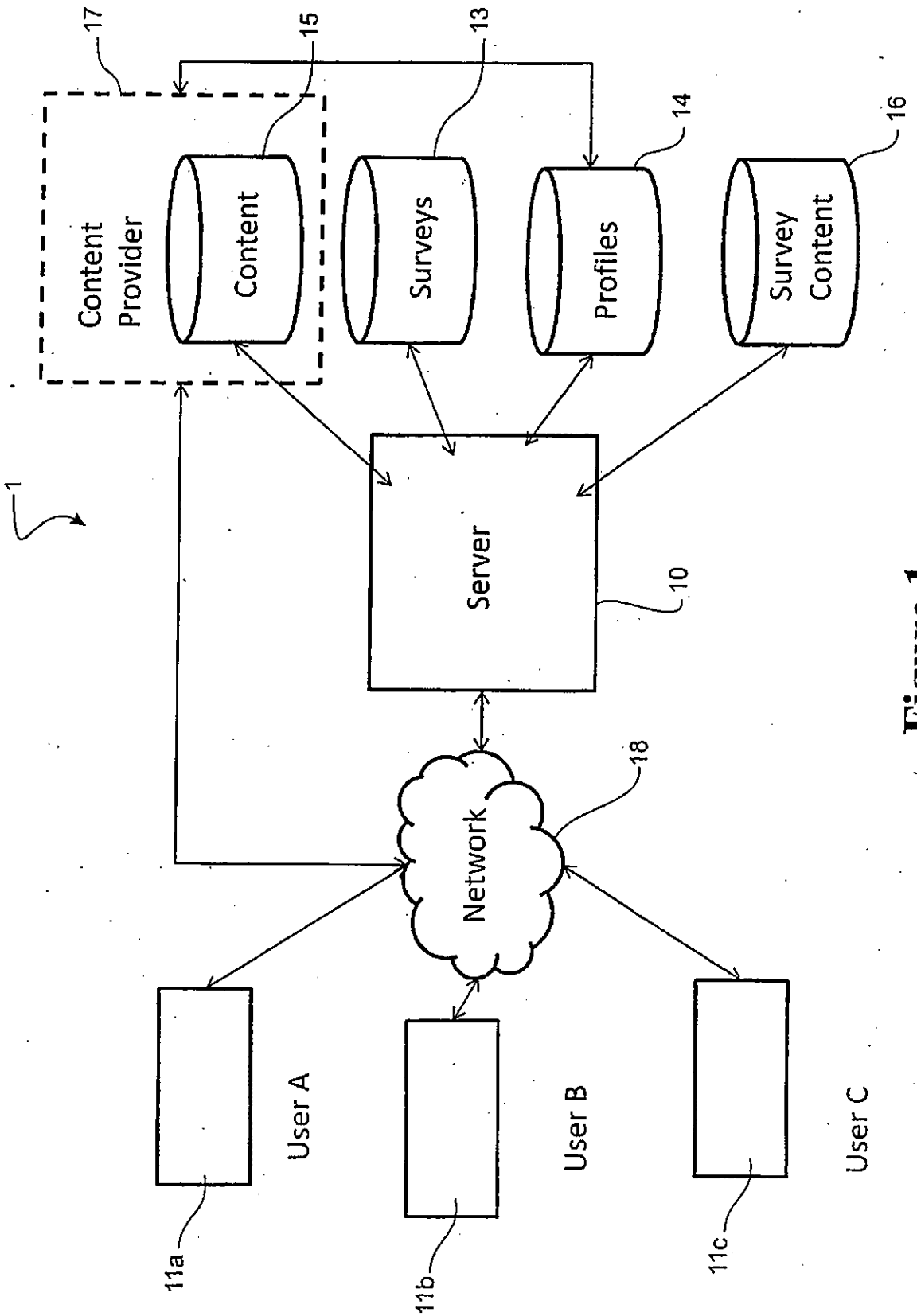

17
15
13
14
16
Content Provider
Content
Surveys
Profiles
Survey Content
1
Server
10
18
Network
User A
User B
User C
11a
11b
11c

