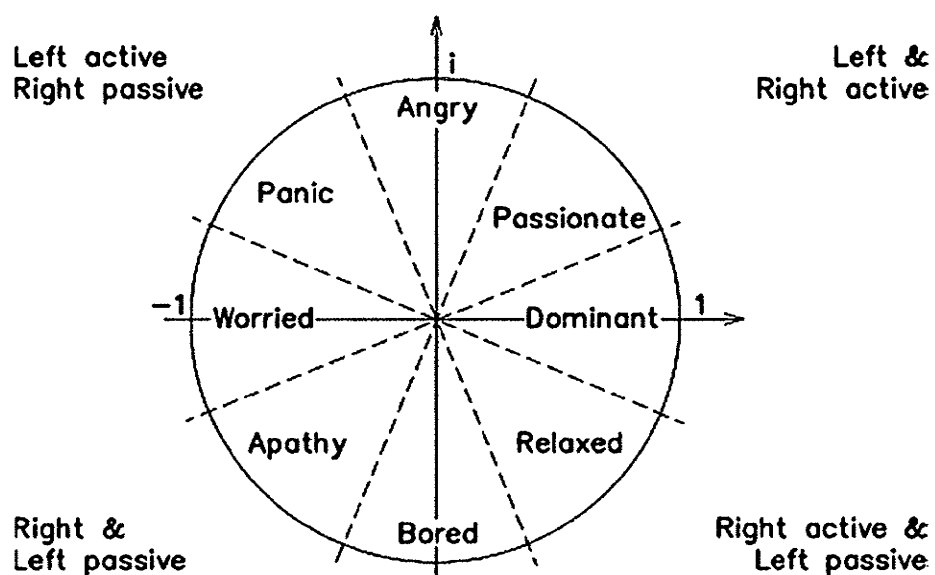
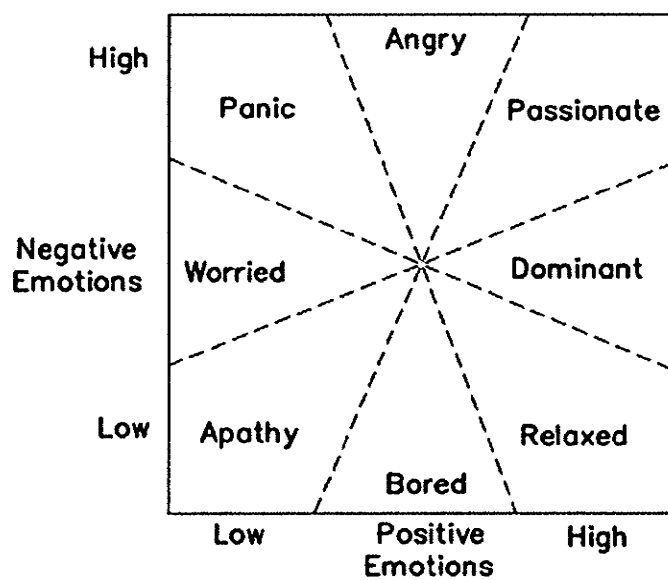
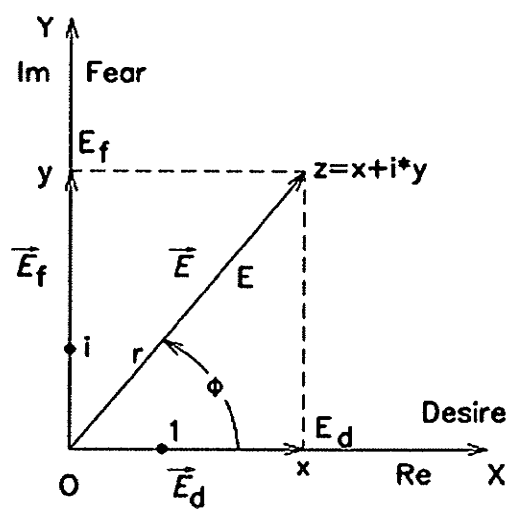
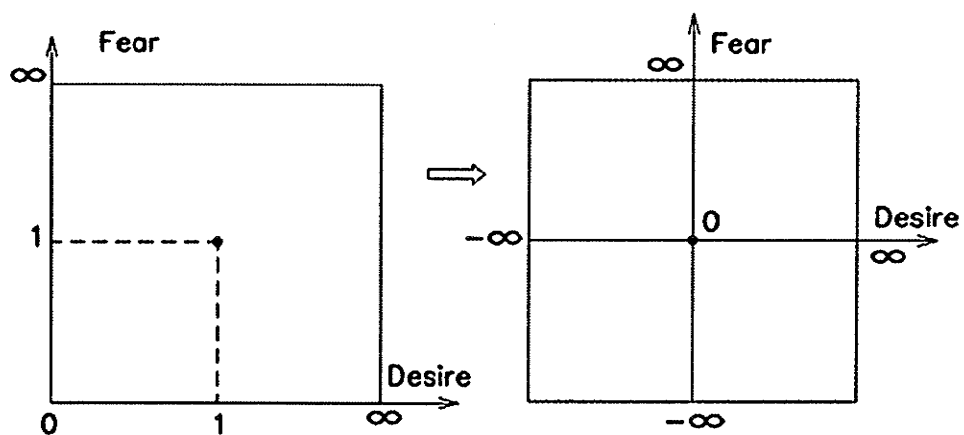
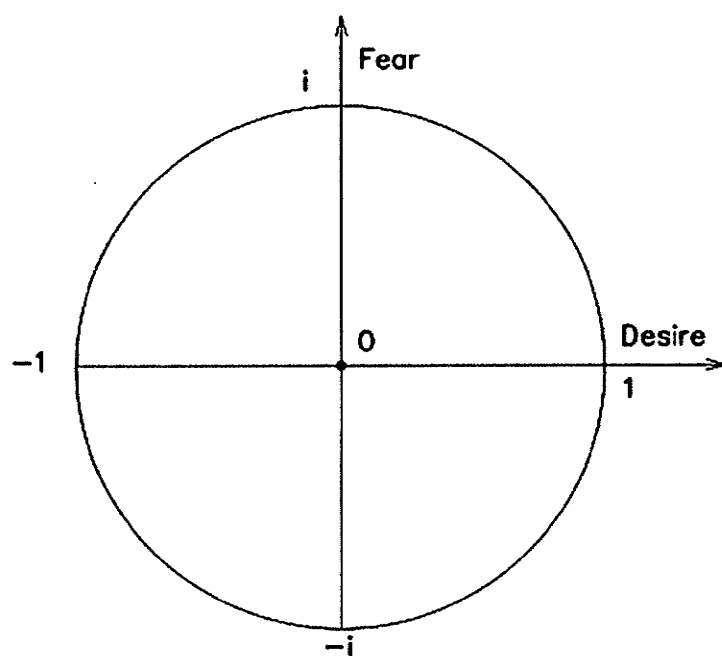
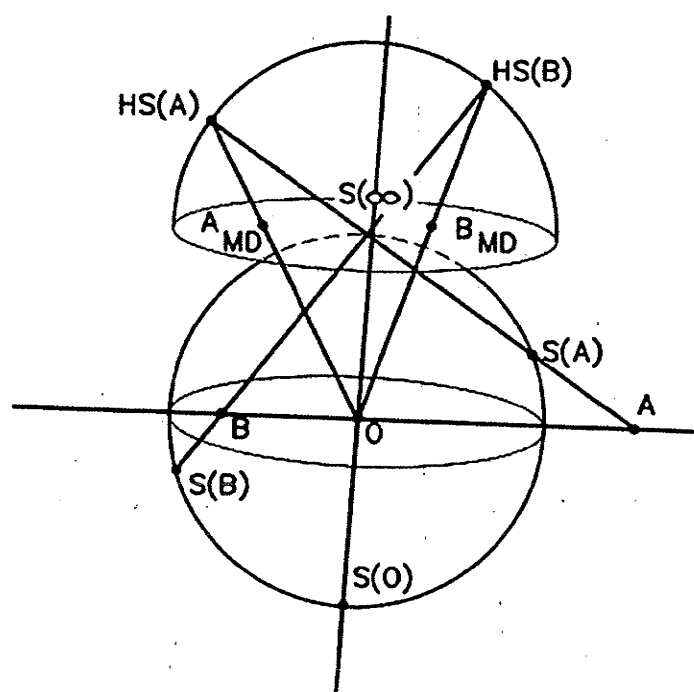
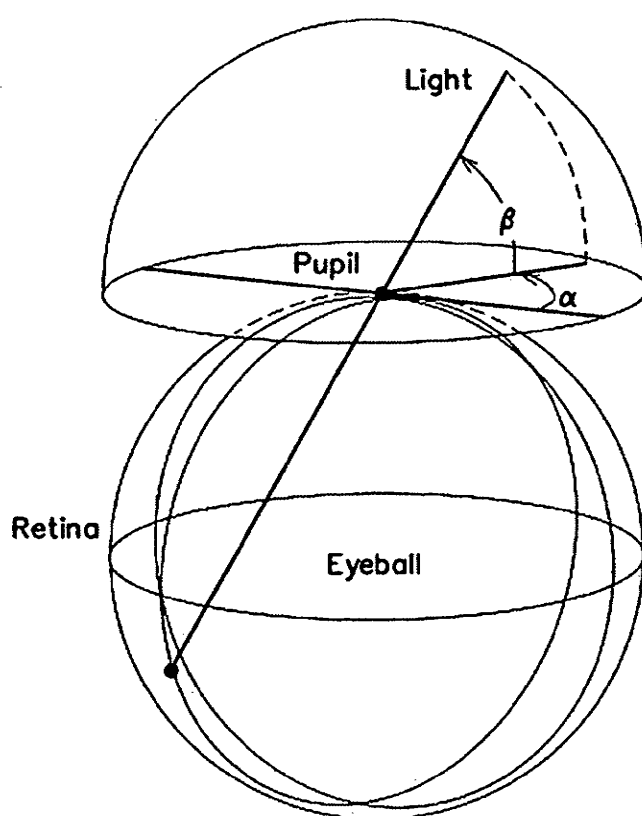


