CLAIMS

1. A method comprising:

maintaining, by a system comprising a processor, respective content rights data in association with a plurality of data items, wherein the data items are user interface elements that respectively represent associated media content items;

receiving, by the system, a client request for a data item of the plurality of data items, in which the request is from a client device and includes client content rights data, and the request is associated with generation of a content menu in a user interface on the client device;

determining, by the system based on the client content rights data, whether the content rights data maintained in association with the data item indicates that an associated media content item represented by the data item is authorized for the client device, wherein the determining comprises:

identifying a current geographic location of the client device,

identifying a brand of the associated media content item, and

determining whether the brand is valid for the current geographic location of the client device;

in response to determining that the content rights data maintained in association with the data item indicates that the associated media content item is authorized for the client device, transmitting, by the system, a first message to the client device, wherein the first message comprises the data item and initiates the client device to render the content menu of the user interface with the data item being selectable on the content menu; and

in response to determining that the content rights data maintained in association with the data item indicates that the associated media content item is not authorized for the client device, transmitting, by the system, a second message to the client device, wherein the second message initiates the client device to render the content menu of the user interface where the data item is not presented in the content menu of the user interface.

2. The method of claim 1, wherein determining whether the content rights data maintained in association with the data item indicates that the associated media content item is authorized for the client device comprises computing a hash key based upon an identifier of the data item and at least part of the client content rights data, and using the hash key to look for a cache entry.

3. The method of claim 1, wherein determining whether the content rights data maintained in association with the data item indicates that the associated media content item is authorized for the client device comprises formulating a query for the data item in which one or more query parameters correspond to at least part of the client content rights data.

4. The method of claim 1, wherein determining whether the content rights data maintained in association with the data item indicates that the associated media content item is authorized for the client device comprises evaluating time information in the content rights data with respect to a time of the request.

5. The method of claim 1, wherein receiving the client request for the data item that includes the client content rights data comprises receiving a request and accompanying token.

6. The method of claim 5, wherein determining whether the content rights data maintained in association with the data item indicates that the associated media content item is authorized for the client device comprises processing the token to obtain the content rights data therefrom.

7. The method of claim 1, wherein the second message comprises an error indication.

8. The method of claim 1, wherein second message comprises the data item in an inactive form.

9. The method of claim 1, wherein maintaining the content rights data in association with the data item comprises receiving a message from a writer containing the content rights data in a message header and the data item content in a message body.

10. The method of claim 1, wherein maintaining the content rights data in association with the data item comprises receiving a message from a writer containing the content rights data in a message header and a reference to the data item content in a message body.

11. A system comprising,

a processor; and

a memory communicatively coupled to the processor, the memory having stored therein computer-executable instructions, comprising:

request handling logic that:

maintains respective content rights data in association with a plurality of data items, wherein the data items are user interface elements that respectively represent associated media content items,

receives a client request for a data item of the plurality of data items from an client device, the request including a data item identifier and associated with a token having client content rights data therein, and the request is associated with generation of a content menu in a user interface on the client device;

content rights logic that:

determines whether the client content rights data indicates that the associated media content item represented by the data item is authorized for the client device, comprising:

identifying a current geographic location of the client device,

identifying a brand of the associated media content item, and

determining whether the brand is valid for the current geographic location of the client device,

in response to a first determination that the content rights data maintained in association with the data item indicates that the associated media content item is authorized for the client device, transmit a first message to the client device, wherein the first message comprises the data item and controls the client device to render the content menu of the user interface with the data item being selectable on the content menu, and

in response to a second determination that the content rights data maintained in association with the data item indicates that the associated media content item is not authorized for the client device, transmitting a second message to the client device, wherein the second message controls the client device to render the content menu of the user interface where the data item is not presented in the content menu of the user interface.

12. The system of claim 11, wherein the second message comprises the data item in an inactive form.

13. The system of claim 11, wherein the client content rights data comprises at least one of: a territory constraint, a brand constraint, a channel constraint, an agent constraint, a commences constraint, or a ceases constraint.

14. A non-transitory computer-readable medium having instructions stored thereon that, in response to execution, cause a system including a processor to perform operations comprising:

maintaining respective content rights data in association with a plurality of data items, wherein the data items are user interface elements that respectively represent associated media content items,

receiving a client request for a data item of the plurality of data items from an client device, and the request is associated with generation of a content menu in a user interface on the client device;

obtaining client content rights data from a token associated with the client request; and

using the client content rights data to determine whether the associated media content item represented by the data item is authorized for the client device, wherein the using comprises:

identifying a current geographic location of the client device,

identifying a brand of the associated media content item, and

determining whether the brand is valid for the current geographic location of the client device;

in response to determining that the content rights data maintained in association with the data item indicates that the associated media content item is authorized for the client device, transmitting a first message to the client device, wherein the first message comprises the data item and initiates the client device to render the content menu of the user interface with the data item being selectable on the content menu; and

in response to determining that the content rights data maintained in association with the data item indicates that the associated media content item is not authorized for the client device, transmitting a second message to the client device, wherein the second message initiates the client device to render the content menu of the user interface where the data item is not presented in the content menu of the user interface.

15. The non-transitory computer-readable medium of claim 14, wherein using the client content rights data to determine whether the associated media content item is authorized for the client device comprises looking for a cached copy of the data item based at least in part on at least part of the client content rights data.

16. The non-transitory computer-readable medium of claim 15, wherein looking for the cached copy of the data item comprises computing a hash value as a cache

key, in which the hash value is based upon an identifier of the data item included in the client request and at least part of the client content rights data.

17. The non-transitory computer-readable medium of claim 14, wherein the second message comprises the data item in an inactive form.

18. The non-transitory computer-readable medium of claim 14, wherein using the client content rights data to determine whether the associated media content item is authorized for the client device comprises formulating a query for the data item including using at least part of the client content rights data as one or more query parameters.

19. The non-transitory computer-readable medium of claim 18, the operations further comprising receiving the data item in response to the query, and caching the data item.

20. The non-transitory computer-readable medium of claim 14, the operations further comprising modifying the client content rights data based upon a rule set comprising one or more rules.