Figure 1

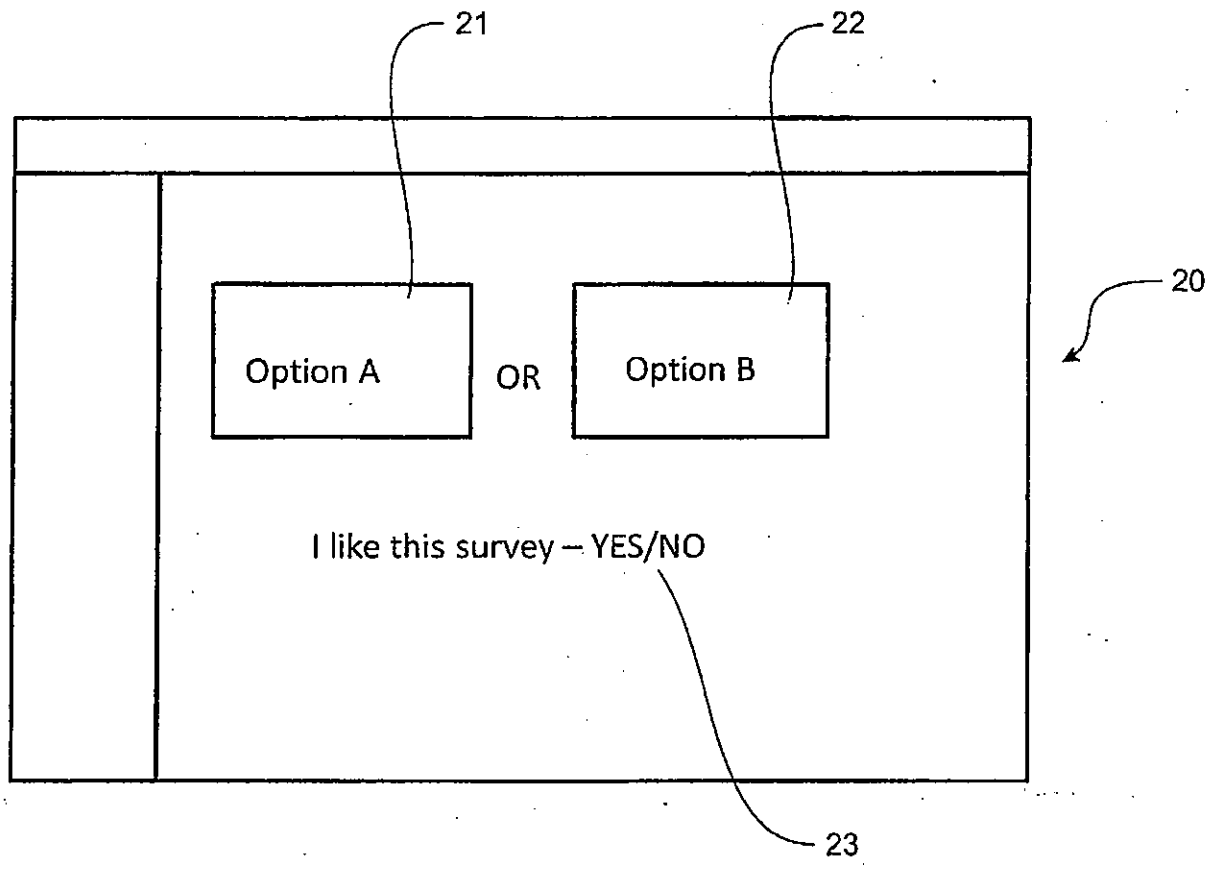


Figure 2

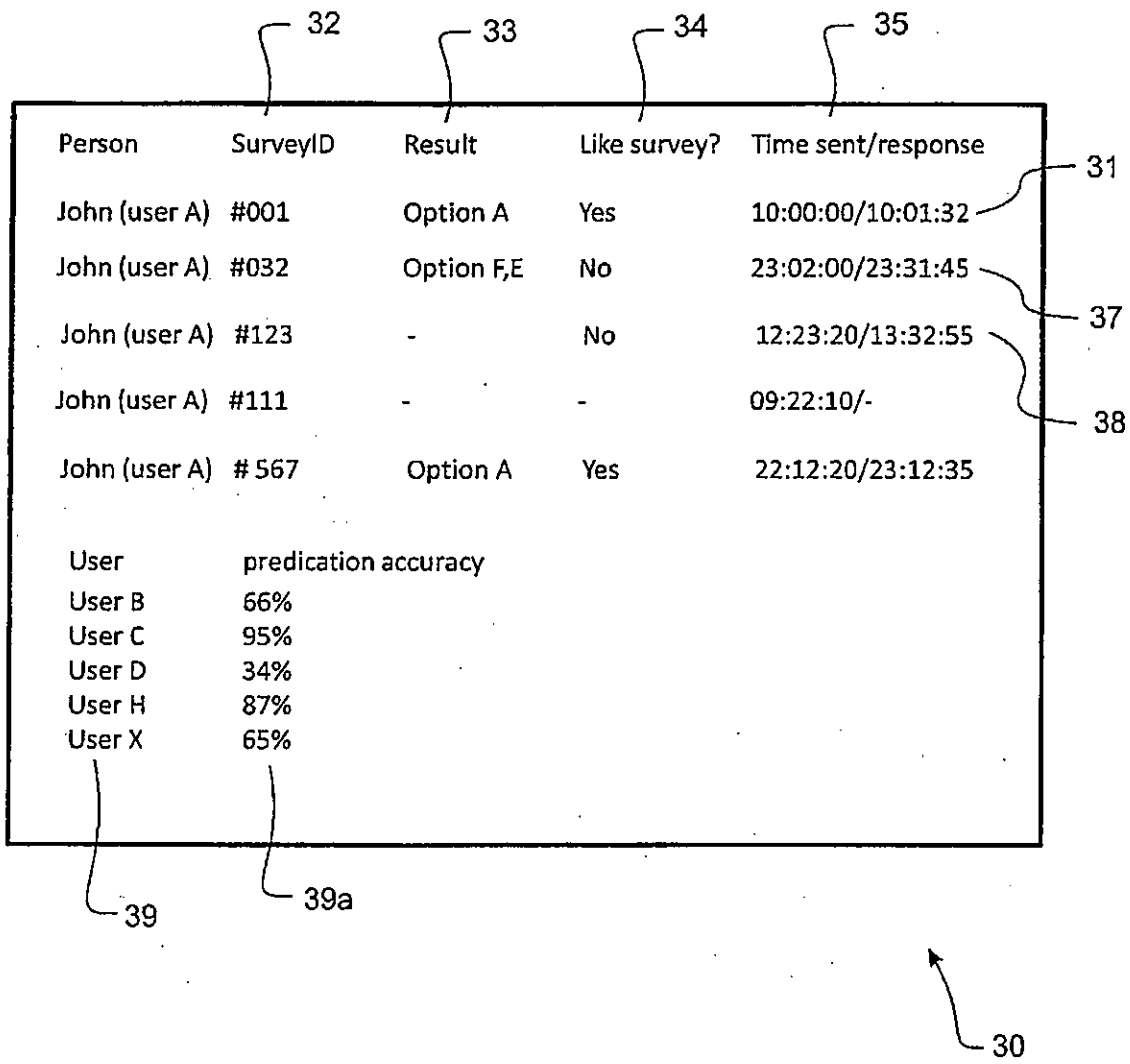

32
33
34
35
Person
SurveyID
Result
Like survey?
Time sent/response
31
John (user A) #001 Option A Yes 10:00:00/10:01:32
John (user A) #032 Option F,E No 23:02:00/23:31:45
37
John (user A) #123 - No 12:23:20/13:32:55
38
John (user A) #111 - - 09:22:10/-
John (user A) # 567 Option A Yes 22:12:20/23:12:35
User
predication accuracy
User B 66%
User C 95%
User D 34%
User H 87%
User X 65%
39
39a
30

Figure 3

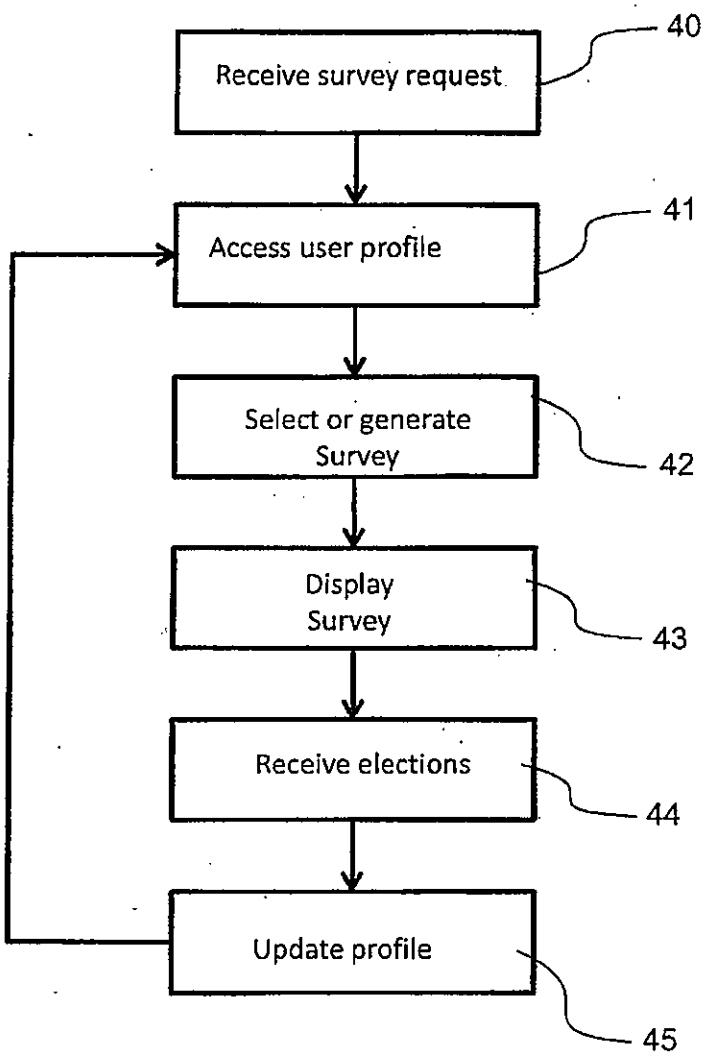

Receive survey request
40
Access user profile
41
Select or generate Survey
42
Display Survey
43
Receive elections
44
Update profile
45