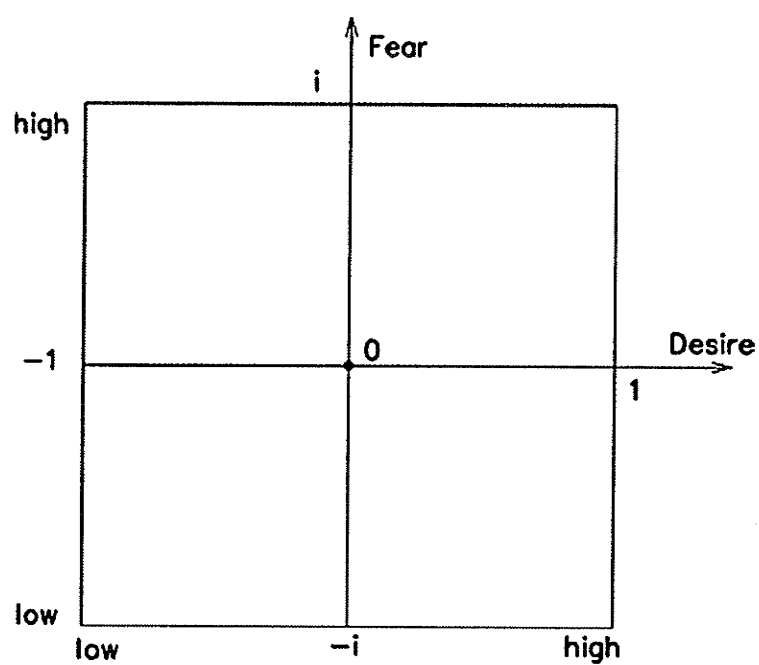
**FIG. 1A****FIG. 1B**

**FIG. 1C****FIG. 1D**

**FIG. 1E**

**FIG. 1F**

**FIG. 1G**

**FIG. 1H**

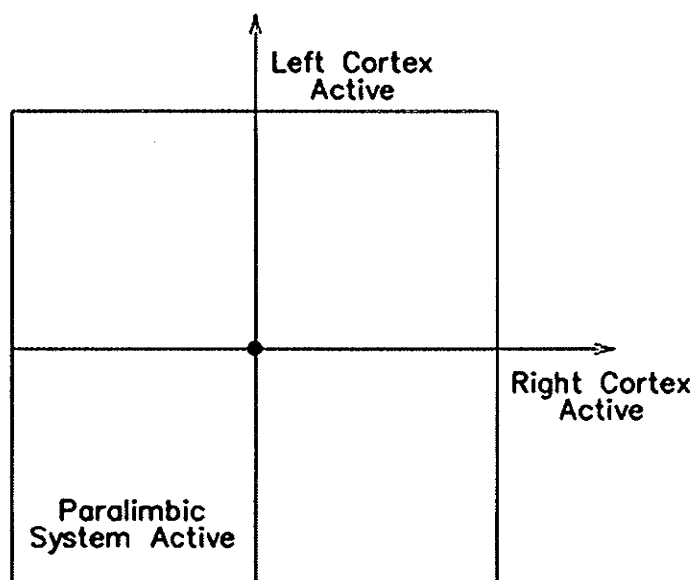


FIG. 1I

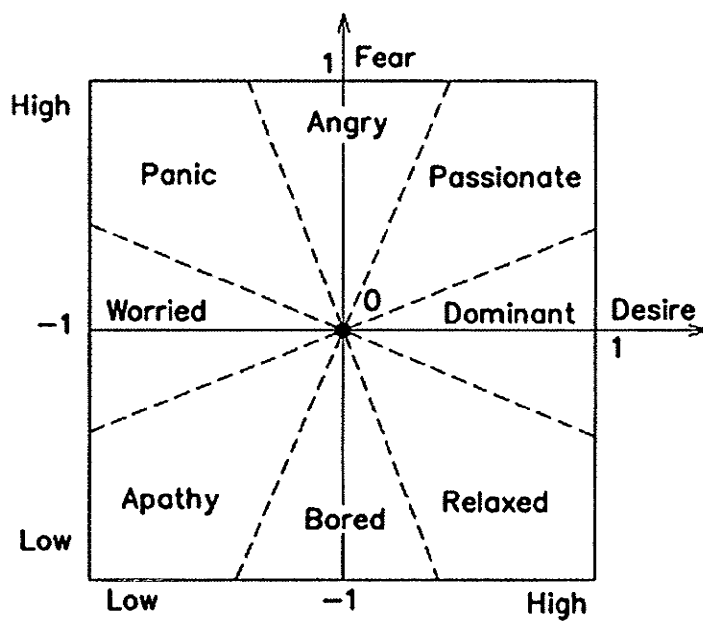


FIG. 1J

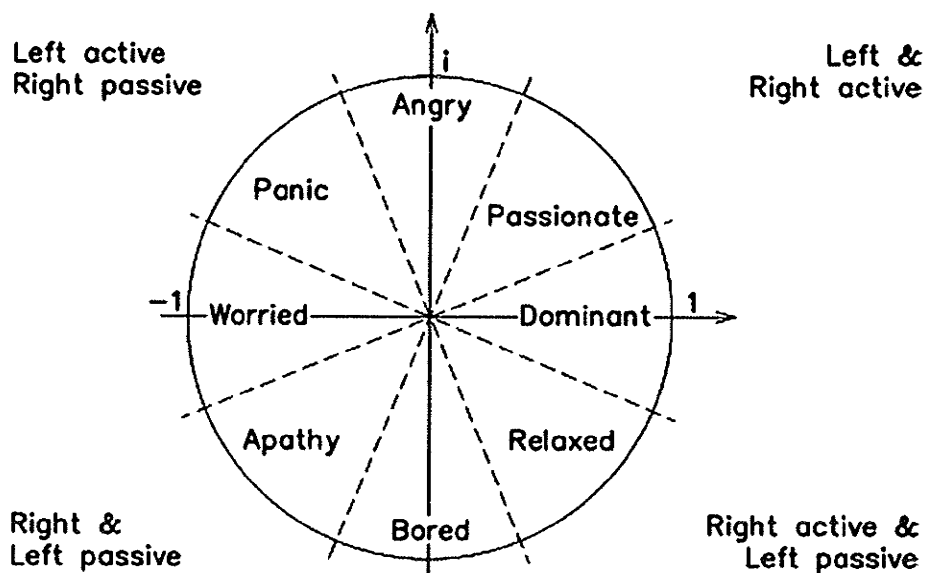


FIG. 1K

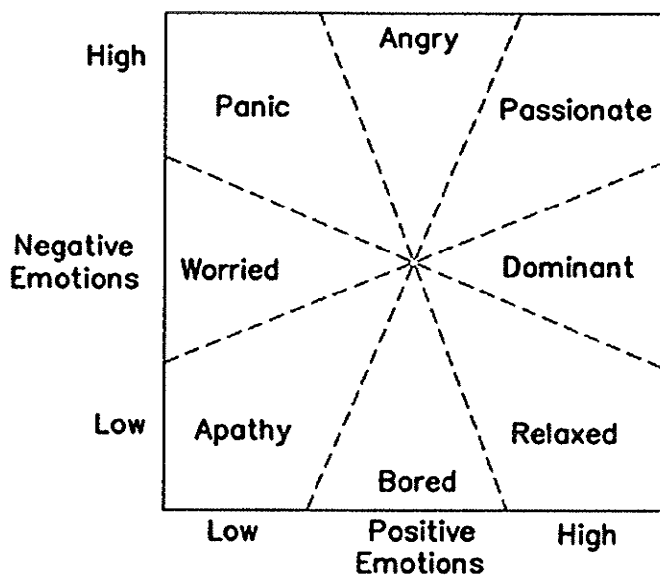
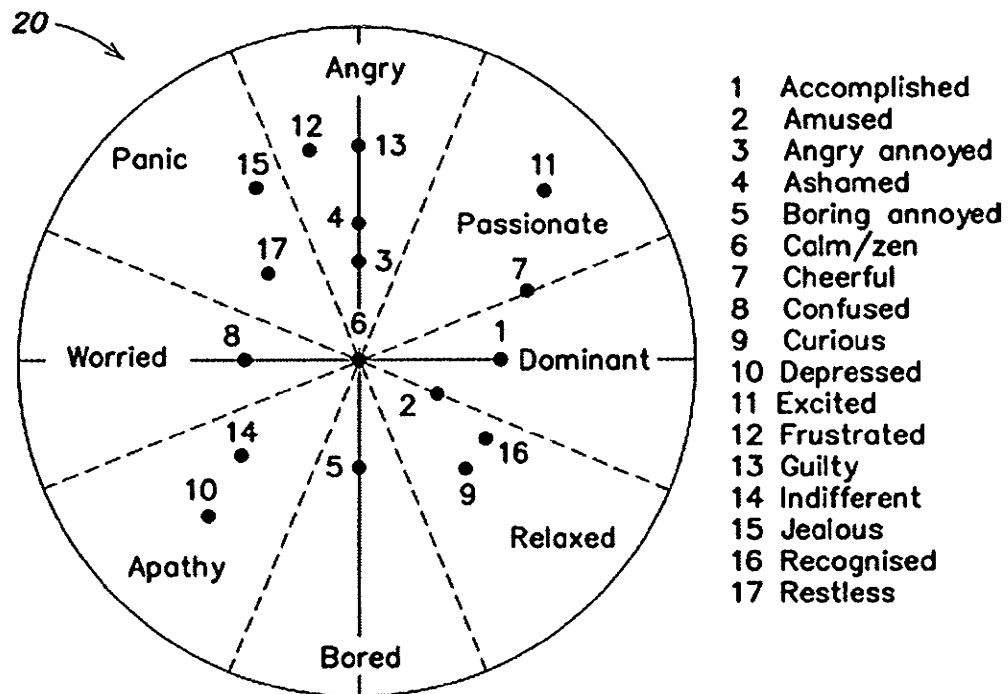
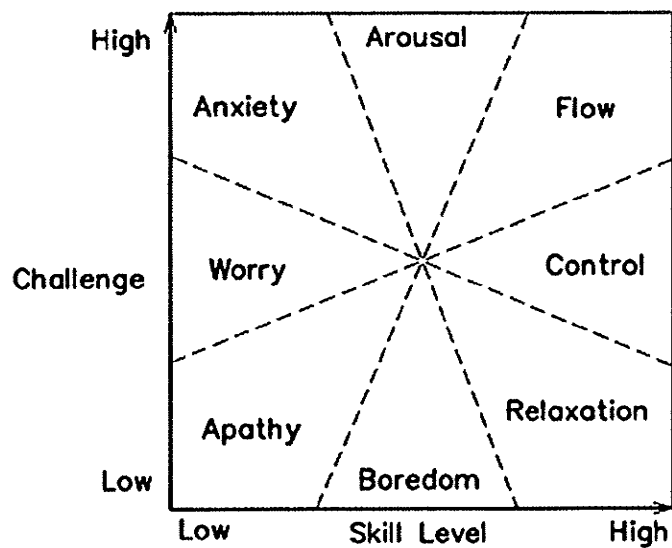
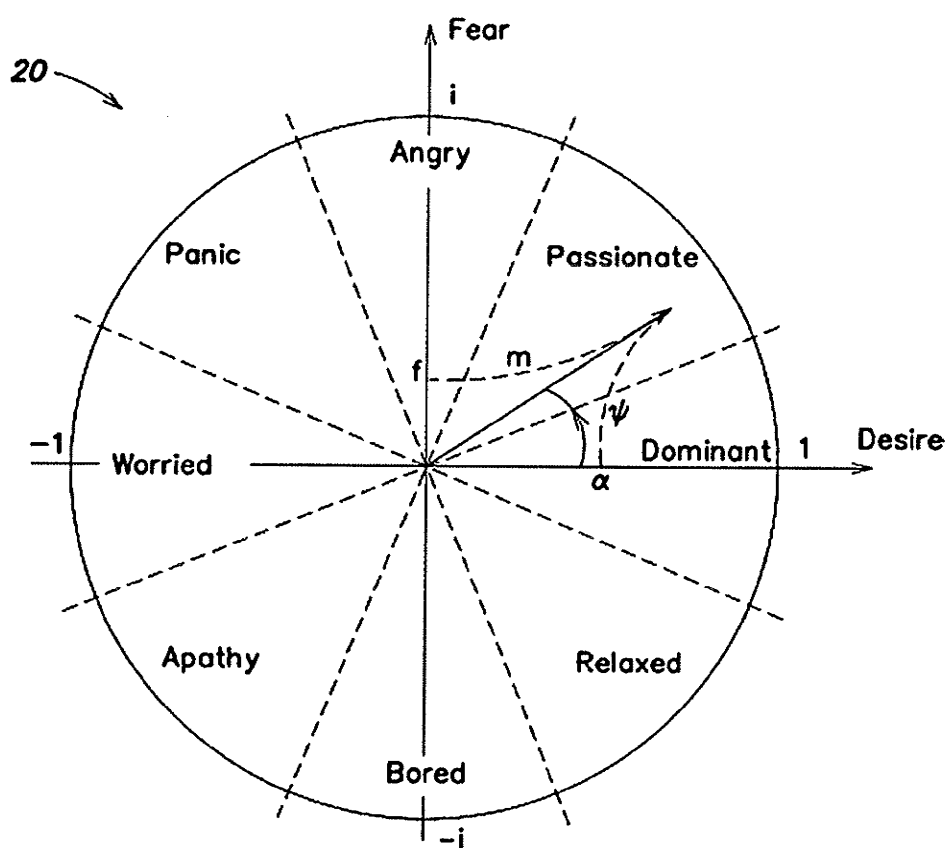


FIG. 1L

**FIG. 1M****FIG. 1N**
(Prior Art)

**FIG. 2**

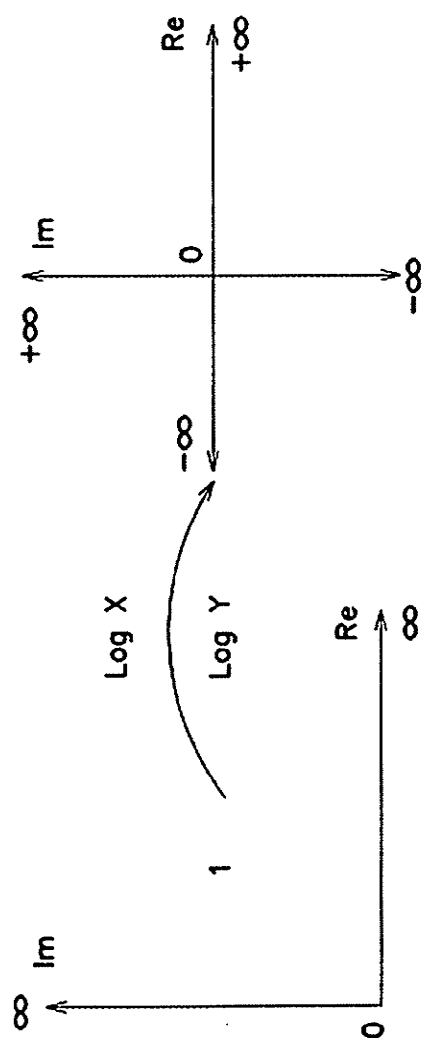
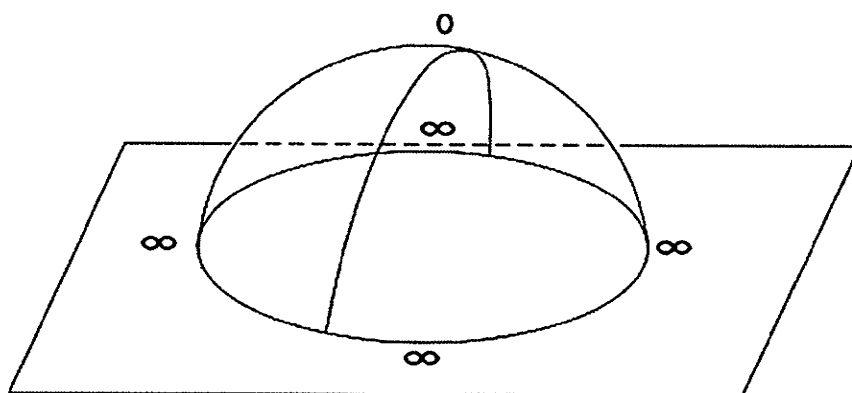
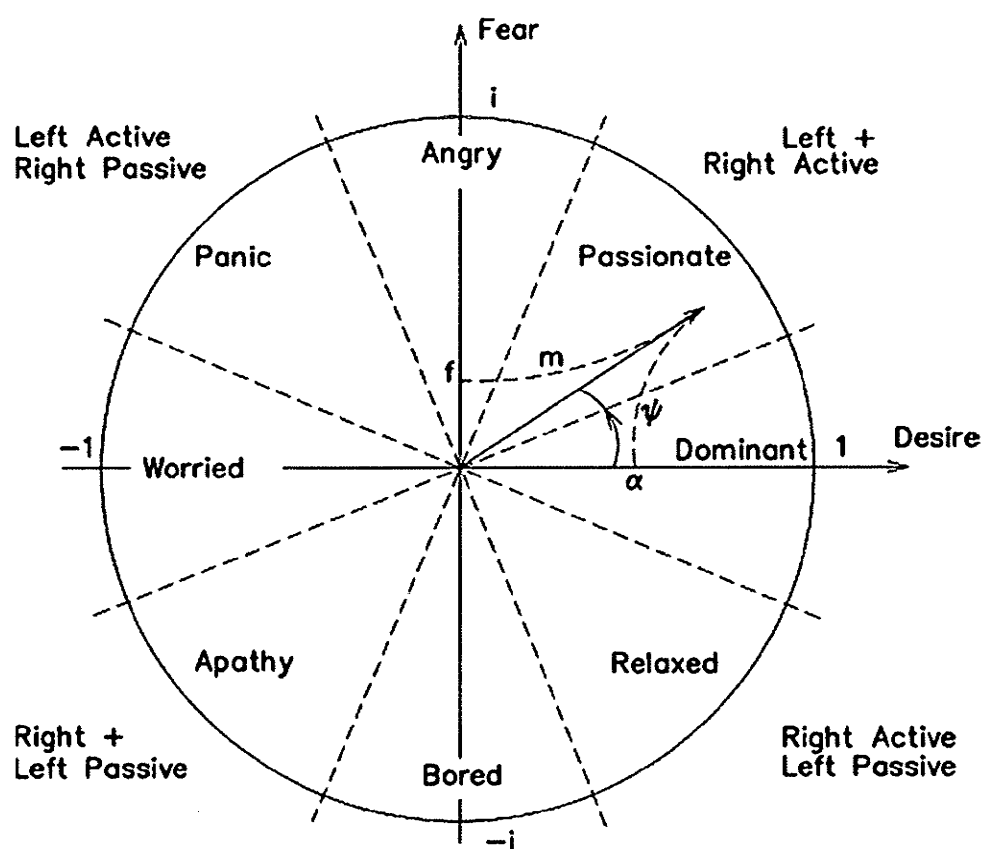
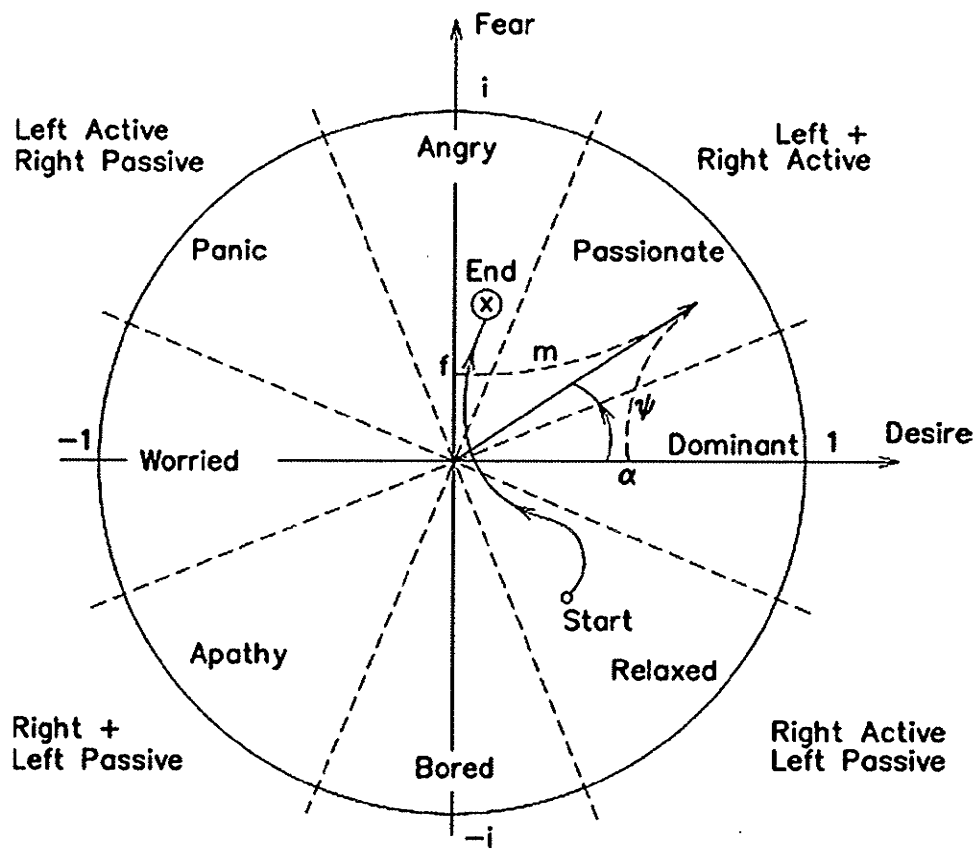


FIG. 3

**FIG. 4**

**FIG. 5**

**FIG. 6A**

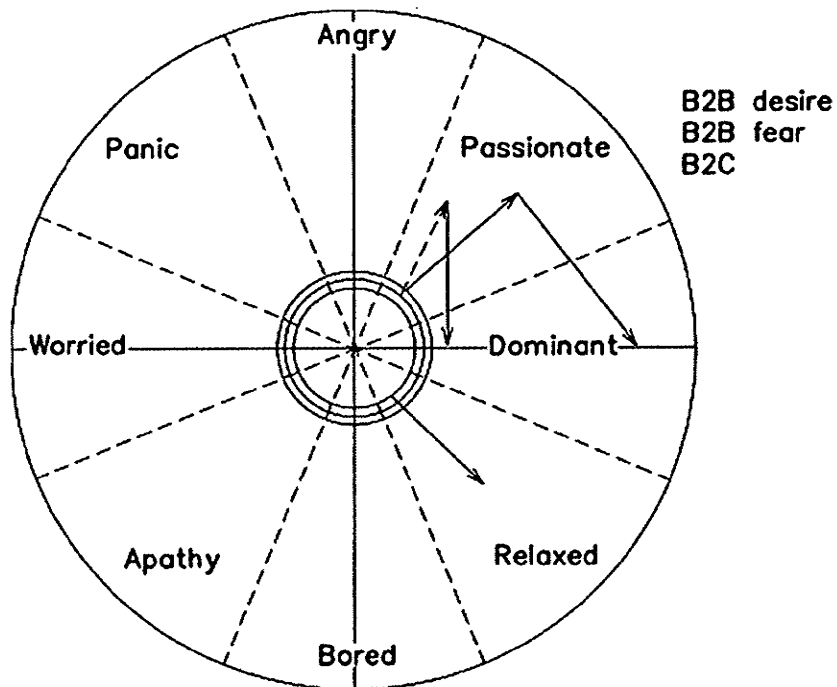


FIG. 6B

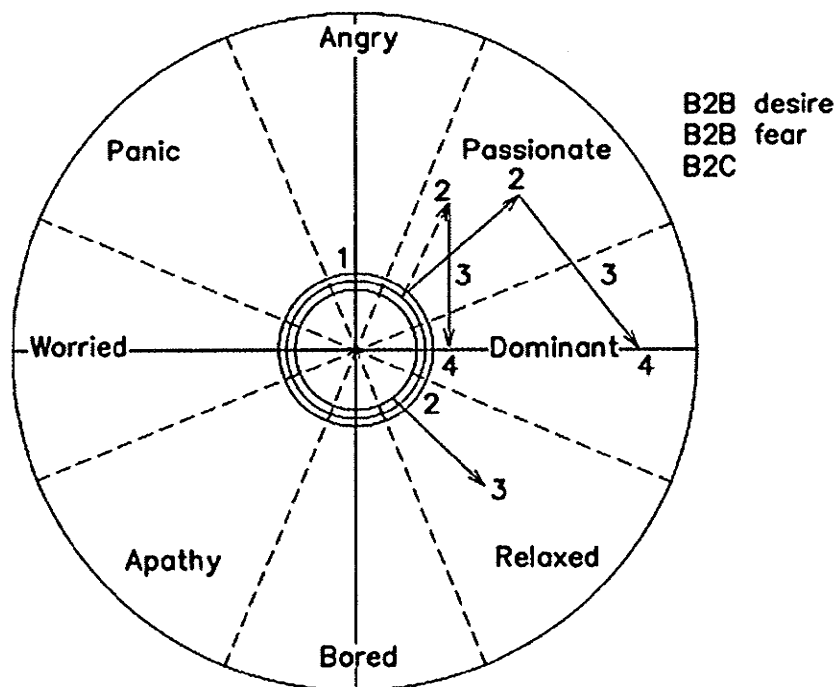


FIG. 6C

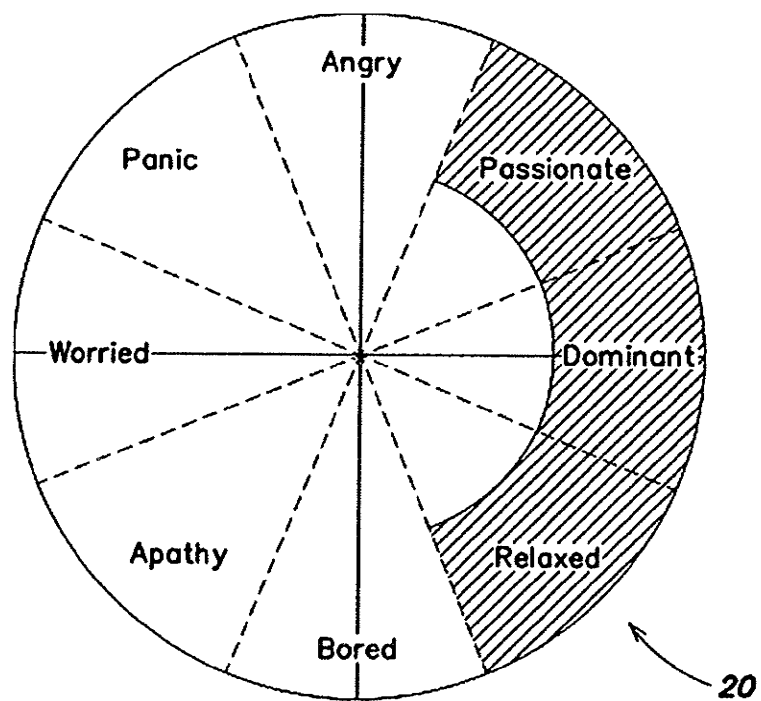


FIG. 6D

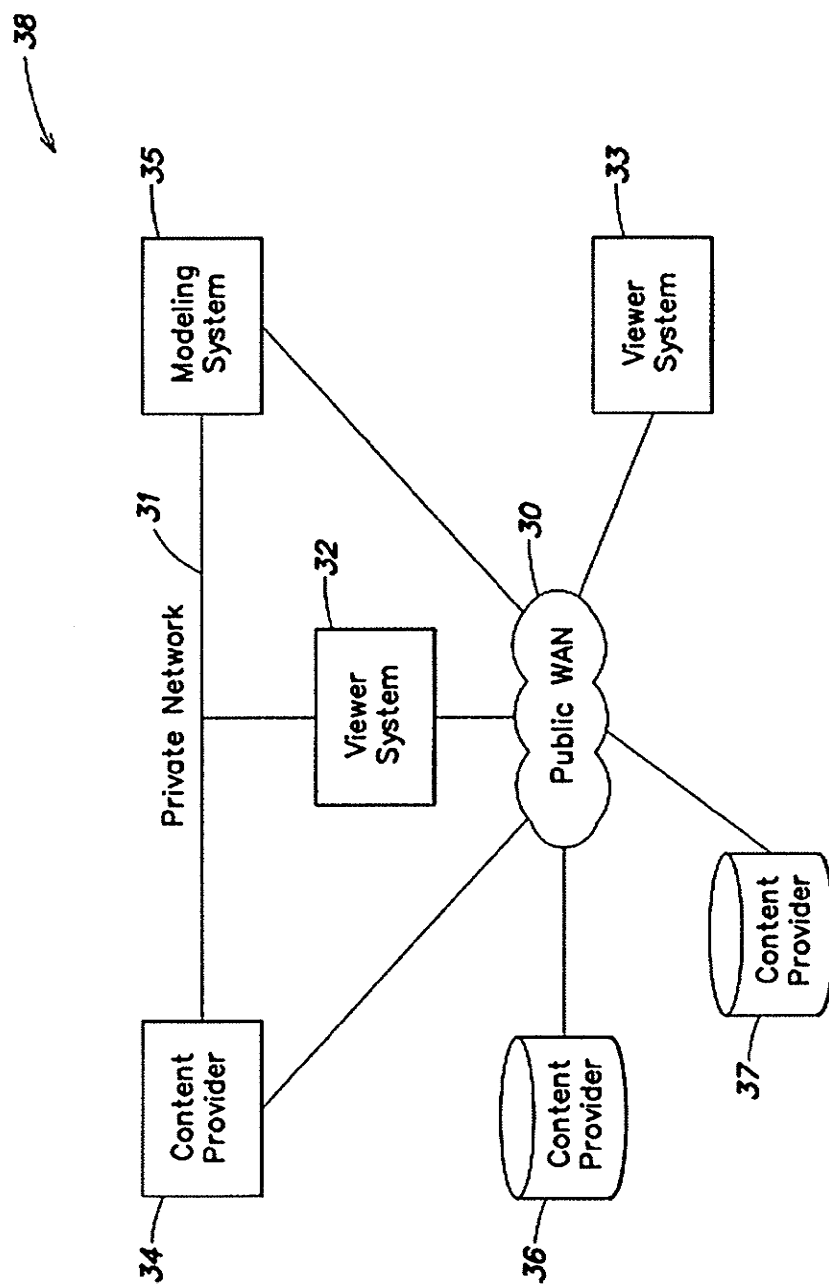


FIG. 7

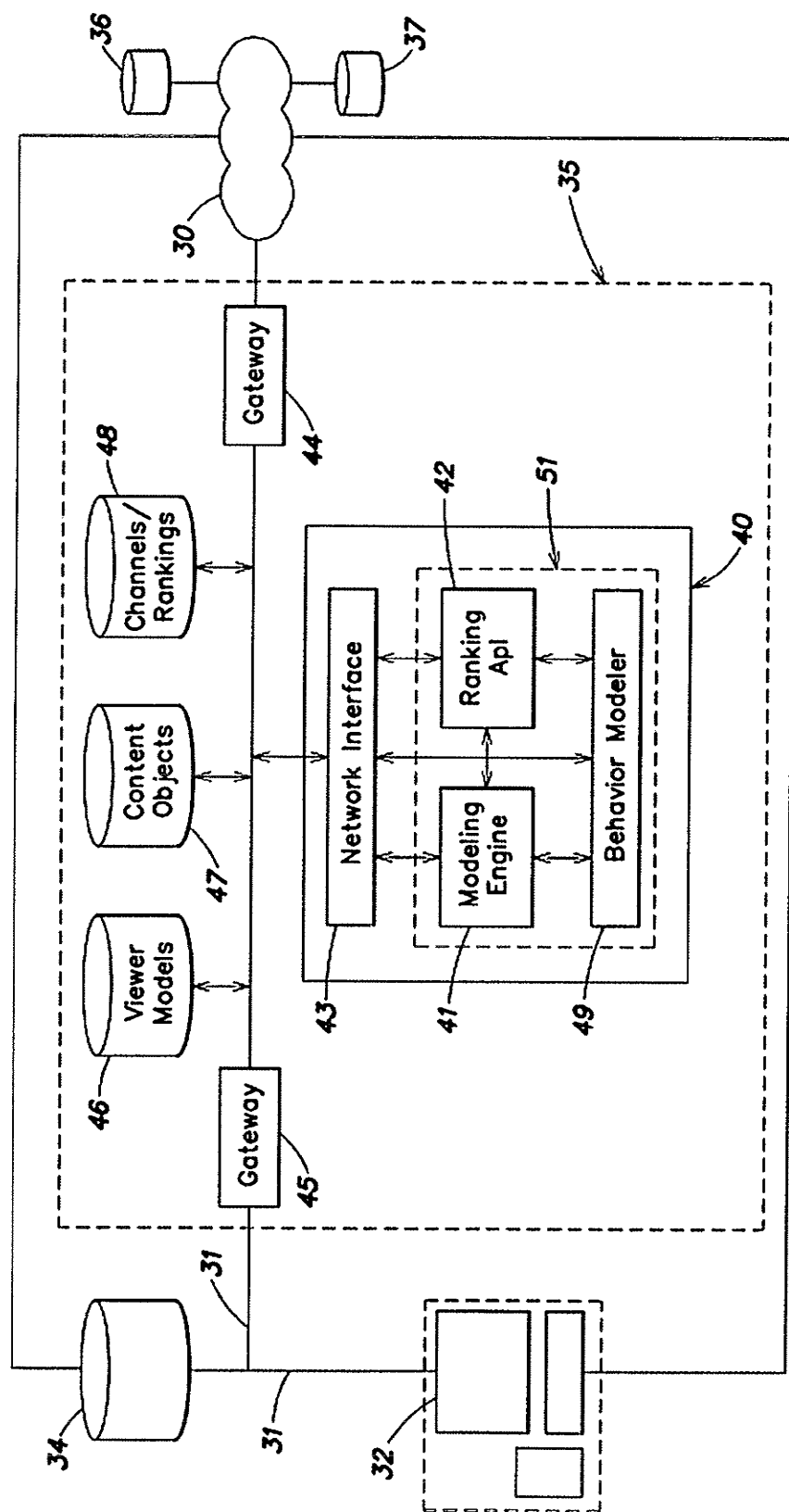


FIG. 8

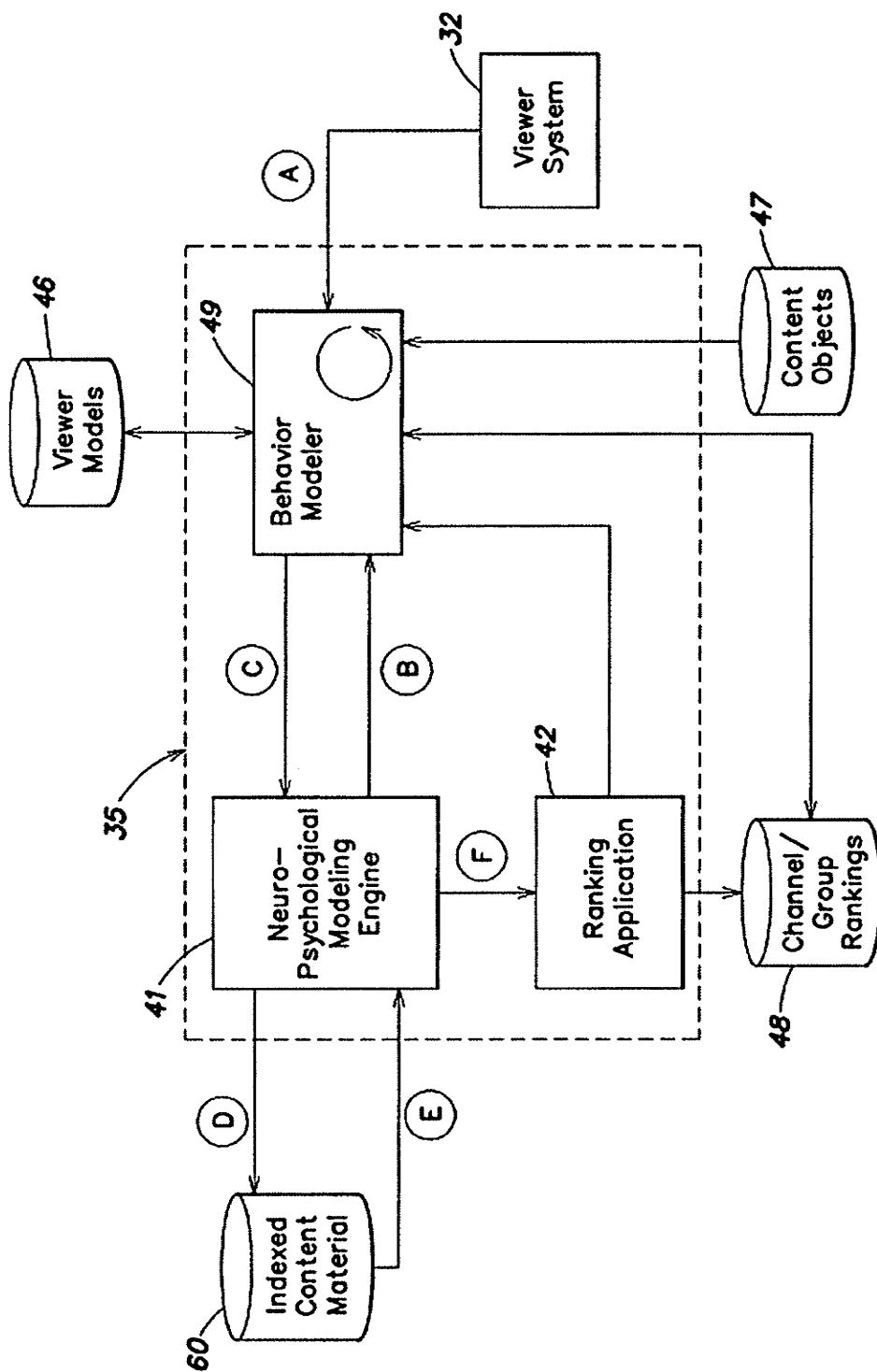
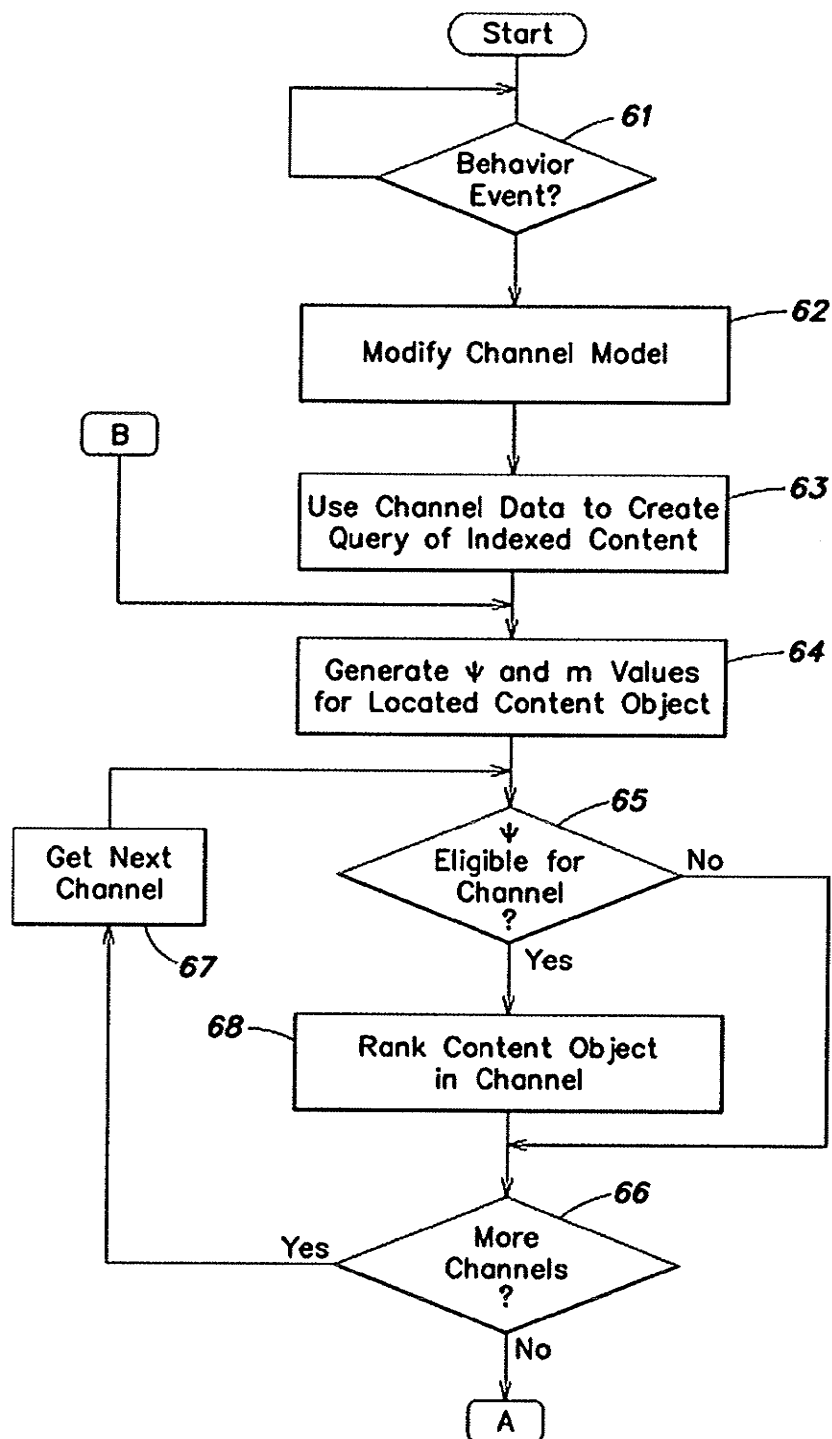
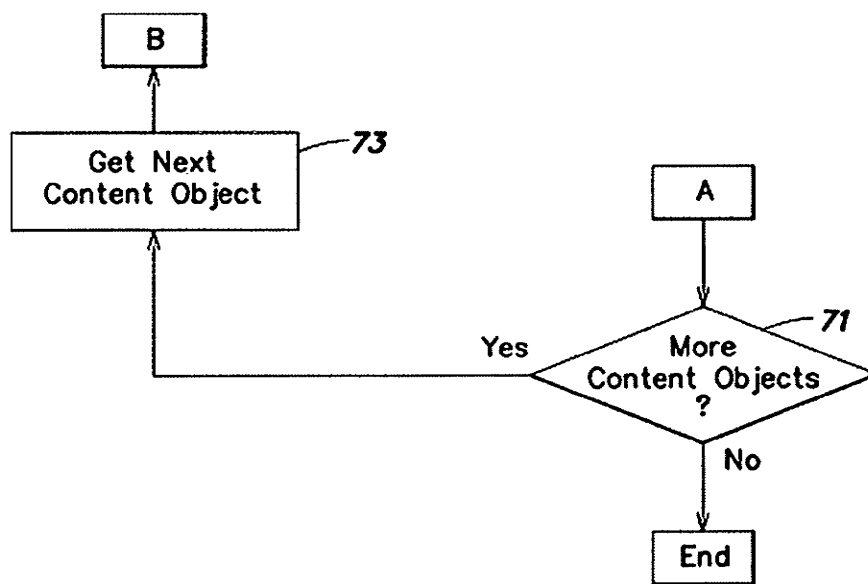