Figure 4

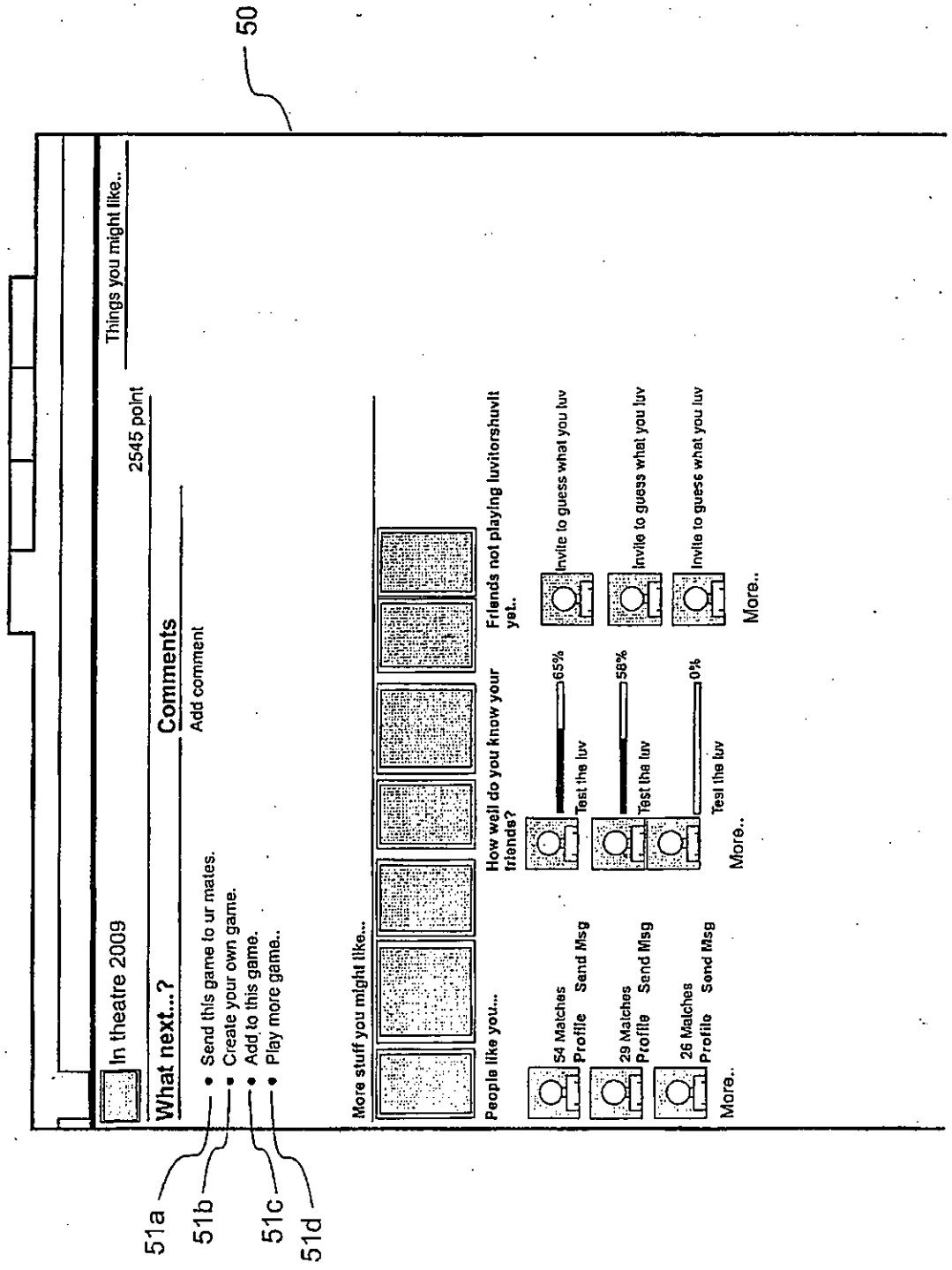

50
In theatre 2009
2545 point
Things you might like..
What next...?
Comments
Add comment
Send this game to ur mates.
Create your own game.
Add to this game.
Play more game..
51a
51b
51c
51d
More stuff you might like...
People like you...
54 Matches
Profile
Send Msg
29 Matches
Profile
Send Msg
26 Matches
Profile
Send Msg
More..
How well do you know your friends?
65%
Test the luv
58%
Test the luv
0%
Test the luv
More..
Friends not playing luvitorshuvit yet..
Invite to guess what you luv
Invite to guess what you luv
Invite to guess what you luv
More..

Figure 5

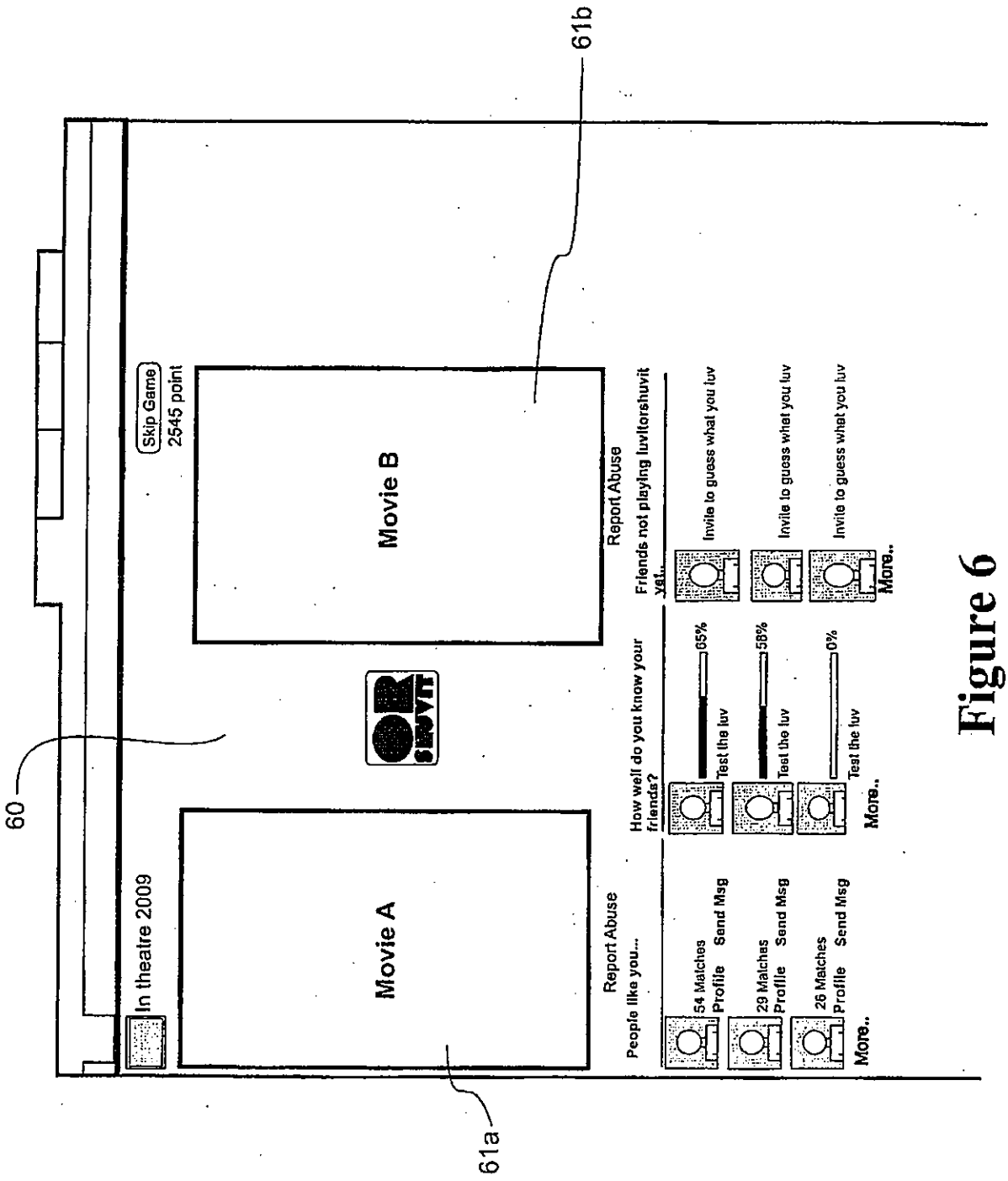

61b
60
61a
Movie A
Movie B
In theatre 2009
Skip Game
2545 point
Report Abuse
People like you...
54 Matches Profile Send Msg
29 Matches Profile Send Msg
26 Matches Profile Send Msg
More..
How well do you know your friends?
65% Test the luv
58% Test the luv
0% Test the luv
More..
Friends not playing luvitorshuvit yet..
Invite to guess what you luv
Invite to guess what you luv
Invite to guess what you luv
More..