FIG. 9A

**FIG. 9B**

**FIG. 9C**

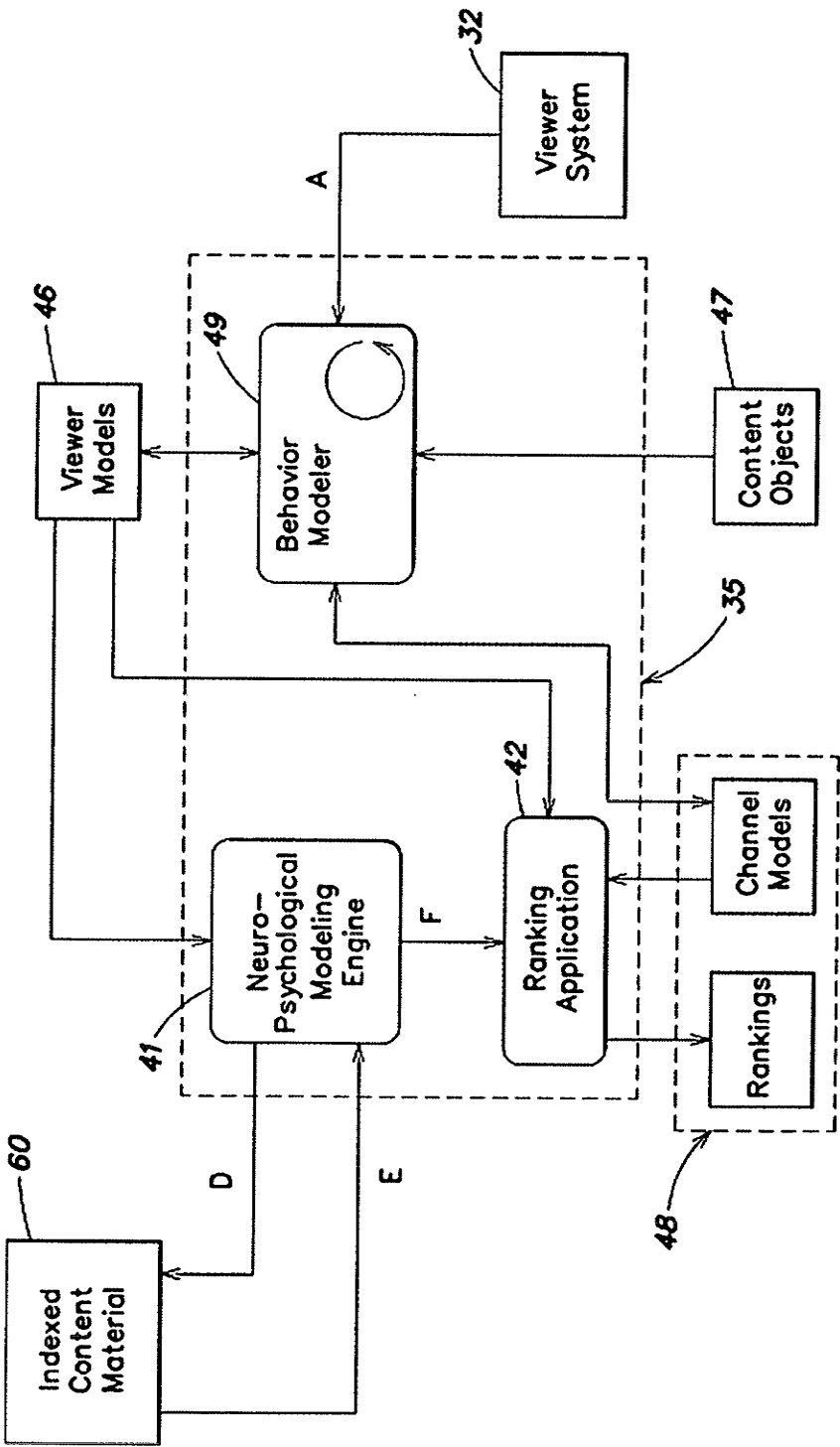
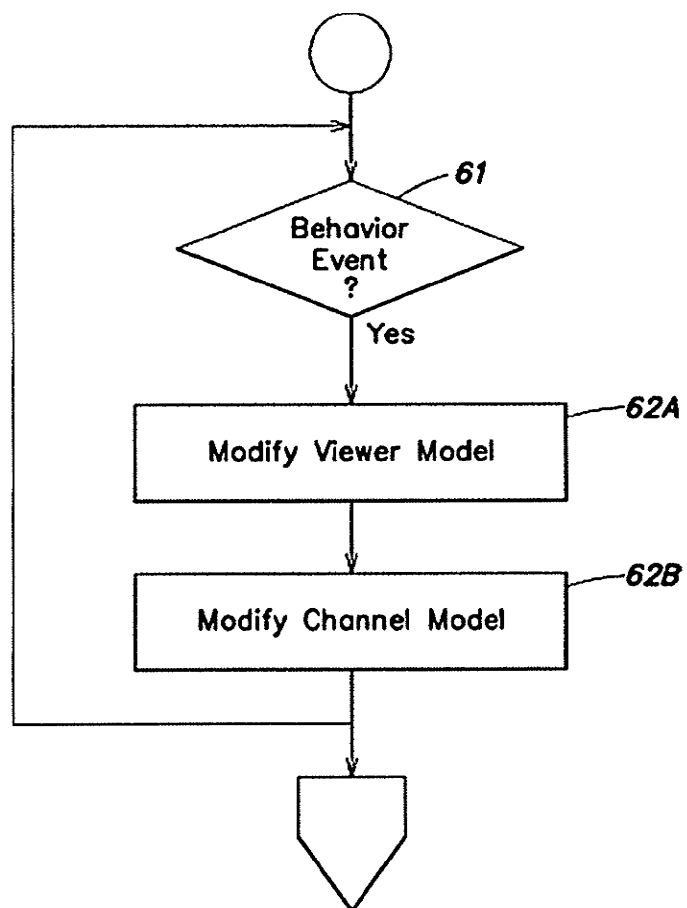
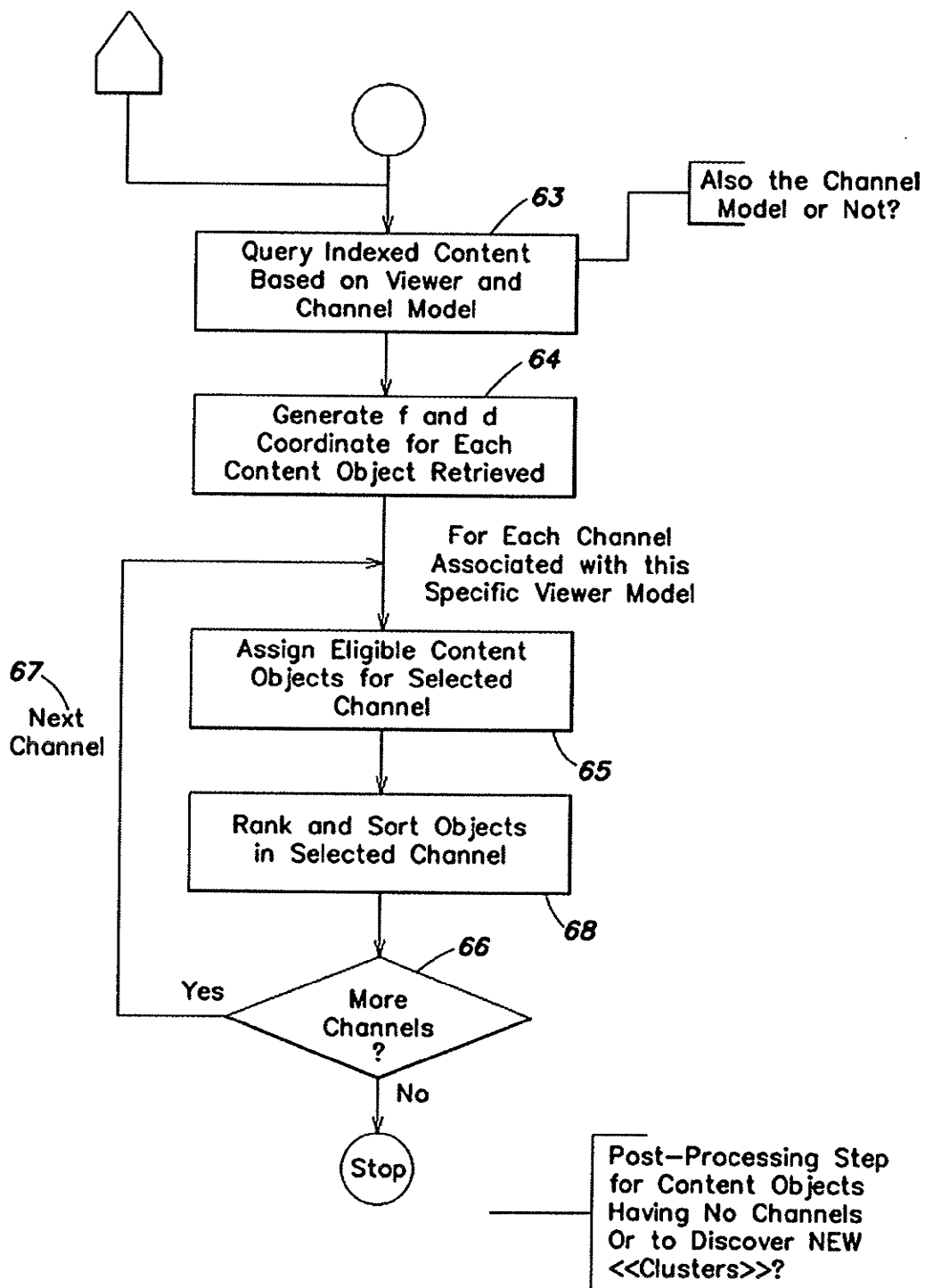


FIG. 9D

**FIG. 9E**

**FIG. 9F**

<u>Fearcoefficient ontology component 1</u>	<u>Fearcoefficient value</u>
<u>Fearcoefficient ontology component 2</u>	<u>Fearcoefficient value</u>
<u>Fearcoefficient ontology component...</u>	<u>Fearcoefficient value</u>
<u>Fearcoefficient ontology component N</u>	<u>Fearcoefficient value</u>
<u>Desirecoefficient ontology component 1</u>	<u>Desirecoefficient value</u>
<u>Desirecoefficient ontology component 2</u>	<u>Desirecoefficient value</u>
<u>Desirecoefficient ontology component...</u>	<u>Desirecoefficient value</u>
<u>Desirecoefficient ontology component N</u>	<u>Desirecoefficient value</u>
<u>Contentidentifier1</u>	<u>IdentifierValue</u>
<u>Exception mood disk area 1</u>	<u>Relaxed/Passionate Value</u>
<u>Contentidentifier2</u>	<u>IdentifierValue</u>
<u>Exception mood disk area 2</u>	<u>Relaxed/Passionate Value</u>
<u>Contentidentifier...</u>	<u>IdentifierValue</u>
<u>Exception mood disk area...</u>	<u>Relaxed/Passionate Value</u>
<u>ContentidentifierN</u>	<u>IdentifierValue</u>
<u>Exception mood disk area N</u>	<u>Relaxed/Passionate Value</u>

FIG. 10A1

70

Viewer ID		Network Address	
Subscription Type/Level			
Gender	Age	Marital Status	
Genre Preference 1		Preference Value	
Genre Preference 2		Preference Value	
Preference 1	Preference Type	Preference Value	
Preference 2	Preference Type	Preference Value	
⋮	⋮	⋮	
Preference N	Preference Type N	Preference Value N	
Last Specific Request		Date	
Last Event	Date	Action	Elapsed Time
Average View Time			
Event	Date	Action	Elapsed Time
⋮	⋮	⋮	⋮
Event	Date	Action	Elapsed Time

FIG. 10A

Channel ID	
Filter 1	Filter Value
...	Filter Value
Filter N	Filter Value
Fear coordinate	Fear Value
Desire coordinate	Desire Value
Cut-off type	Type Value
Cut-off	Cut-off Value
Sorting field	Sorting Field Value
Sorting order	Sorting Order Value

FIG. 10B1

72
↙

72A	Channel ID		Network Address	
	Viewer ID		Network Address	
	Group ID 1	Group ID 2	...	Group ID N
	Last Modified	Object Count		
	Content Object Last Viewed			
	Dominant Preference 1		Preference Value	
	Dominant Preference 2		Preference Value	
	⋮		⋮	
	Dominant Preference N		Preference Value	
	Sub-dominant Preference 1		Preference Value	
	Sub-dominant Preference 2		Preference Value	
	⋮			
	Sub-dominant Preference N		Preference Value	
	72B	Preference Bucket 1 ID		
Preference Bucket 2				
⋮				
Preference Bucket N				

FIG. 10B

75

Content Object ID	Data Type
Content Object ID Memory Reference	
Duration	Series/Episode
Genre	Actor Lead 1
Producer	Actor Lead 2
Date	Publisher

FIG. 10C

ContentObjectID
ContentObjectIDMemoryReference
Date of broadcast
Time of broadcast
Start time of broadcast
End time of broadcast
Broadcast channel
Title
Year of production
Country of production
Main genre
Sub genre
Episode Title
Episode number
Episode year
Director
Cast
Description
Parental rating
Producer
Publisher
Pre-catalogued mood disk area

FIG. 10C1

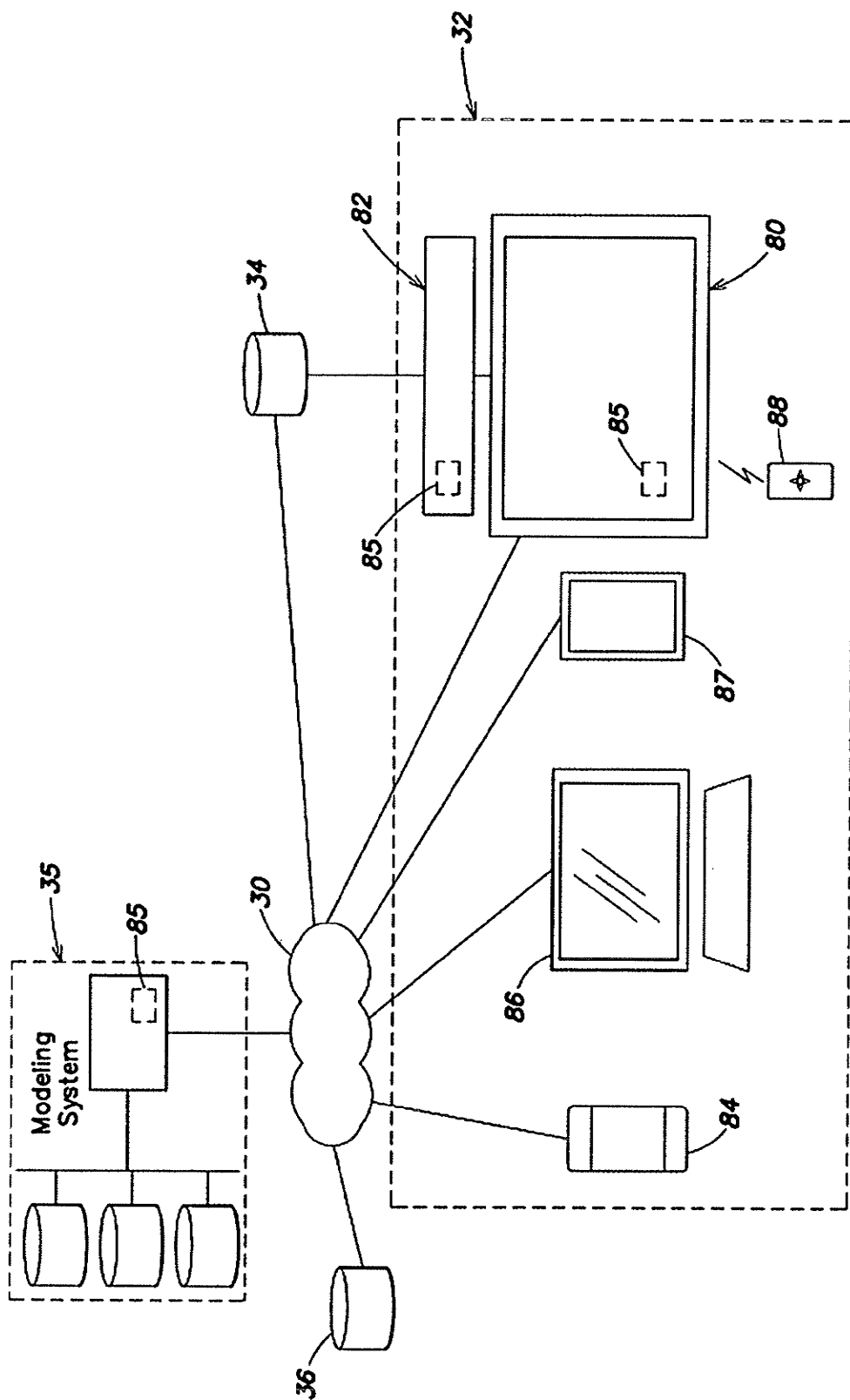
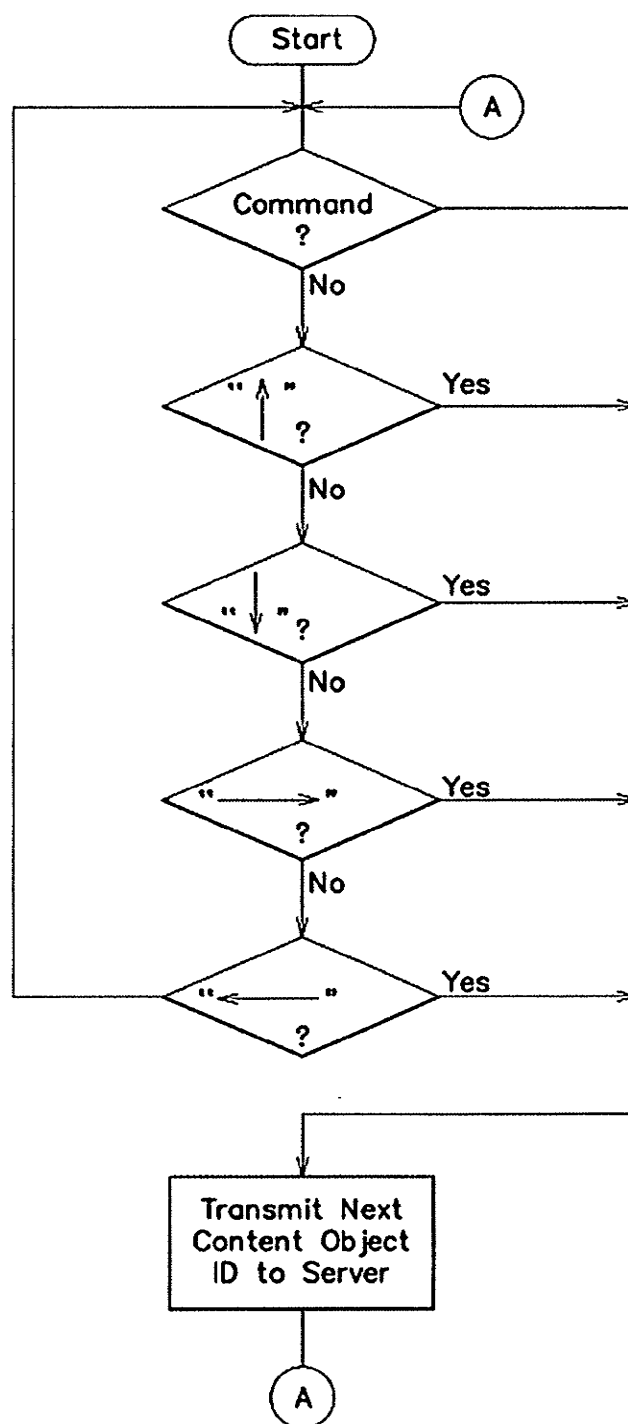
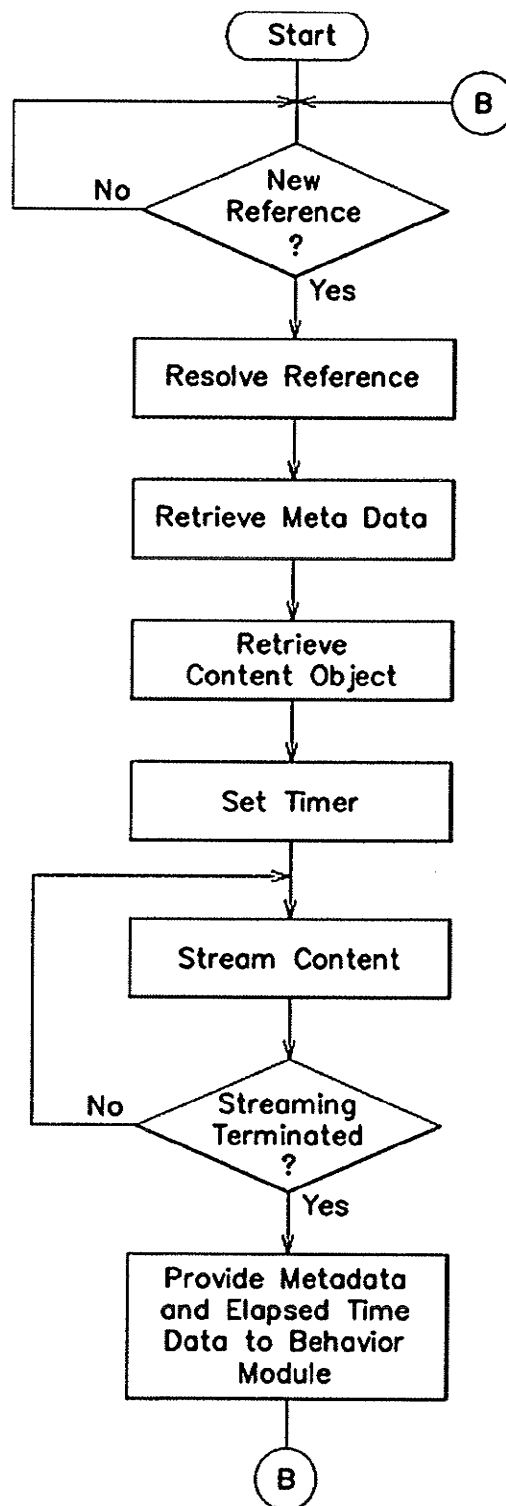