Figure 6

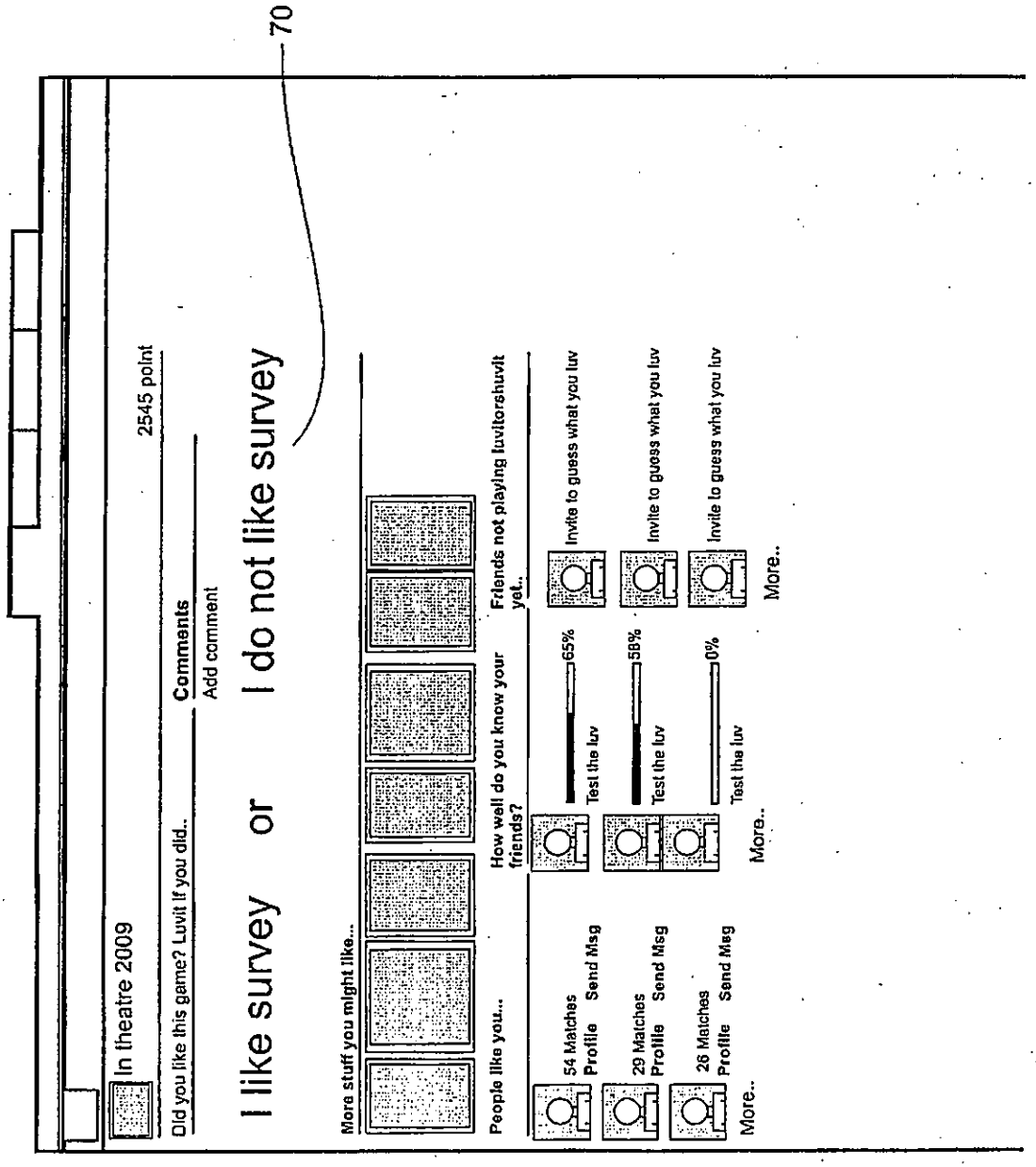

70
In theatre 2009
2545 point
Did you like this game? Luvit if you did..
Comments
Add comment
I like survey or I do not like survey
More stuff you might like...
People like you...
How well do you know your friends?
Friends not playing luvitorshuvit yet..
54 Matches
Profile Send Msg
29 Matches
Profile Send Msg
26 Matches
Profile Send Msg
More..
65%
58%
0%
Test the luv
Test the luv
Test the luv
More..
Invite to guess what you luv
Invite to guess what you luv
Invite to guess what you luv
More..

Figure 7

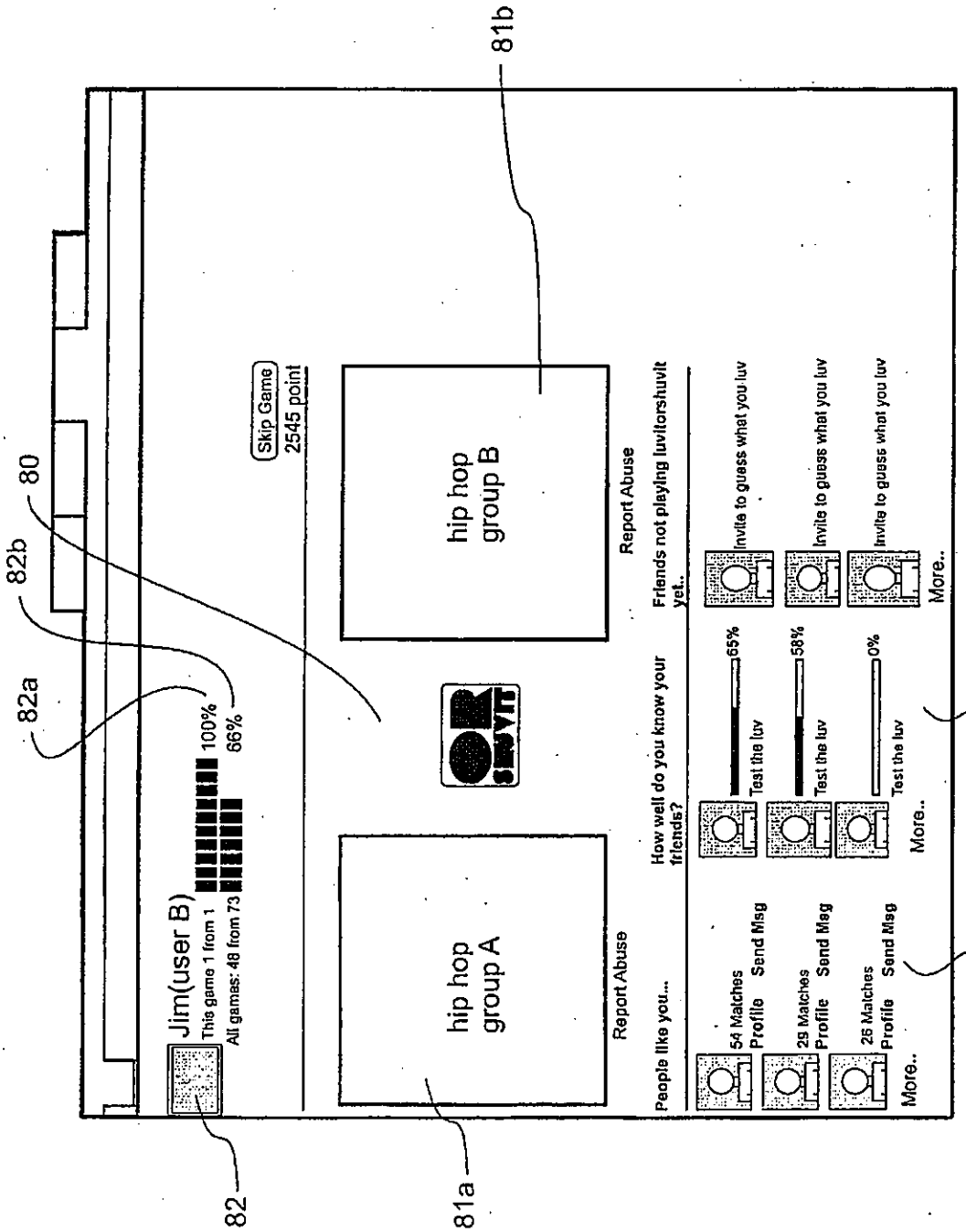

81b
80
82b
82a
Skip Game
2545 point
hip hop
group B
Report Abuse
Friends not playing luvitorshuvit yet..
How well do you know your friends?
Invite to guess what you luv
Invite to guess what you luv
Invite to guess what you luv
More..
65%
58%
0%
Test the luv
Test the luv
Test the luv
More..
83
Jim(user B)
This game 1 from 1
All games: 48 from 73
100%
66%
hip hop
group A
Report Abuse
People like you...
54 Matches
Profile Send Msg
29 Matches
Profile Send Msg
25 Matches
Profile Send Msg
More..
84
82
81a

Figure 8

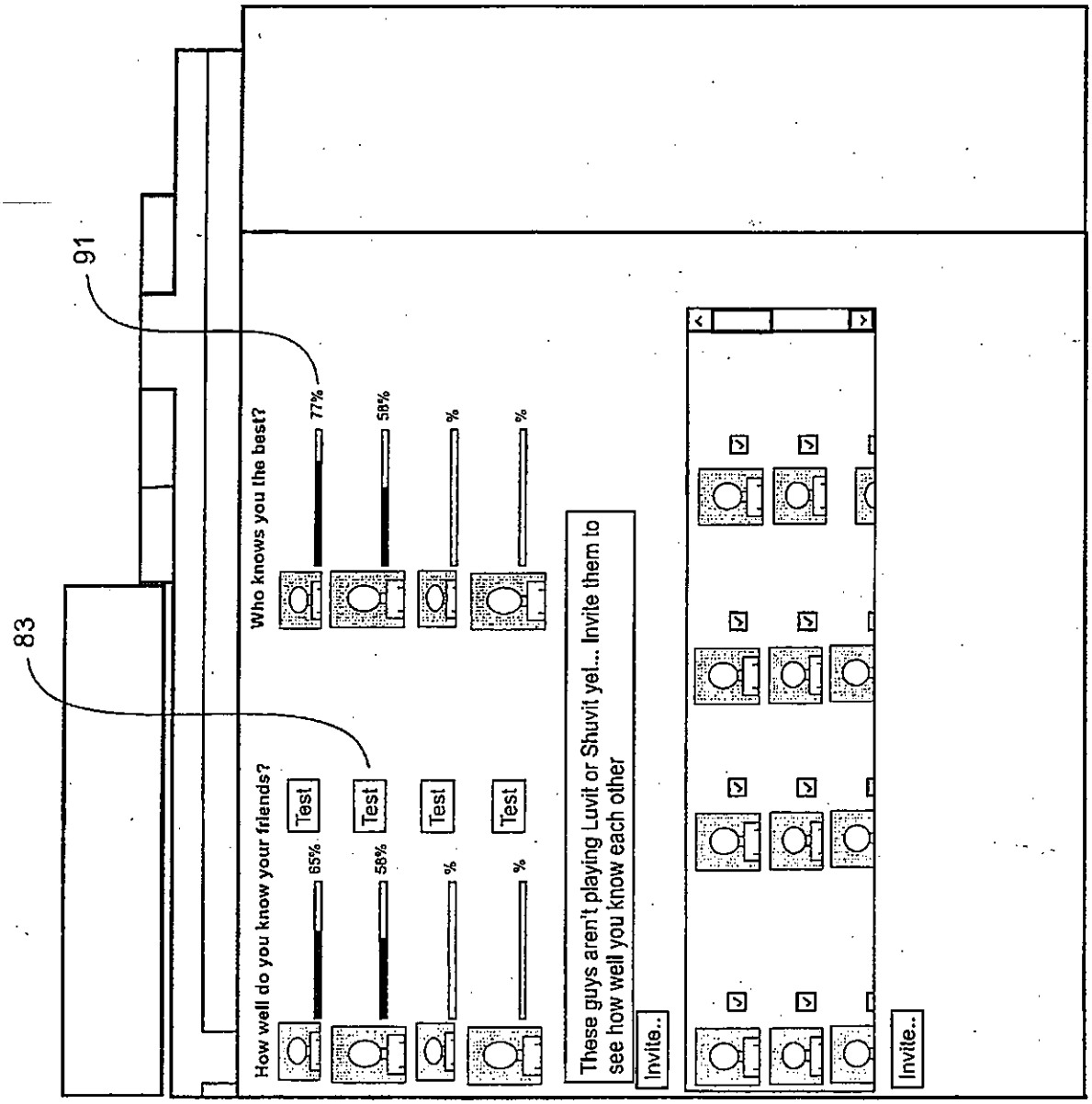

91
83
Who knows you the best?
77%
58%
%
%
How well do you know your friends?
Test
Test
Test
Test
65%
58%
%
%
These guys aren't playing Luvit or Shuvit yet... Invite them to see how well you know each other
Invite..
Invite..