FIG. 11A

**FIG. 11B**

**FIG. 11C**

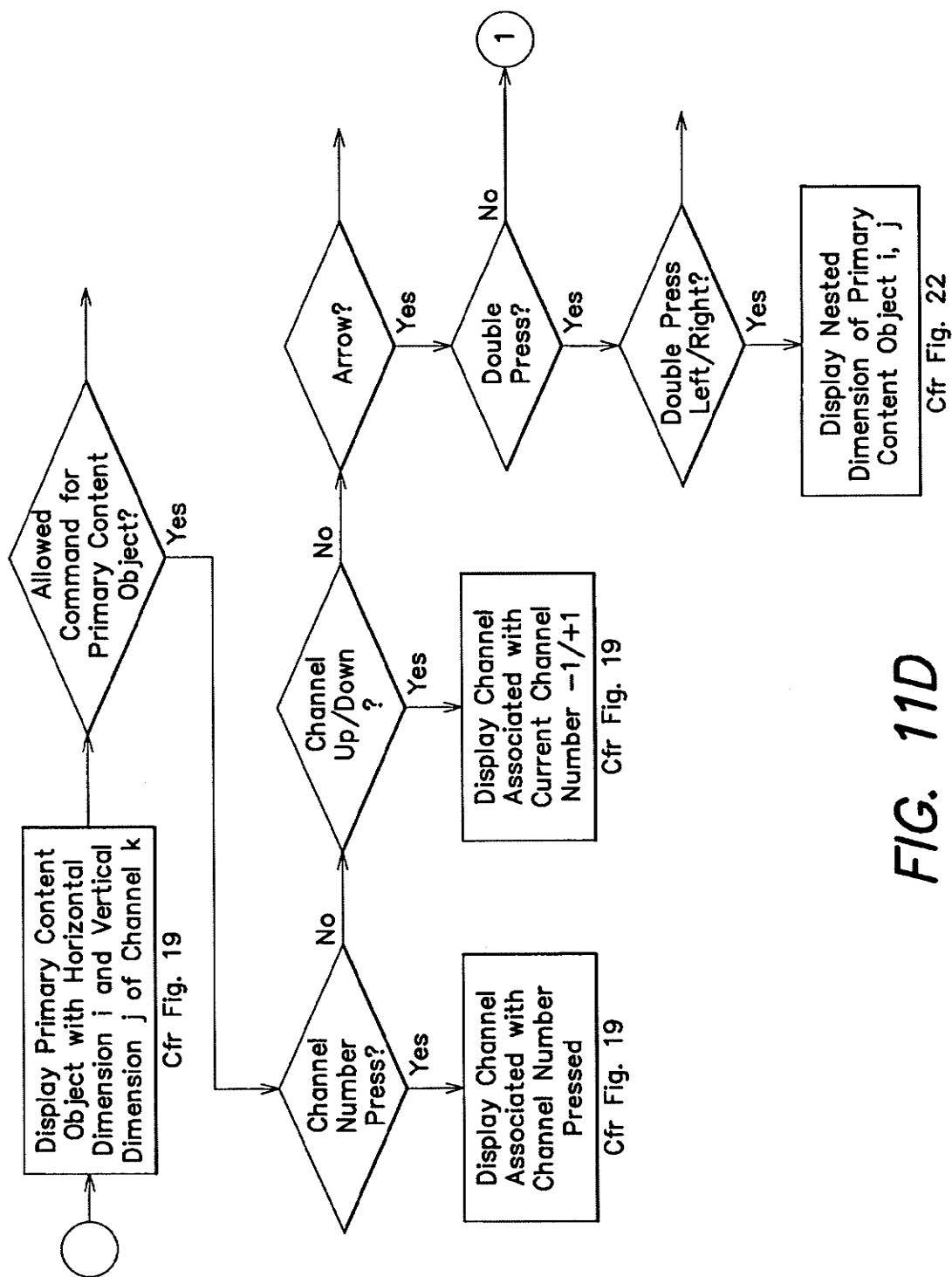


FIG. 11D

Continued on next page

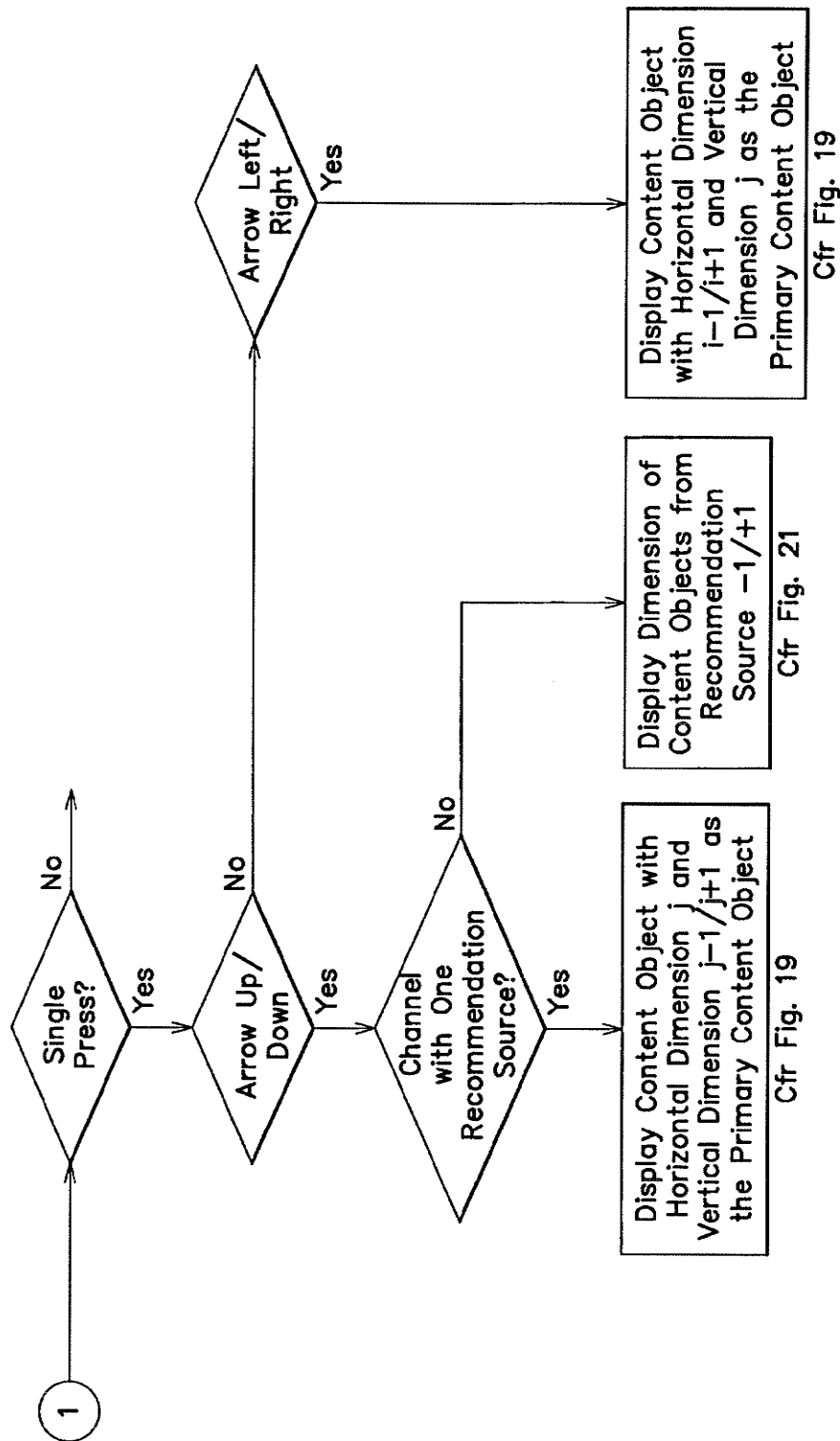


FIG. 11D Continued

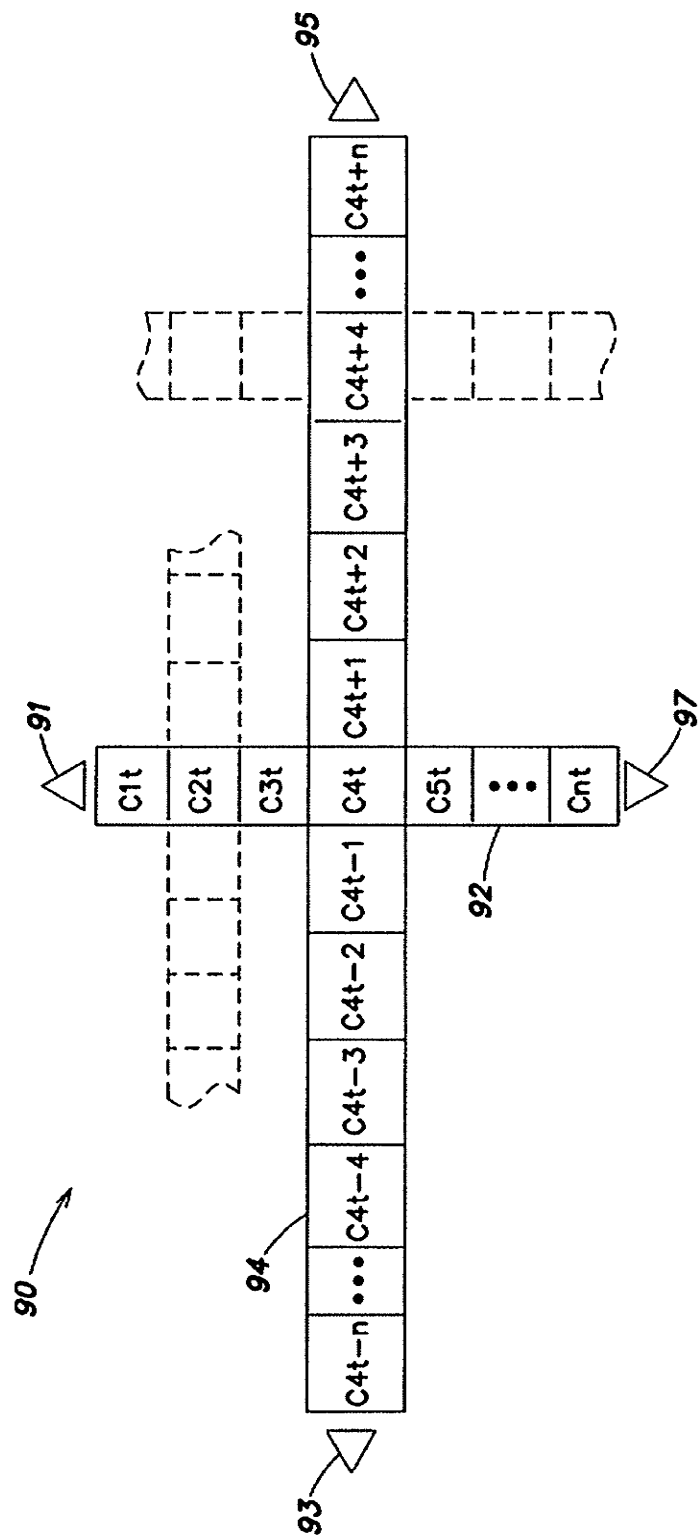
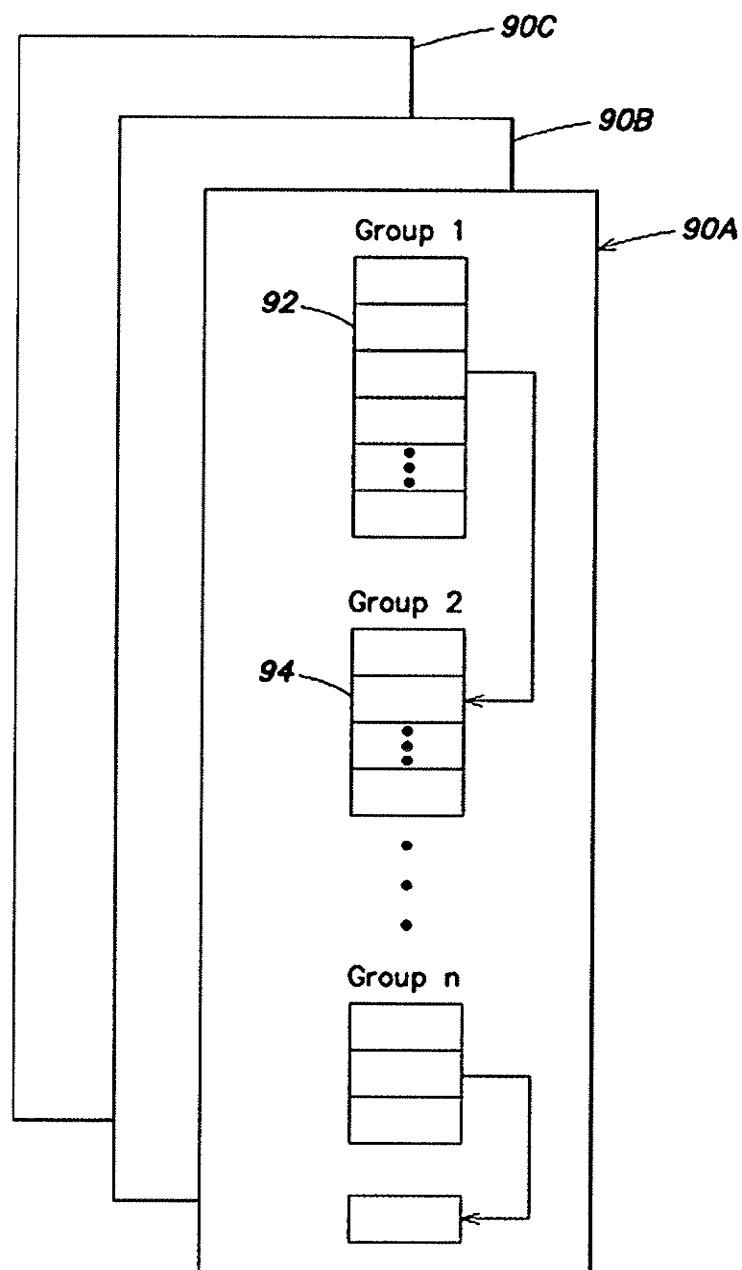


FIG. 12A

**FIG. 12B**

95

Content Object ID		Channel/Group ID	
Content Object Memory Reference			
Ranking Value		Position Value	
Content Object Meta Data File Reference			
Link 1	Link 2	• • •	Link n

FIG. 12C

				...				
				C4tu3				
				C4tu2				
				C4tu1				
	C1t	C2t	C3t	C4t	C5t	...	Cnt	
...	C4t-3	C4t-2	C4t-1	C4td1				
				C4td2				
				C4td3				
				...				