Figure 9

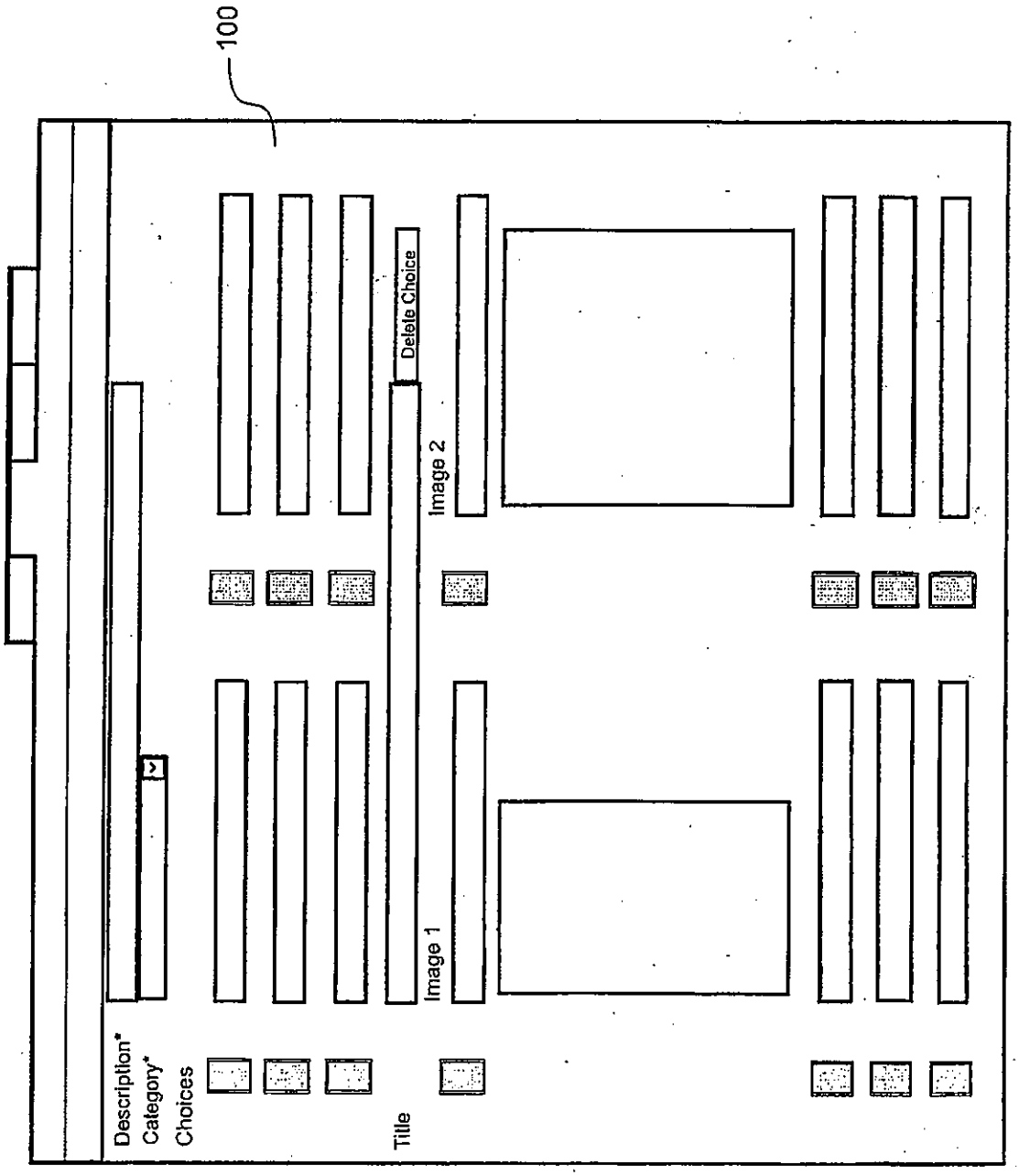

100
Delete Choice
Image 2
Image 1
Description*
Category*
Choices
Title

Figure 10

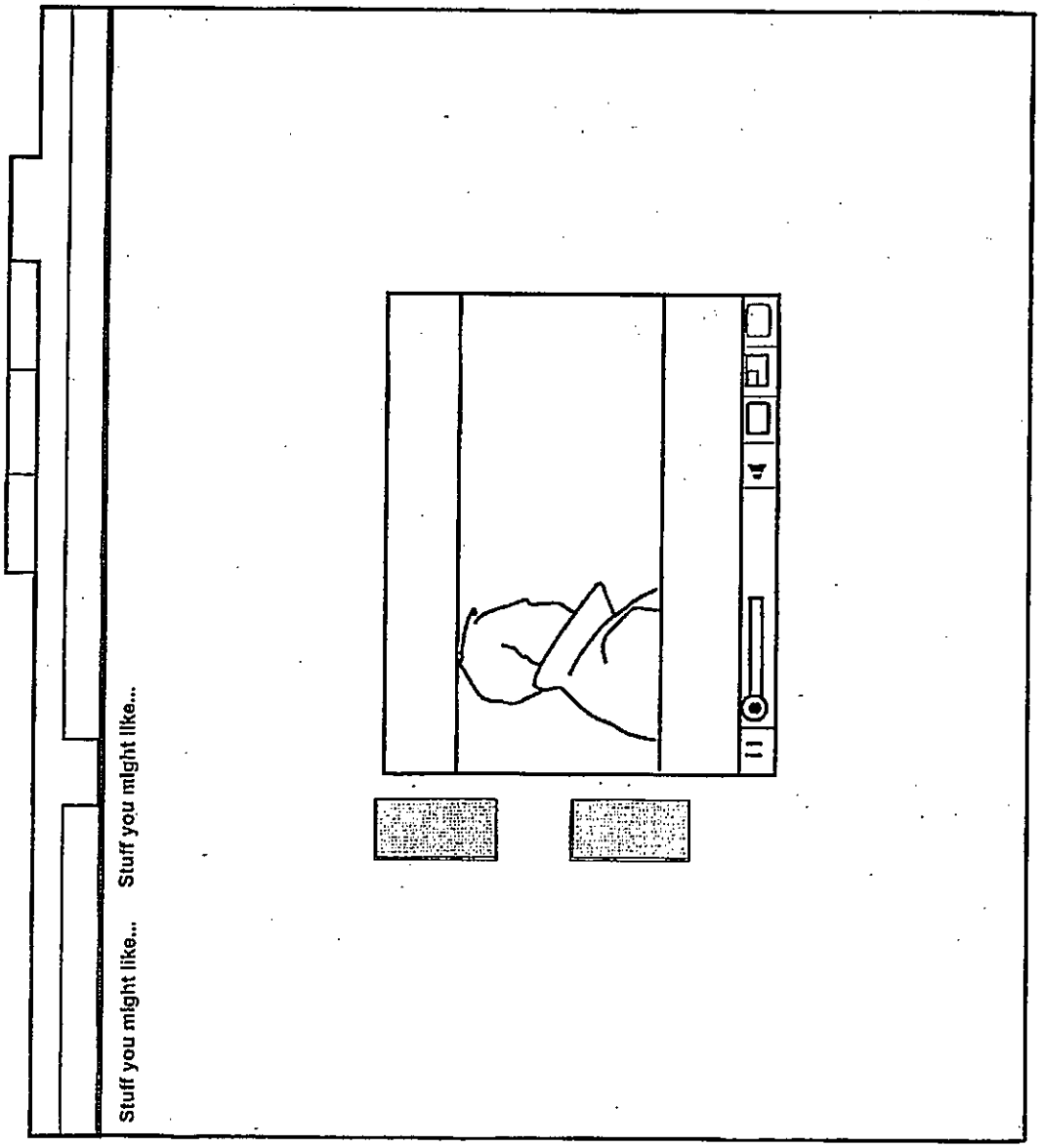


Figure 11

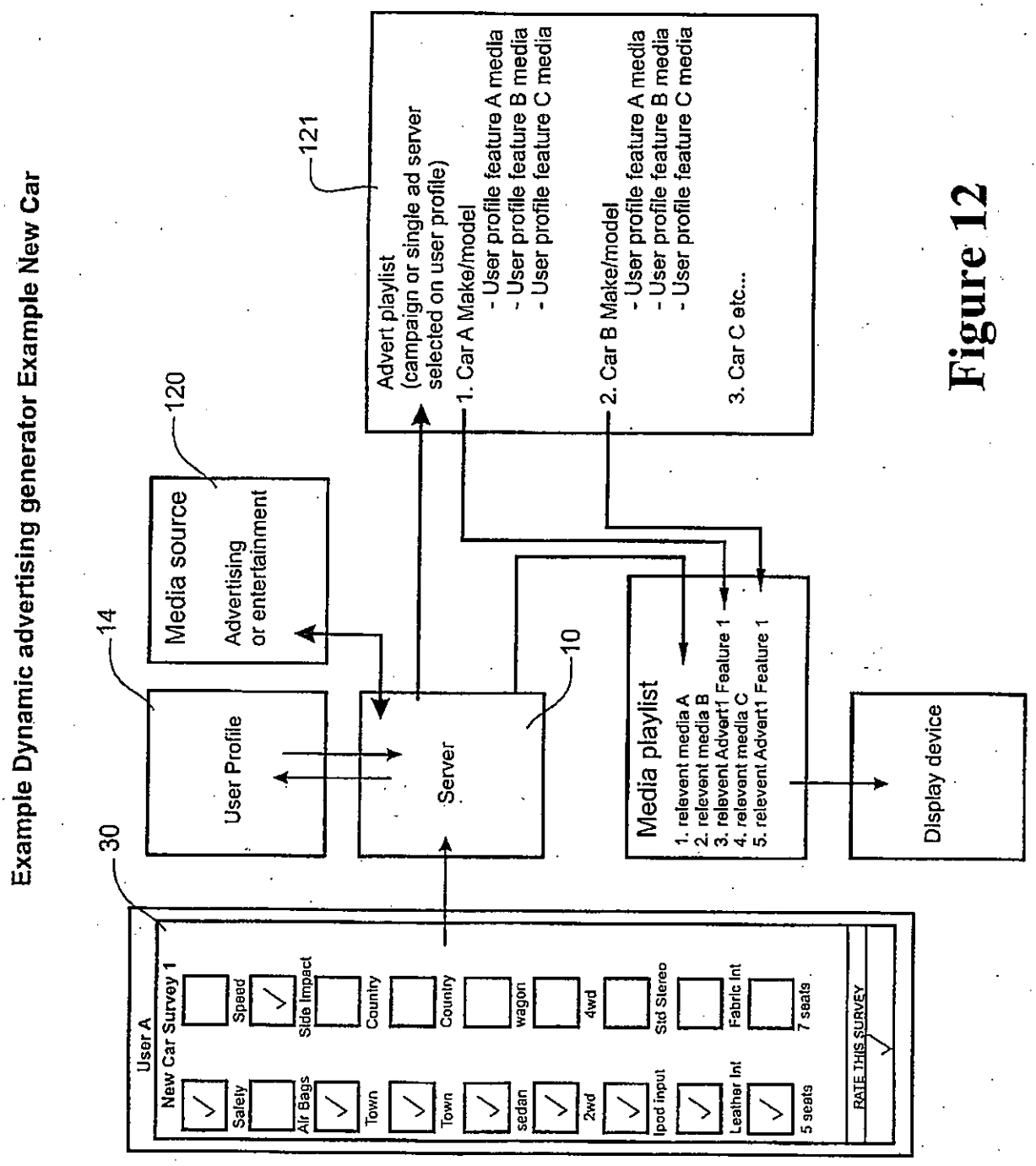

Example Dynamic advertising generator Example New Car
Advert playlist
(campaign or single ad server
selected on user profile)
1. Car A Make/model
- User profile feature A media
- User profile feature B media
- User profile feature C media
2. Car B Make/model
- User profile feature A media
- User profile feature B media
- User profile feature C media
3. Car C etc...
121
Media source
Advertising
or entertainment
120
14
User Profile
Server
10
Media playlist
1. relevent media A
2. relevent media B
3. relevent Advert1 Feature 1
4. relevent media C
5. relevent Advert1 Feature 1
Display device
30
User A
New Car Survey 1
Safety
Air Bags
Town
Town
sedan
2wd
Ipod input
Leather Int
5 seats
Speed
Side Impact
Country
Country
wagon
4wd
Std Stereo
Fabric Int
7 seats
RATE THIS SURVEY

Figure 12

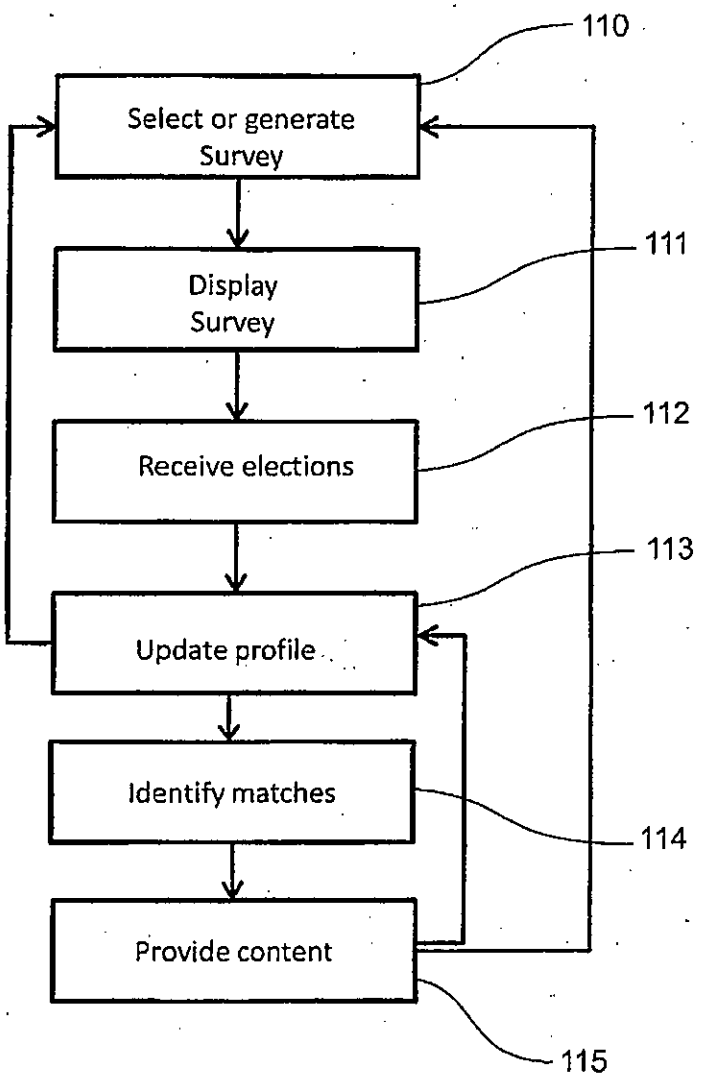

110
Select or generate Survey
111
Display Survey
112
Receive elections
113
Update profile
Identify matches
114
Provide content
115