FIG. 12D

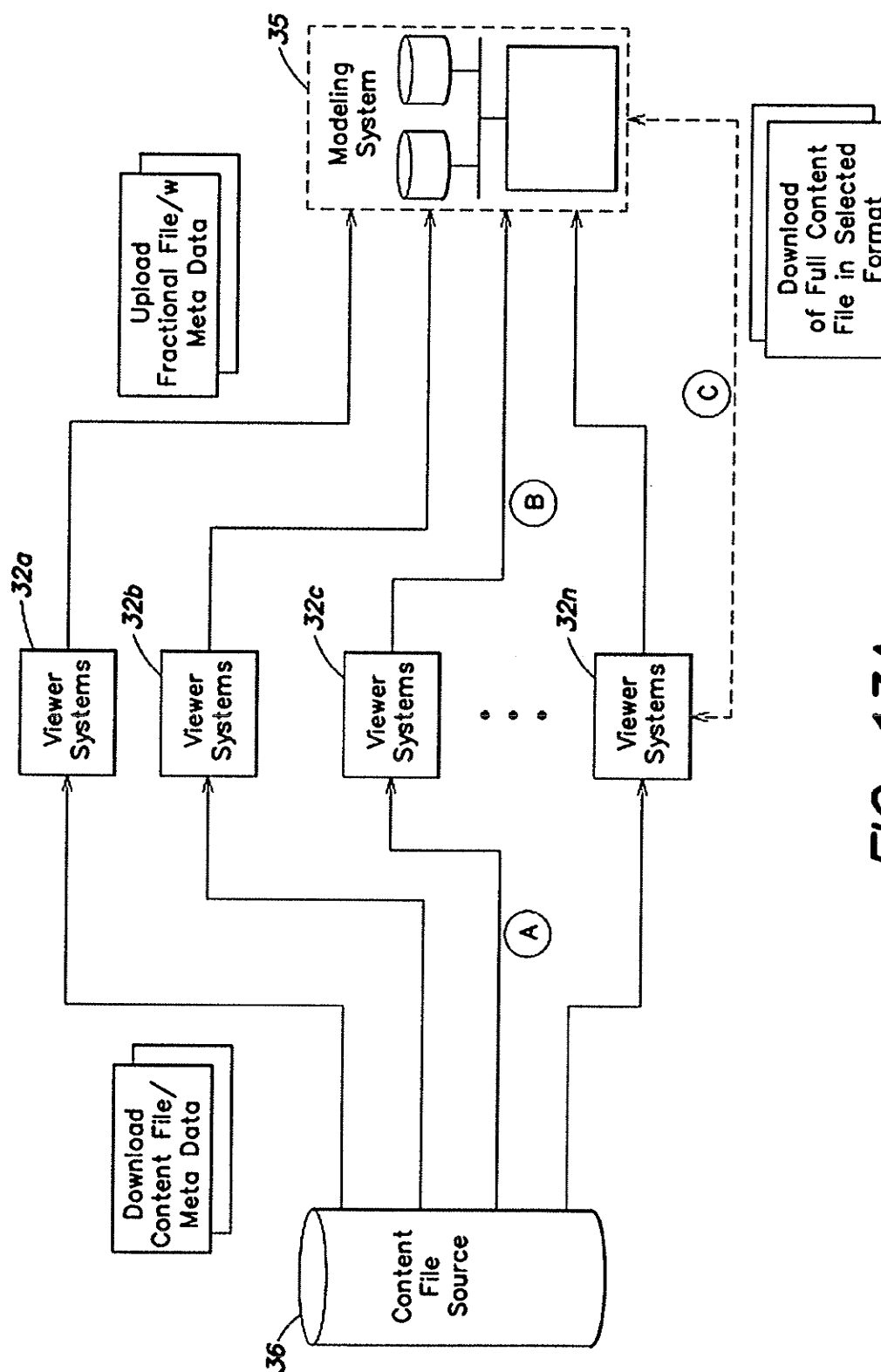


FIG. 13A

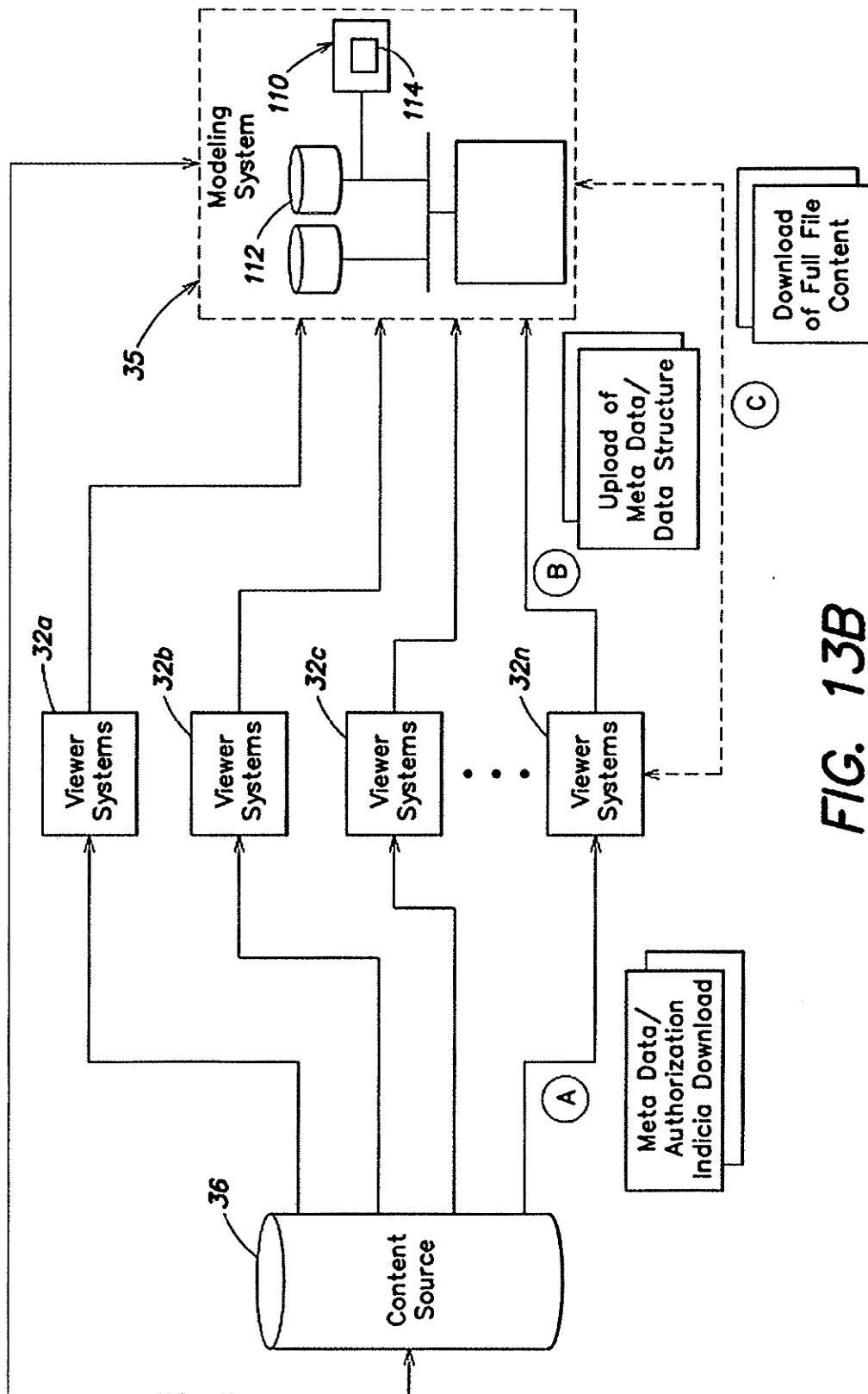
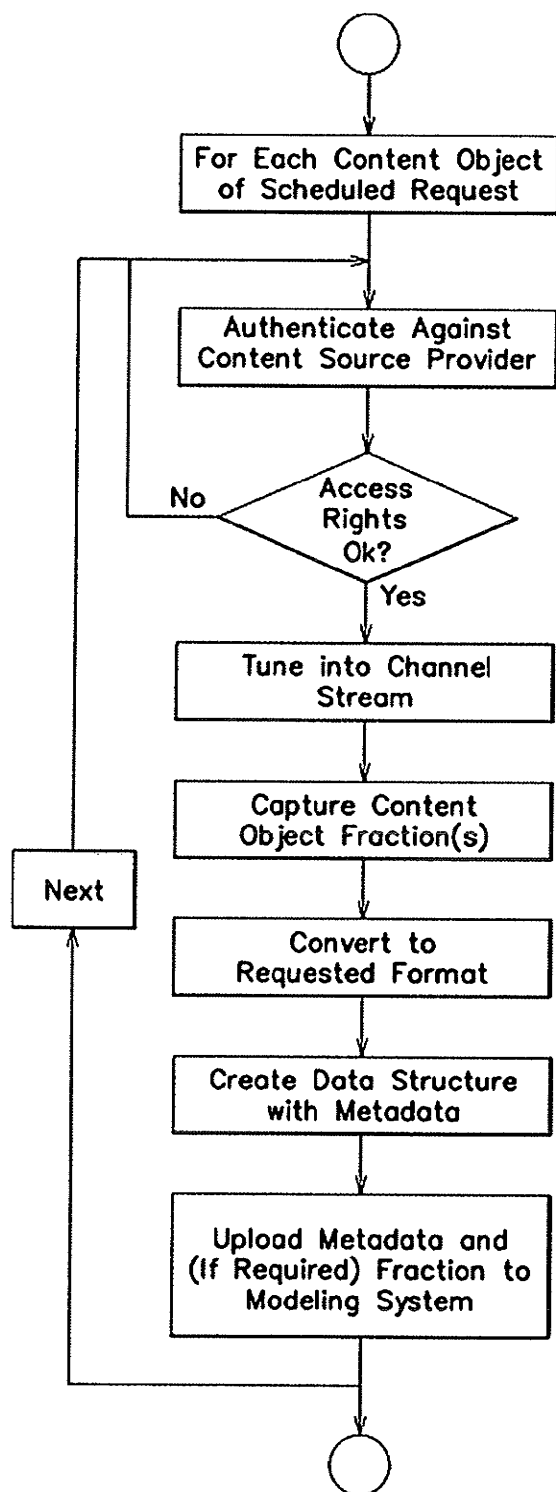
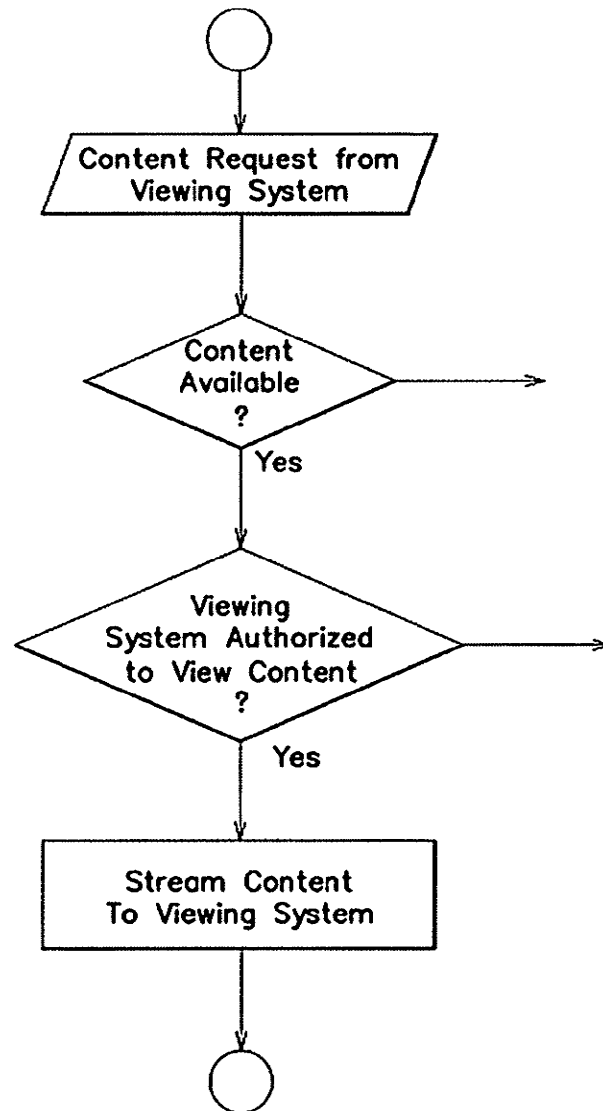
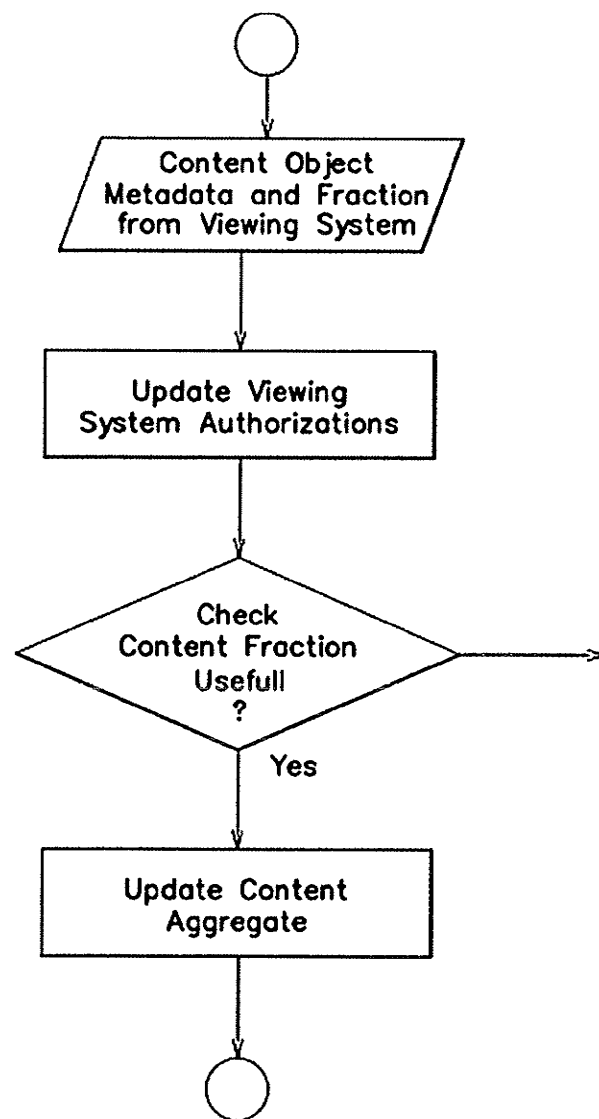


FIG. 13B

**FIG. 13C**

**FIG. 13D**

**FIG. 13E**

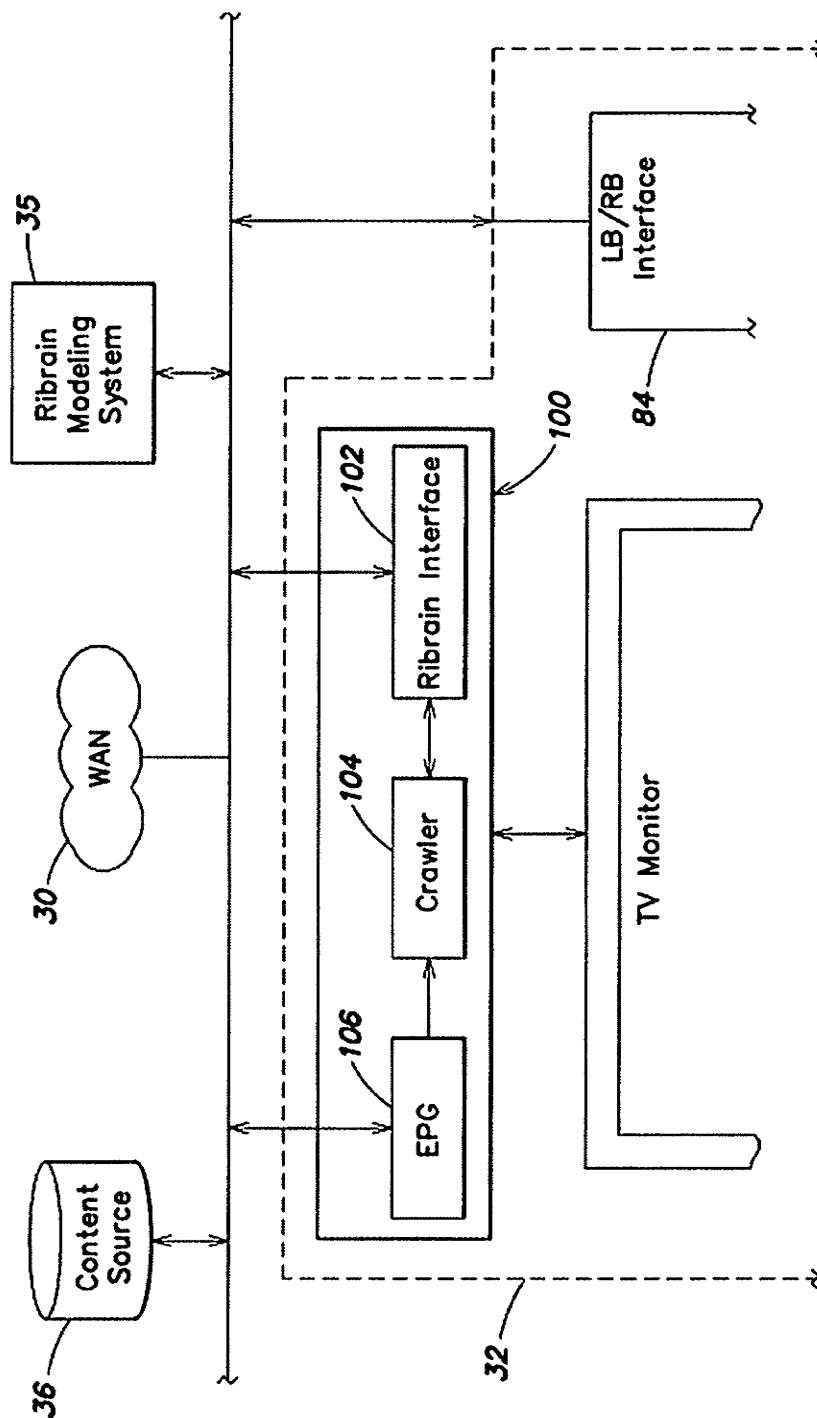
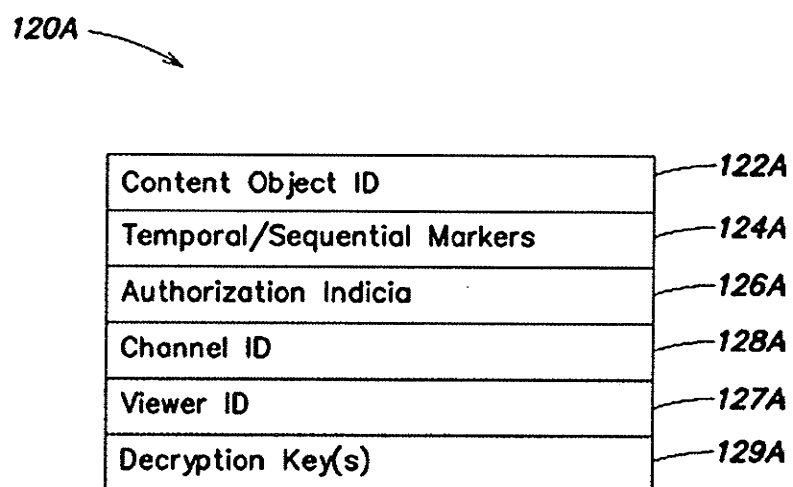


FIG. 14

**FIG. 15**

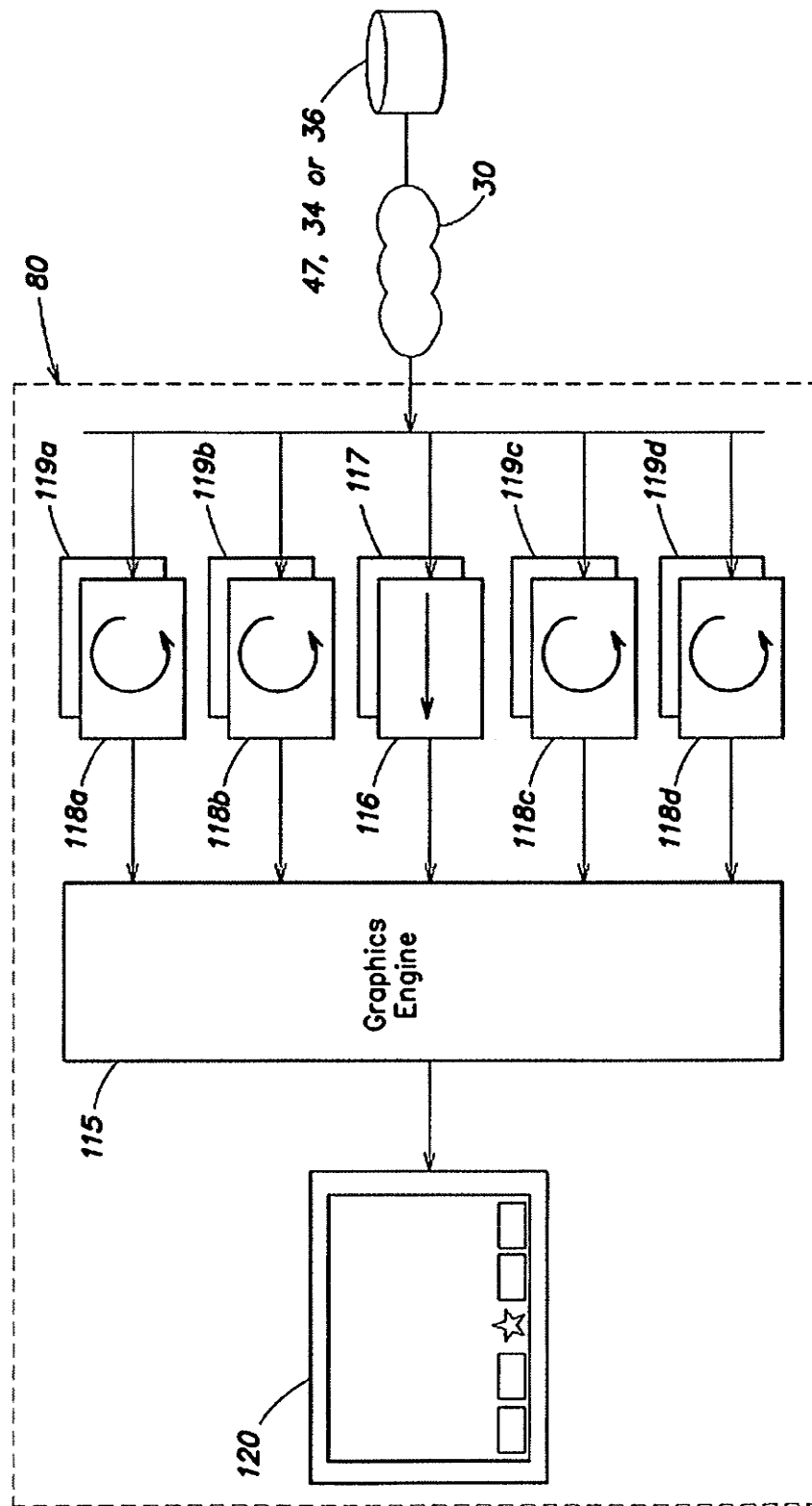
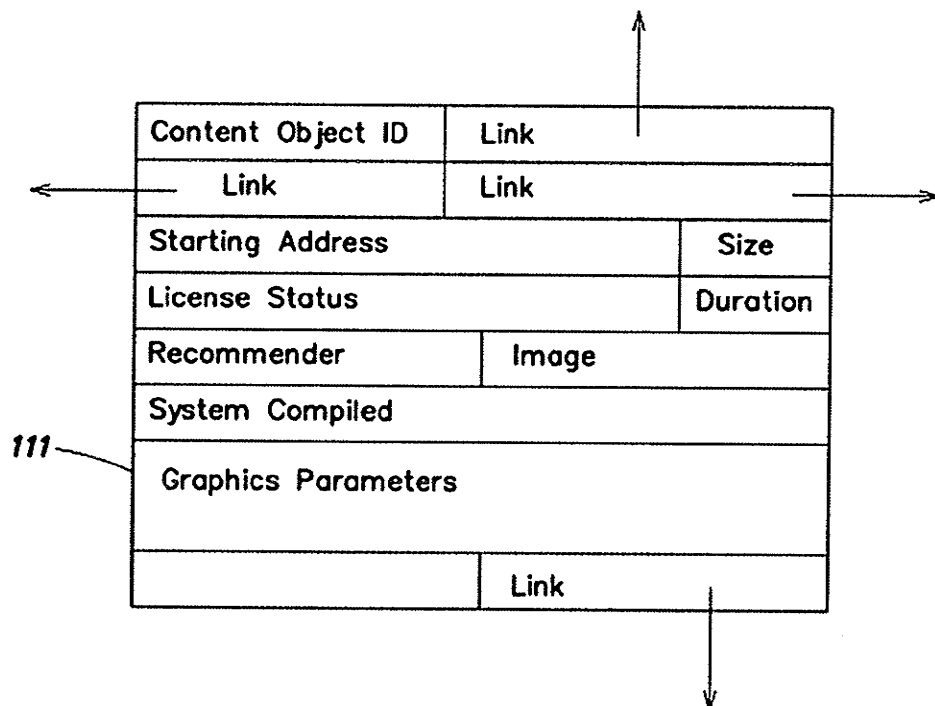


FIG. 16

**FIG. 17**

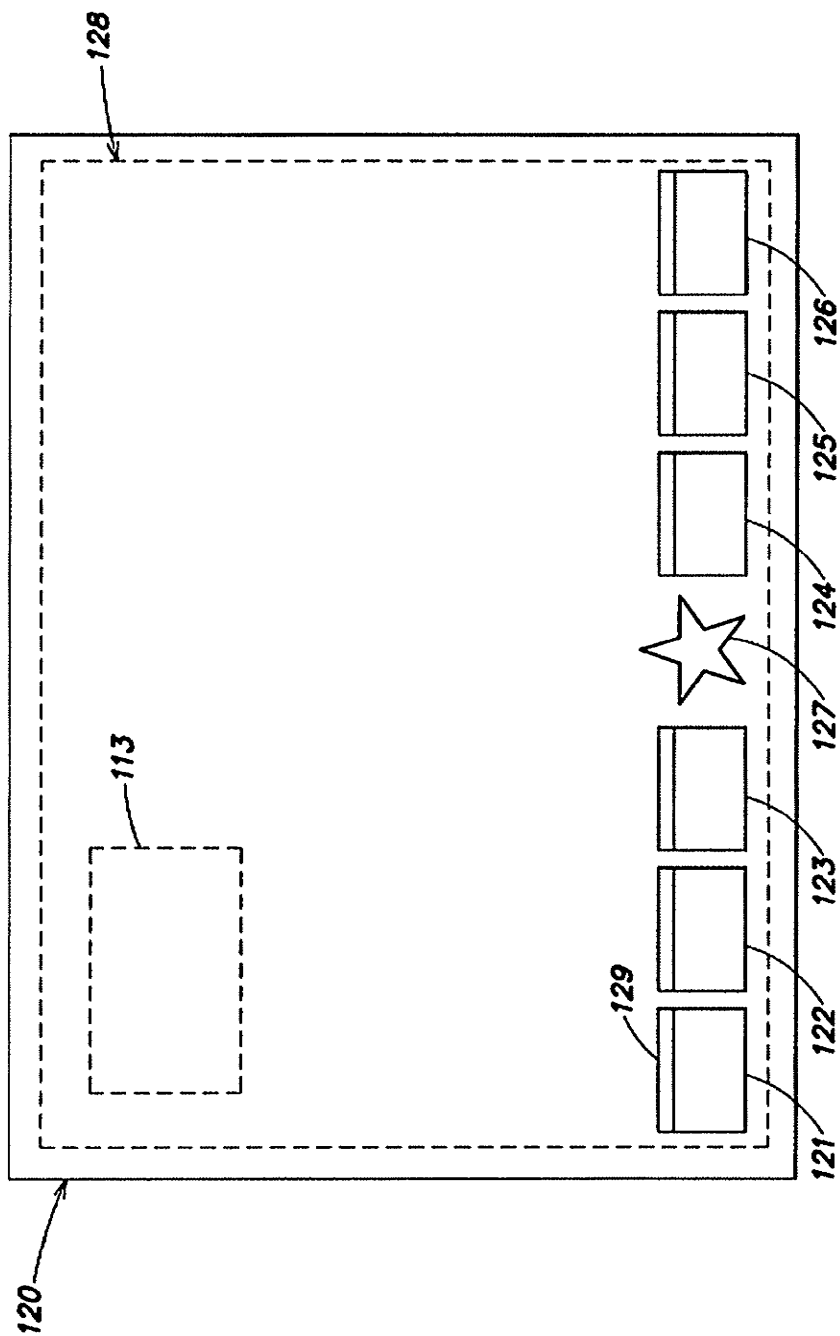
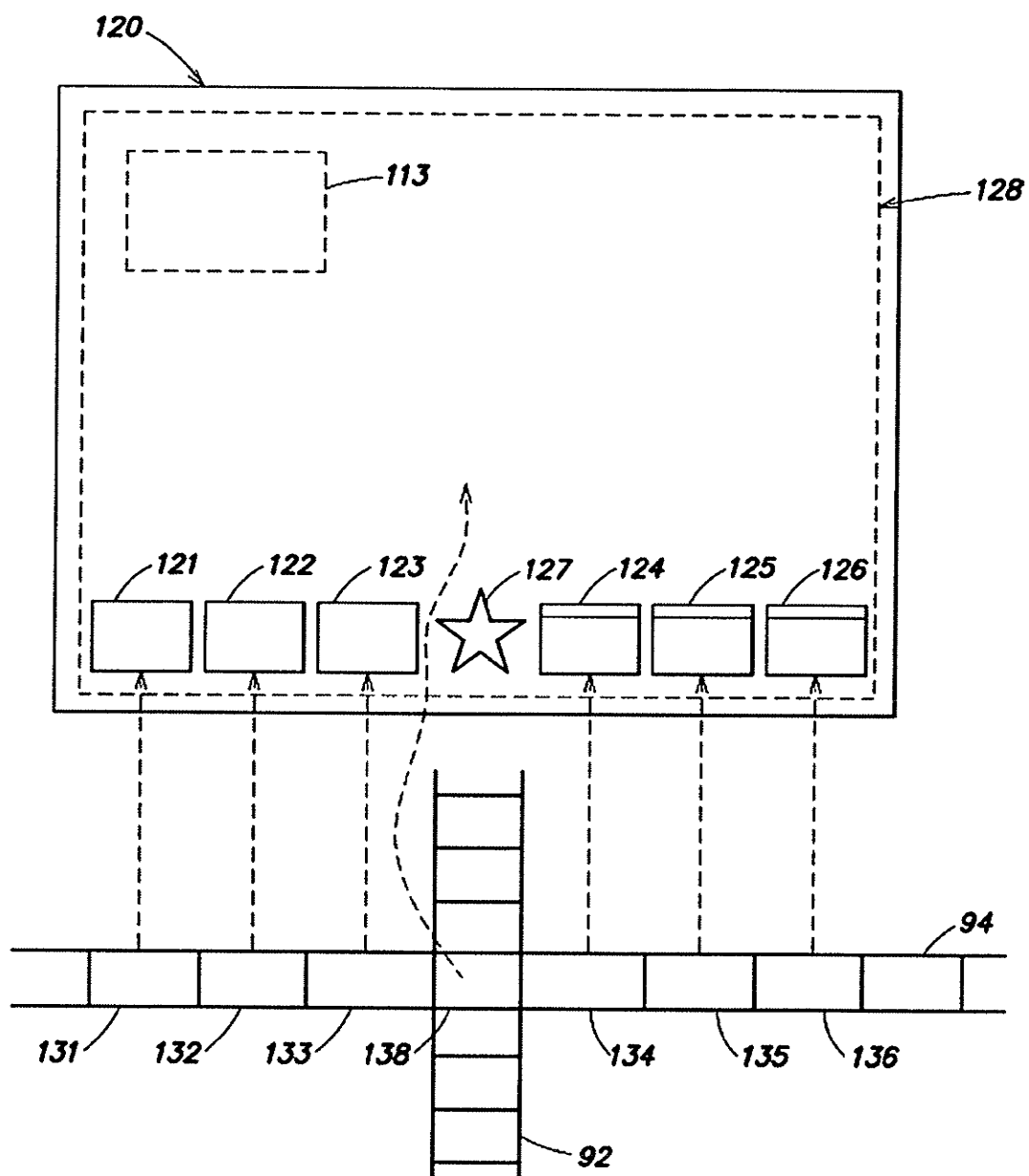


FIG. 18

**FIG. 19**

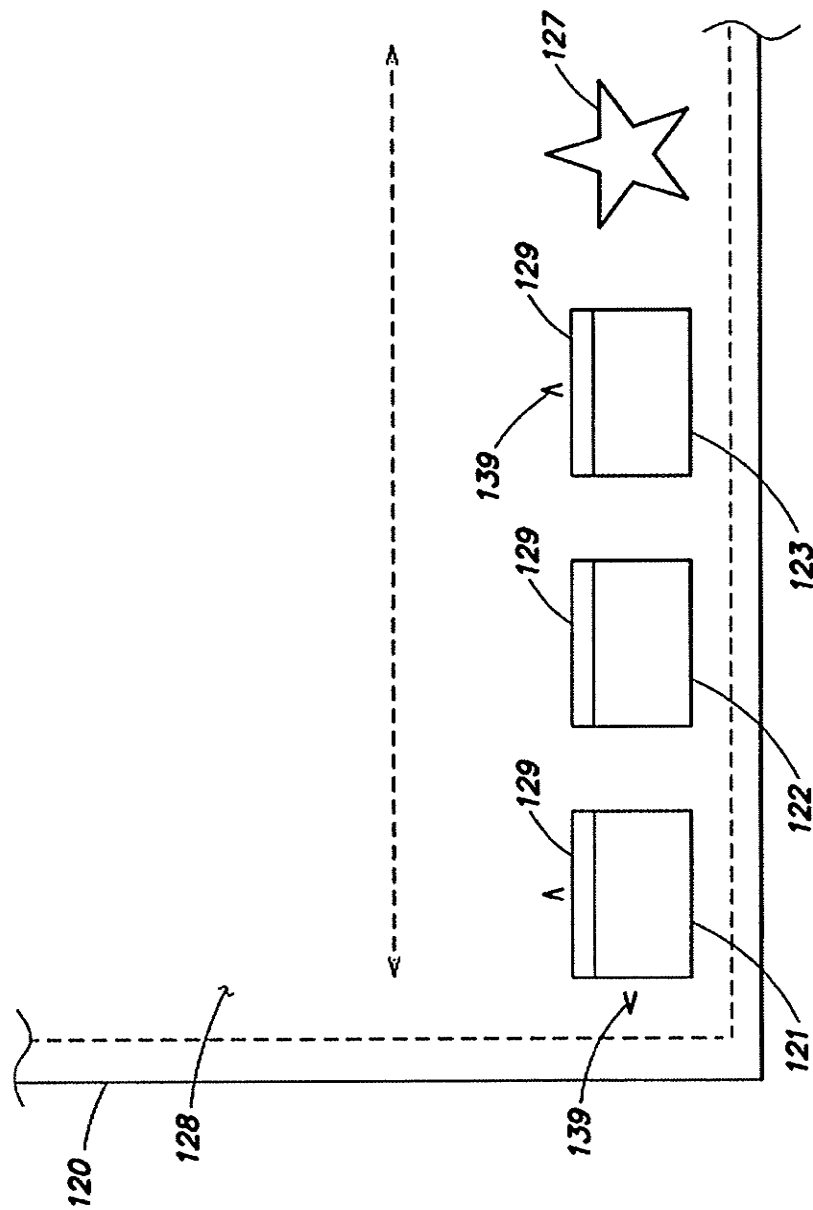


FIG. 20

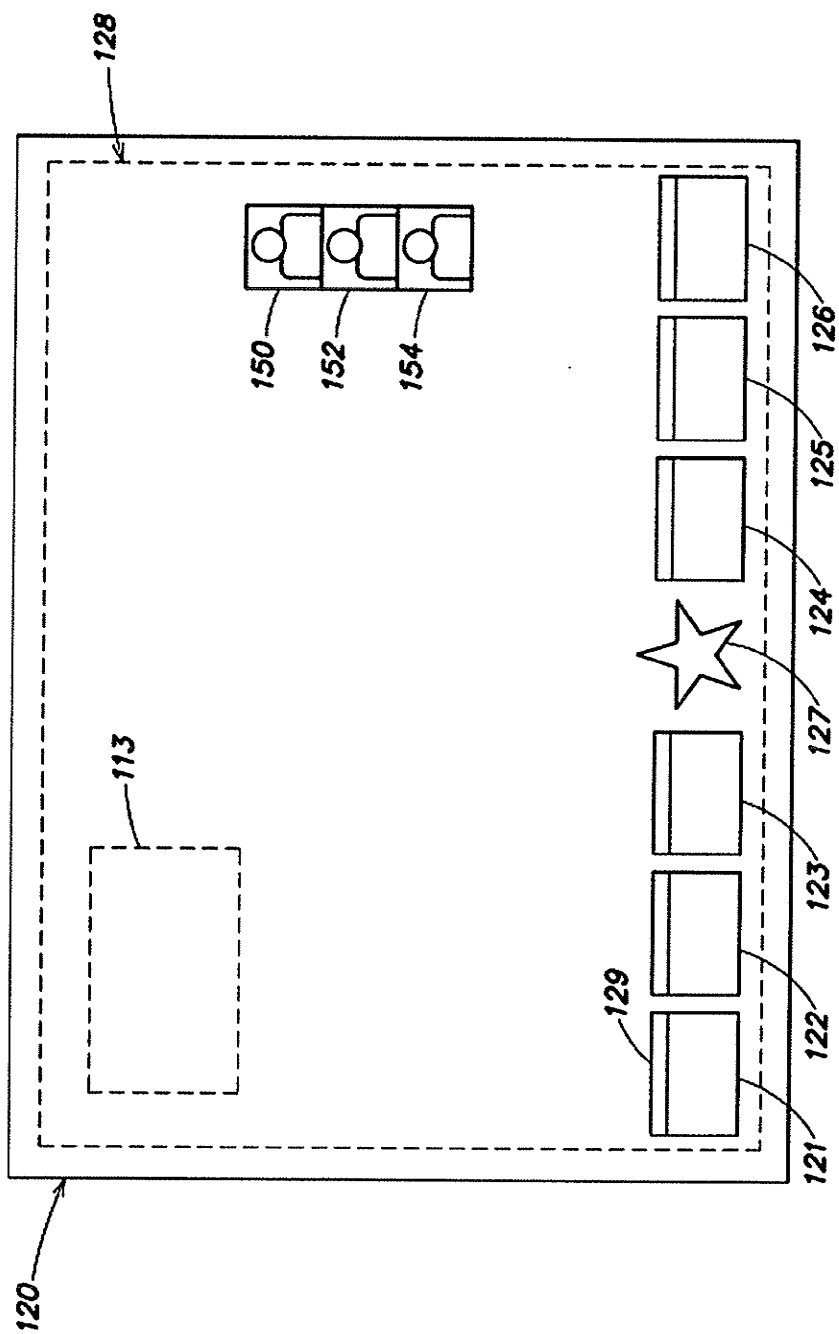
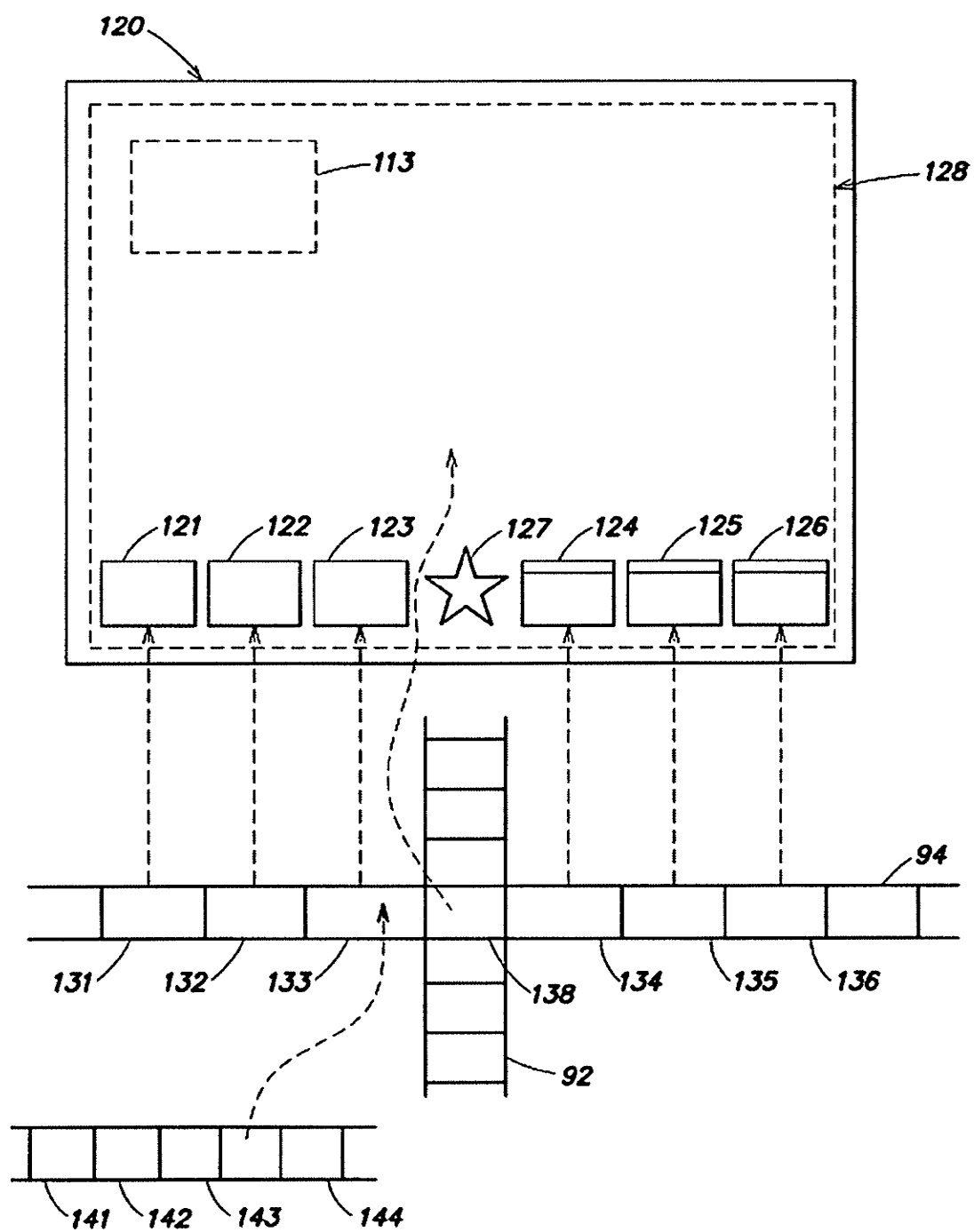