Figure 13

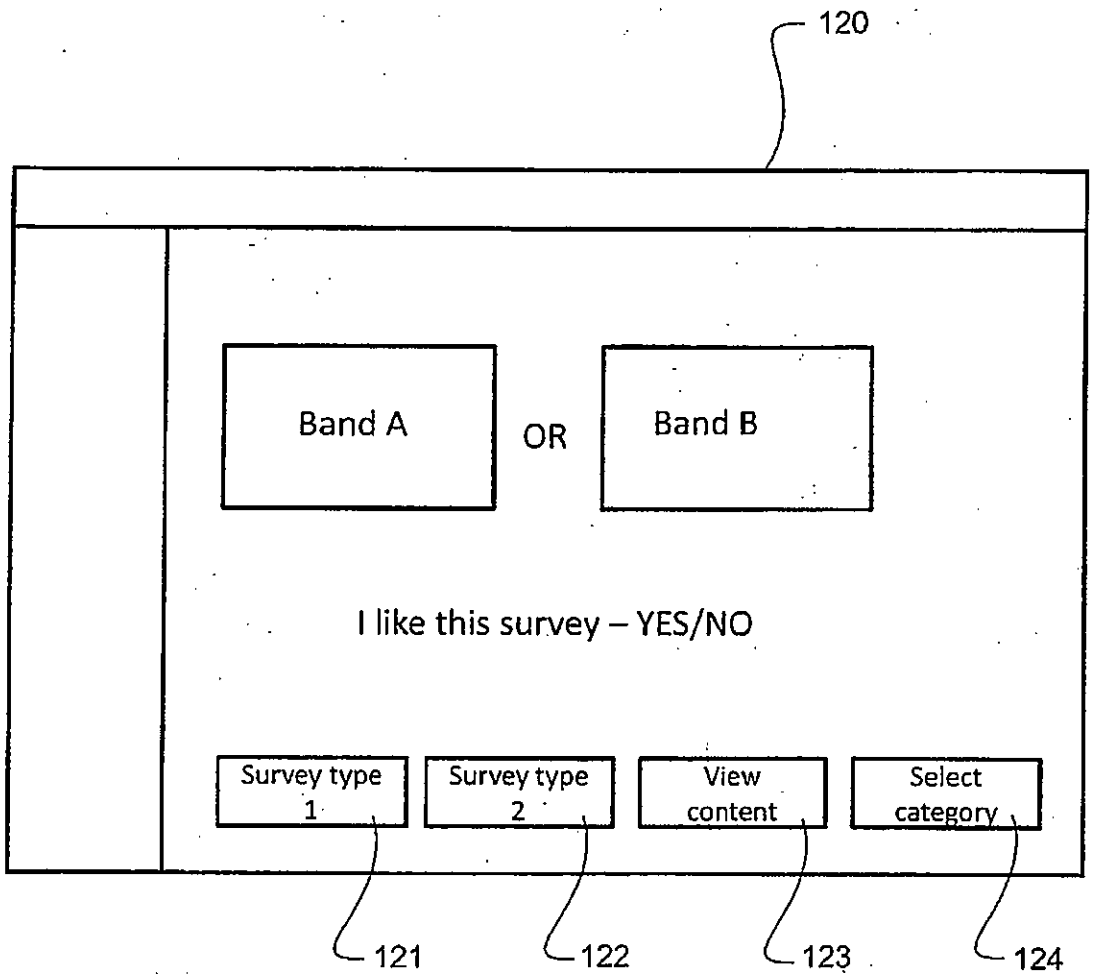

120
Band A
OR
Band B
I like this survey – YES/NO
Survey type 1
Survey type 2
View content
Select category
121
122
123
124

Figure 14

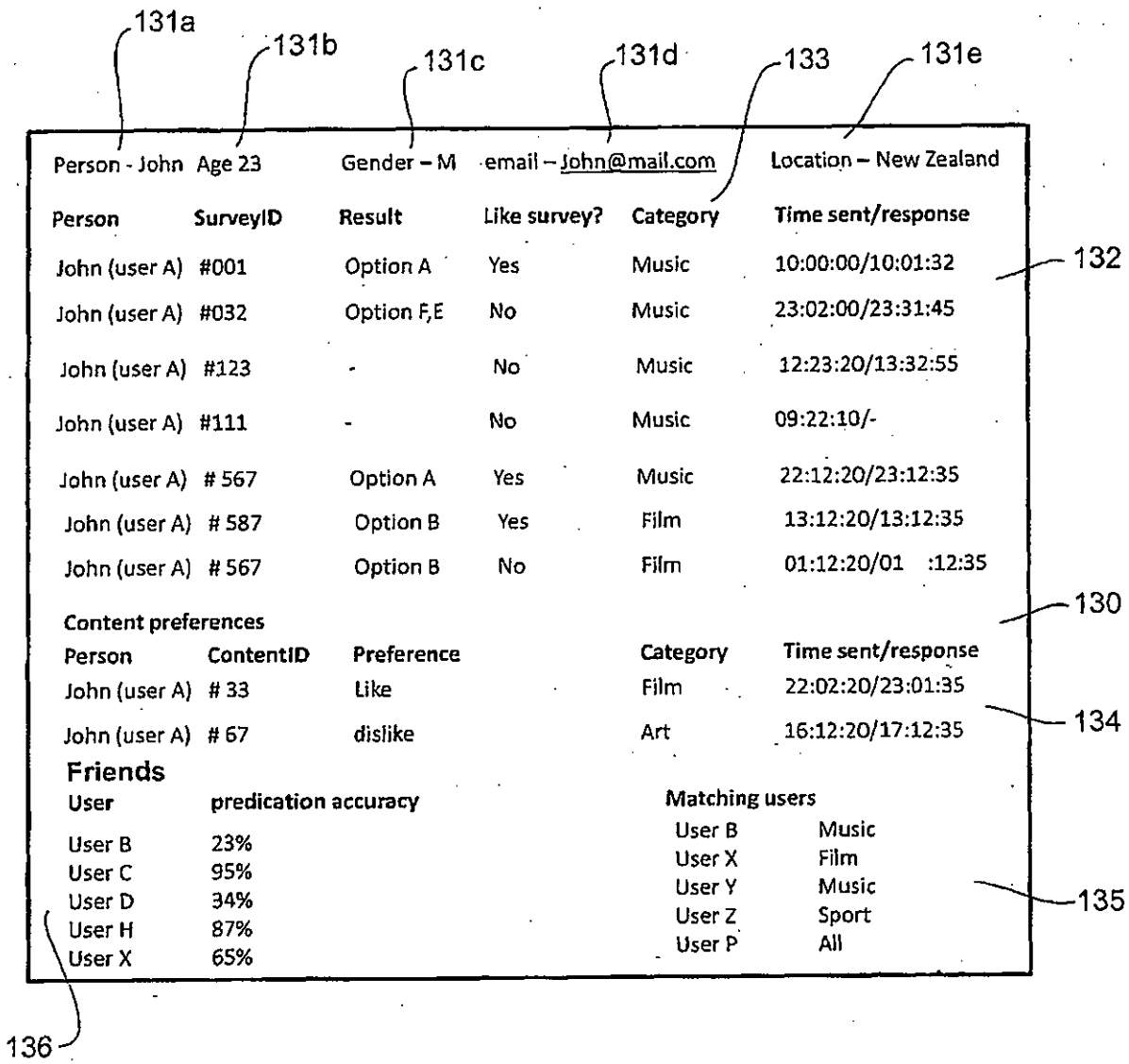

131a
131b
131c
131d
133
131e
Person - John Age 23
Gender – M
email – John@mail.com
Location – New Zealand
Person SurveyID Result Like survey? Category Time sent/response
John (user A) #001 Option A Yes Music 10:00:00/10:01:32
John (user A) #032 Option F,E No Music 23:02:00/23:31:45
John (user A) #123 - No Music 12:23:20/13:32:55
John (user A) #111 - No Music 09:22:10/-
John (user A) # 567 Option A Yes Music 22:12:20/23:12:35
John (user A) # 587 Option B Yes Film 13:12:20/13:12:35
John (user A) # 567 Option B No Film 01:12:20/01 :12:35
132
Content preferences
130
Person ContentID Preference Category Time sent/response
John (user A) # 33 Like Film 22:02:20/23:01:35
John (user A) # 67 dislike Art 16:12:20/17:12:35
134
Friends
User predication accuracy
User B 23%
User C 95%
User D 34%
User H 87%
User X 65%
Matching users
User B Music
User X Film
User Y Music
User Z Sport
User P All
135
136

Figure 15

Person - Jill	Age 25	Gender – F	email – Jill@mail.com		location – New Zealand
Person	**SurveyID**	**Result**	**Like survey?**	**Category**	**Time sent/response**
Jill (user B)	#001	Option A	Yes	Music	10:10:00/10:11:32
Jill (user B)	#032	Option F,E	No	Music	14:02:00/14:31:45
Jill (user B)	#145	Option A	No	Music	12:23:23/13:32:59
Jill (user B)	#111	-	No	Music	09:22:10/09:29:00
Jill (user B)	# 567	Option B	No	Music	13:12:20/13:12:35
Jill (user B)	# 22	Option A	Yes	Art	22:16:20/23:18:35
Jill (user B)	# 654	Option A	Yes	Film	12:12:20/13:12:35

140

Content preferences

Person	**ContentID**	**Preference**	**Category**	**Time sent/response**
Jill (user B)	# 46	Like	Film	12:12:20/13:12:35
Jill (user B)	# 98	Like	Film	22:12:10/23:14:35

Friends

User	**predication accuracy**
User A	42%
User C	95%
User D	34%
User H	87%
User X	65%

Matching users

User A	Music
User Q	Film
User W	Film
User Z	All
User H	All

Figure 16

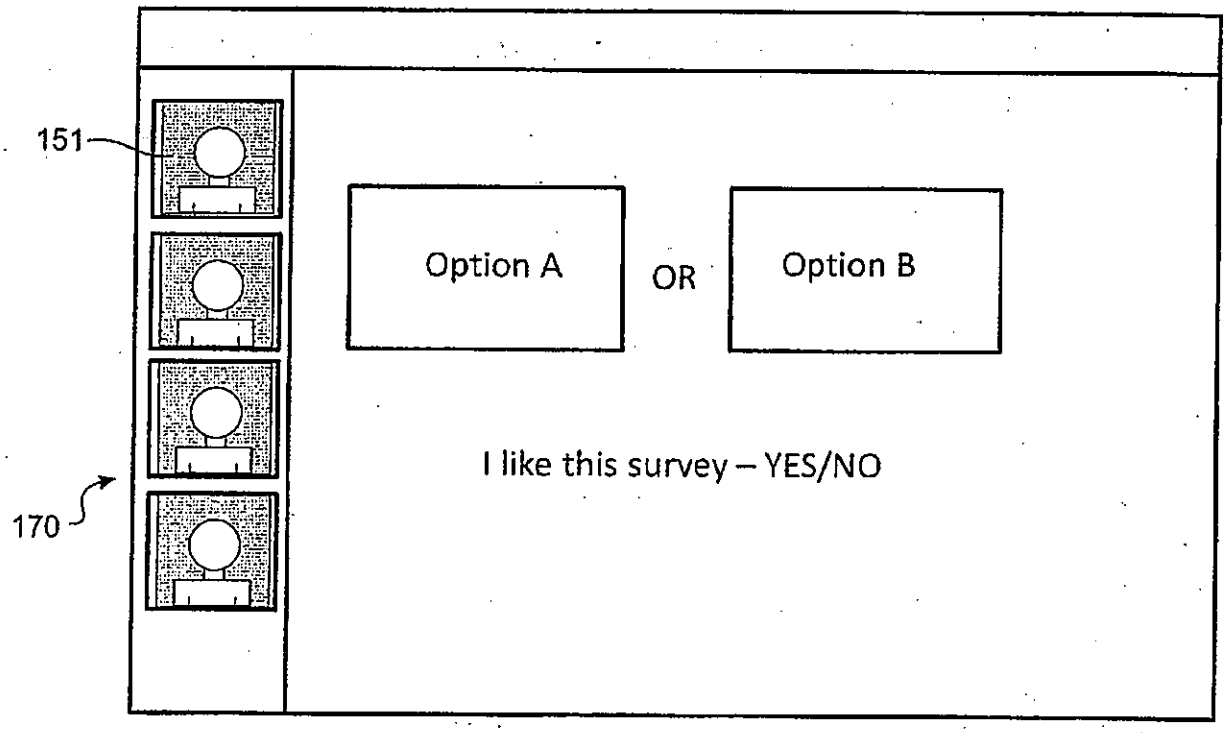


Figure 17

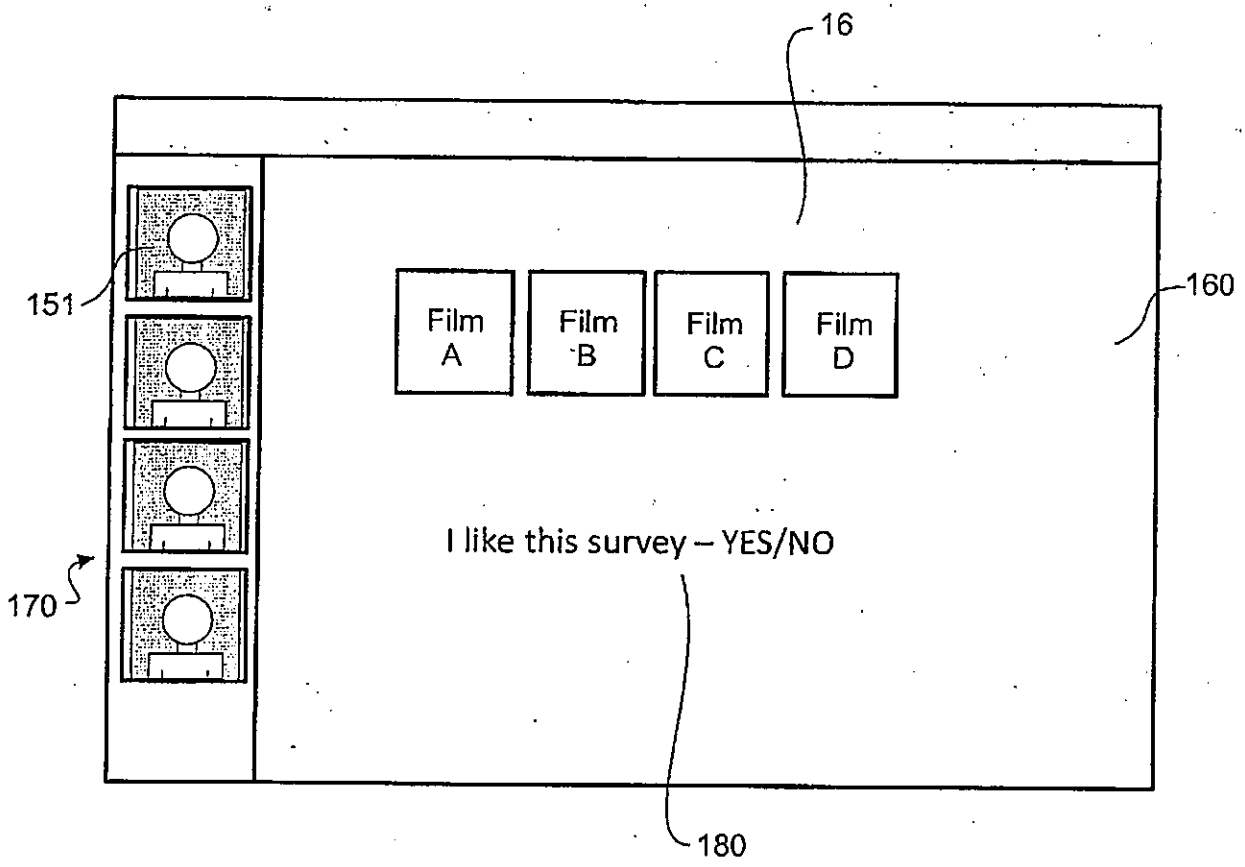

16
151
Film A
Film B
Film C
Film D
160
I like this survey – YES/NO
170
180

Figure 18