FIG. 21

**FIG. 22**

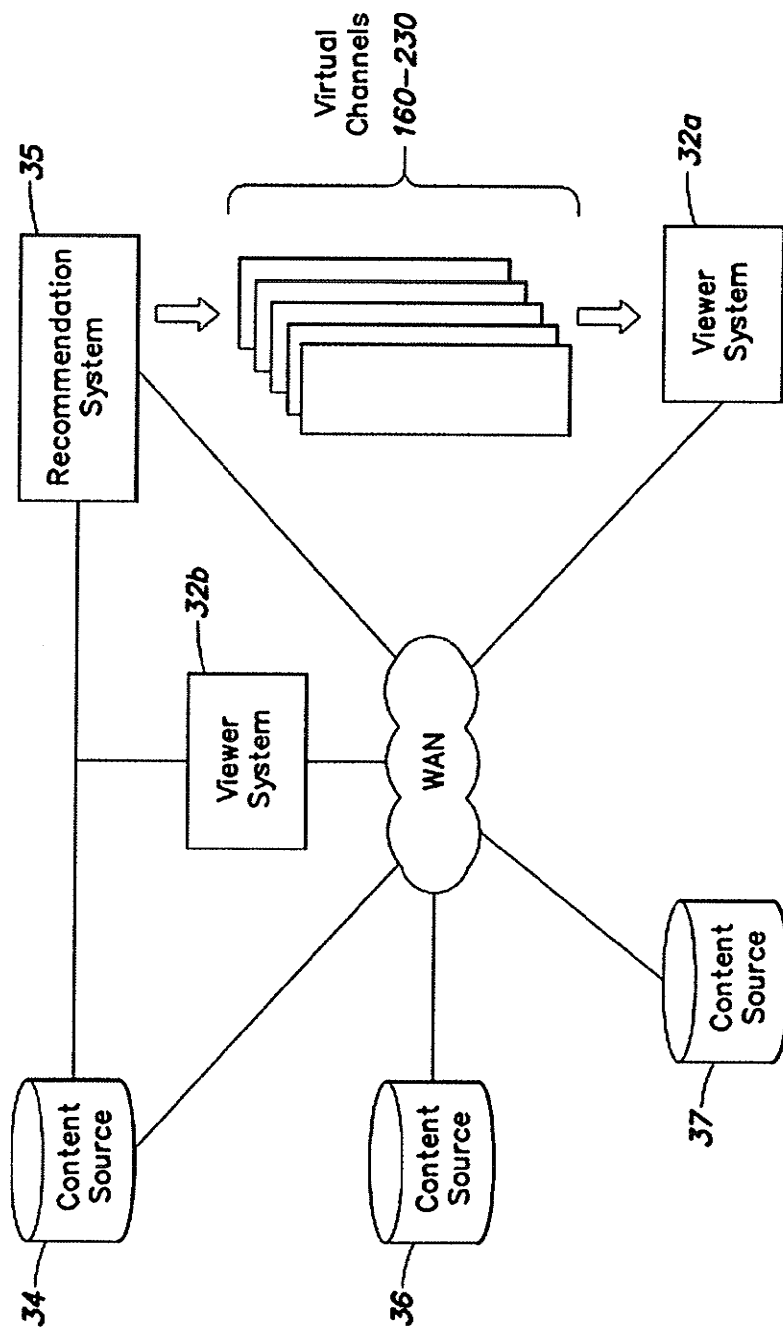


FIG. 23

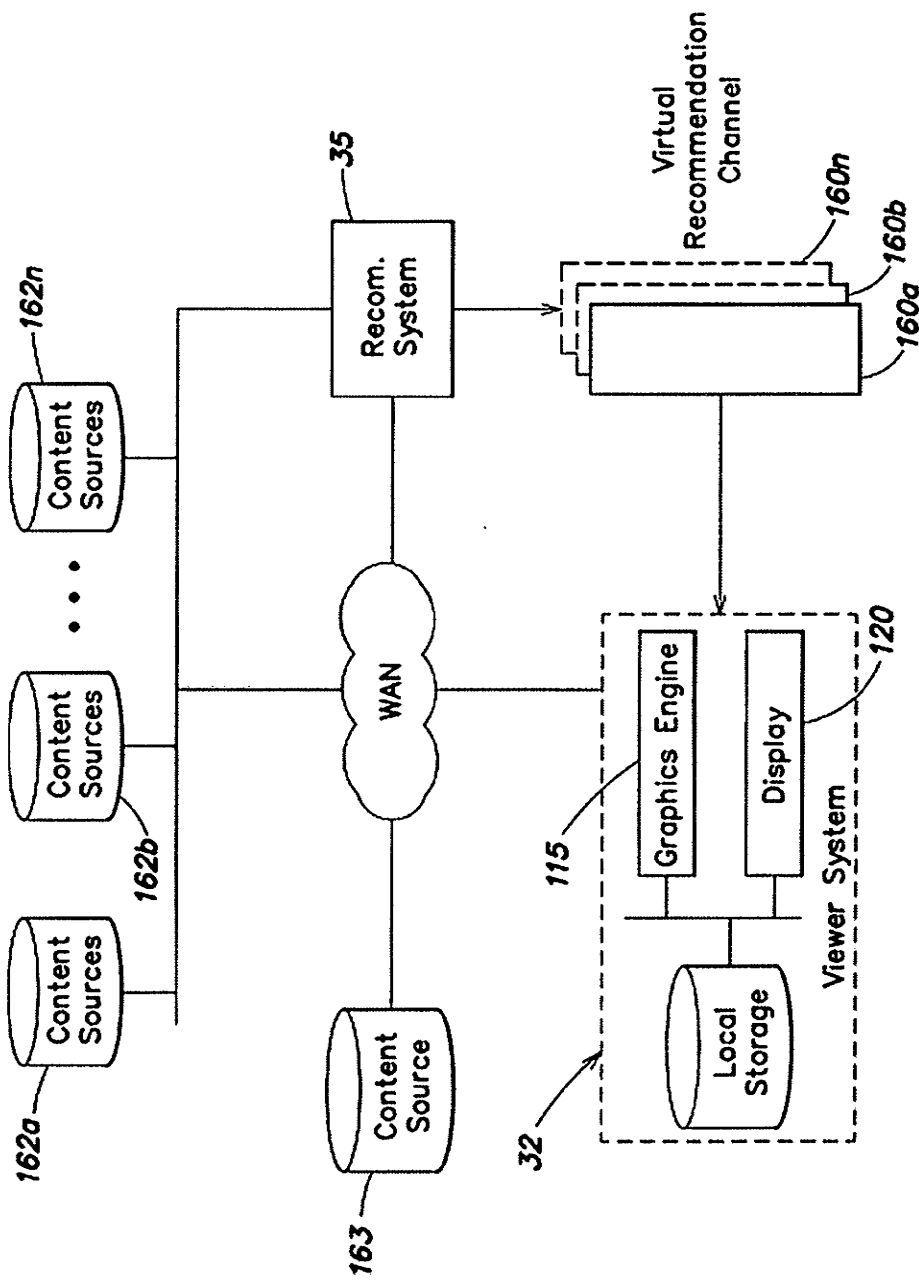
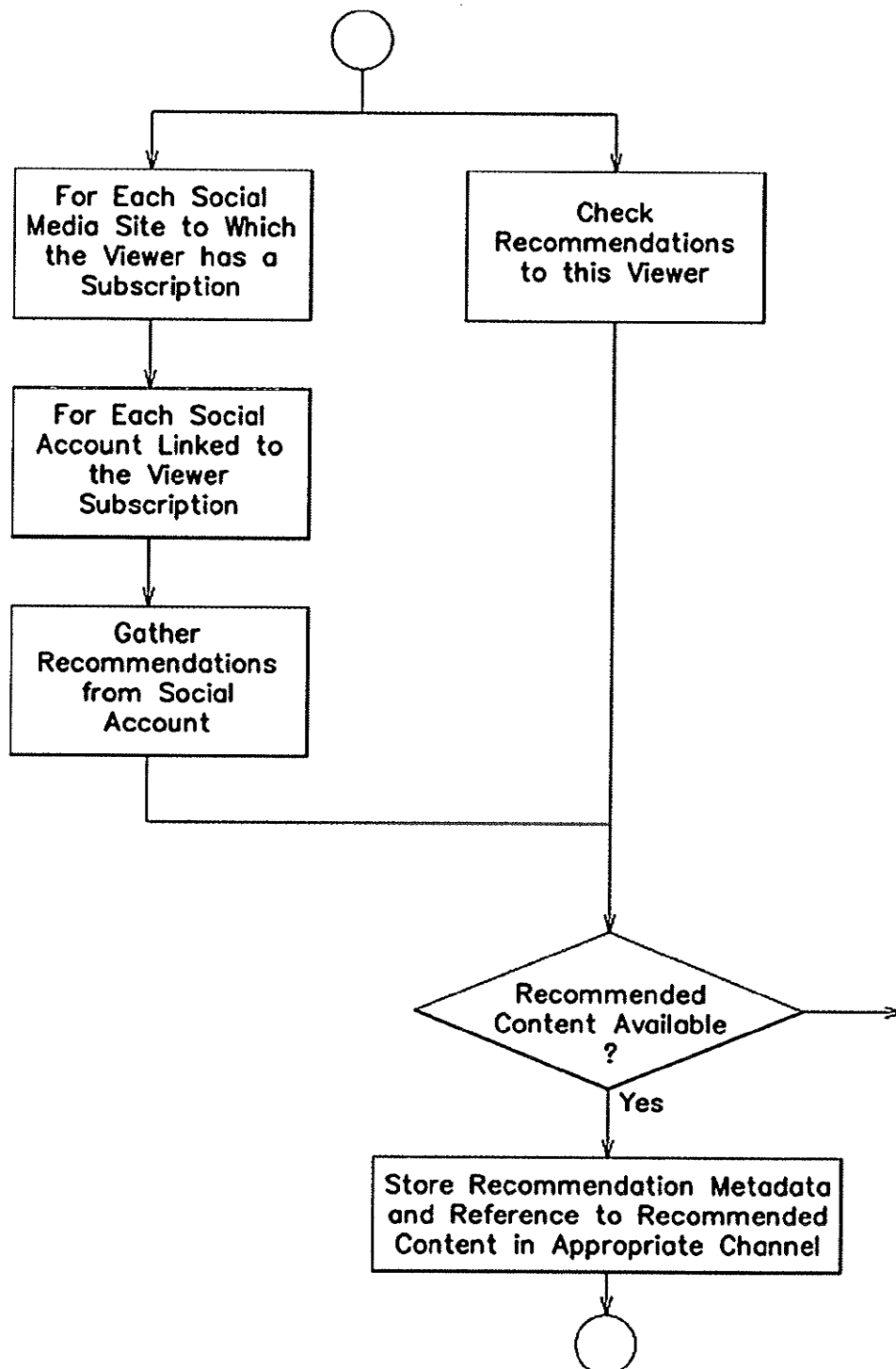


FIG. 24A

**FIG. 24B**

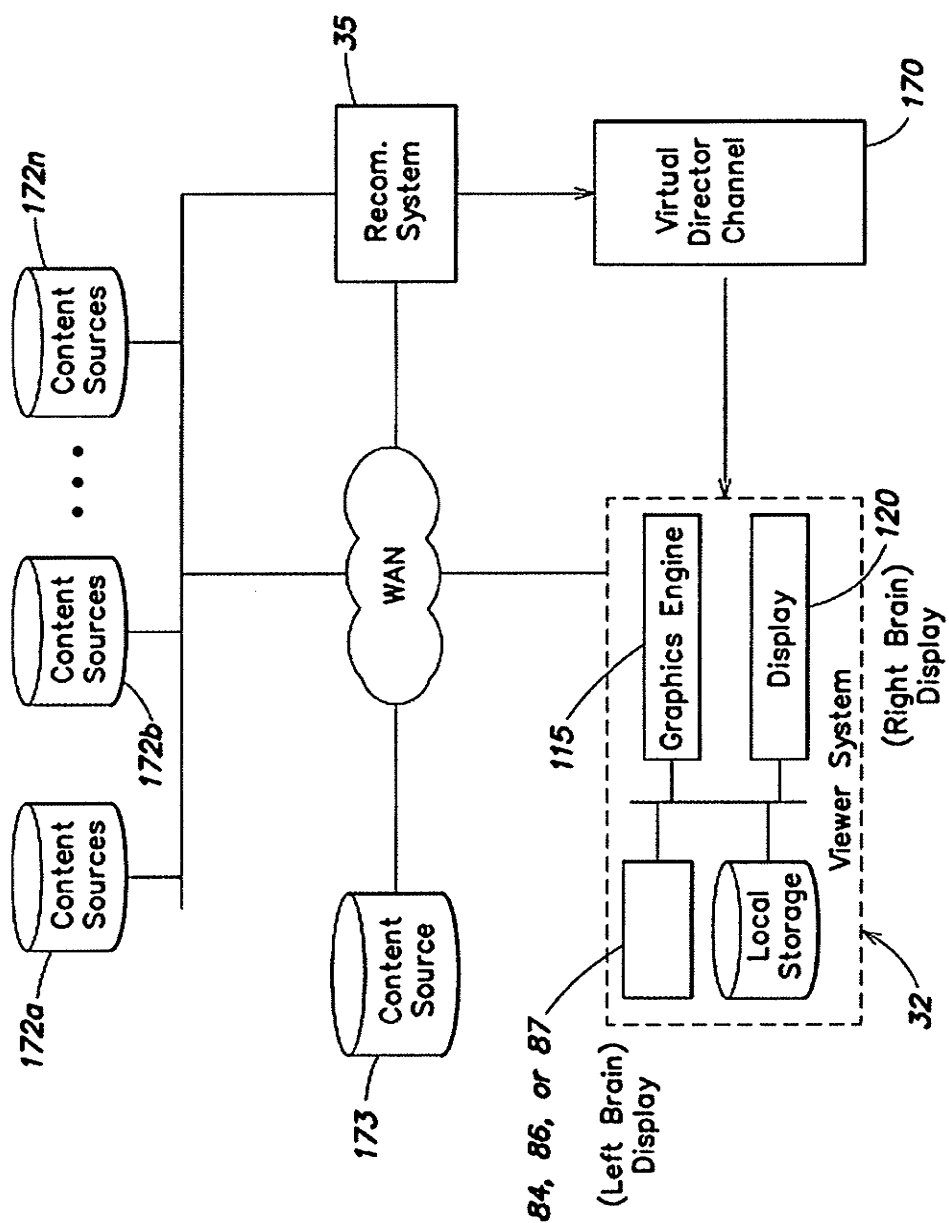
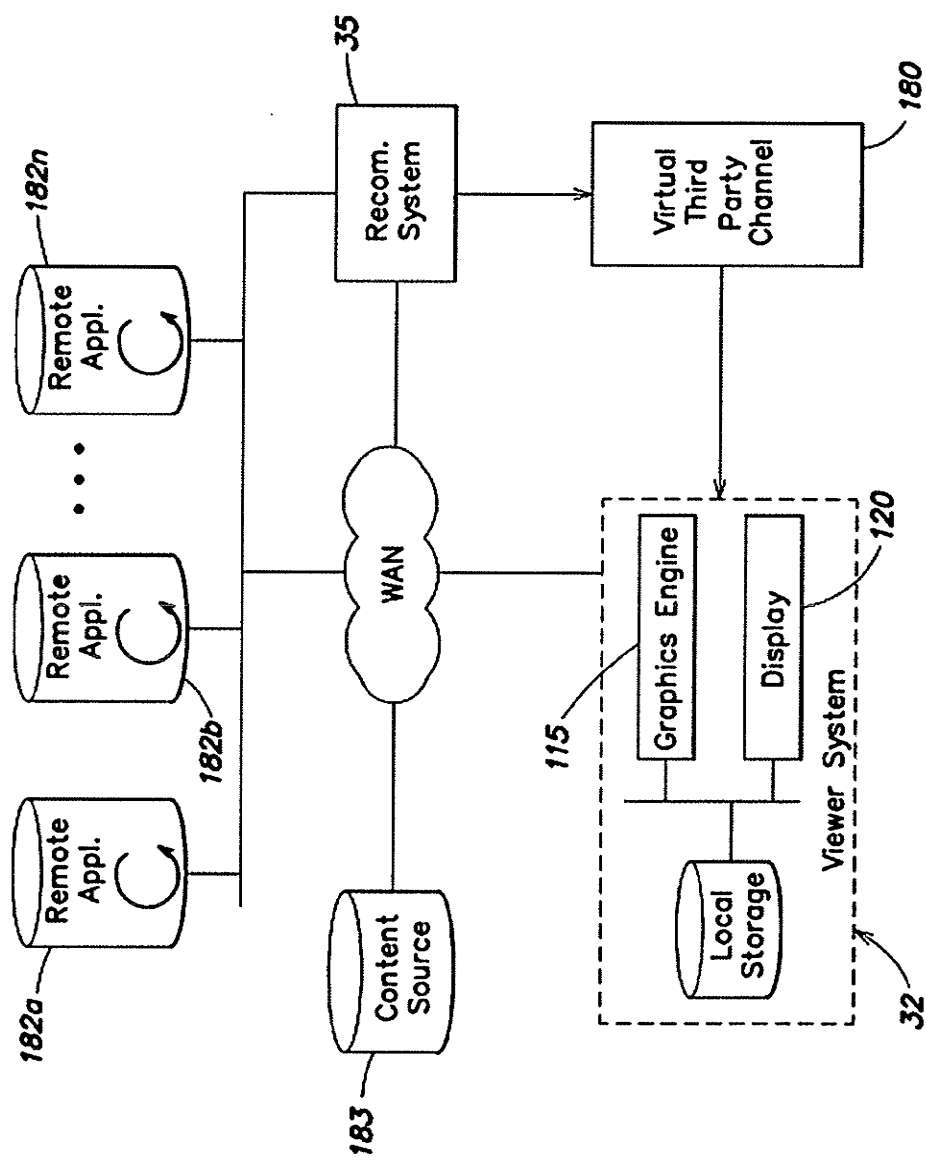
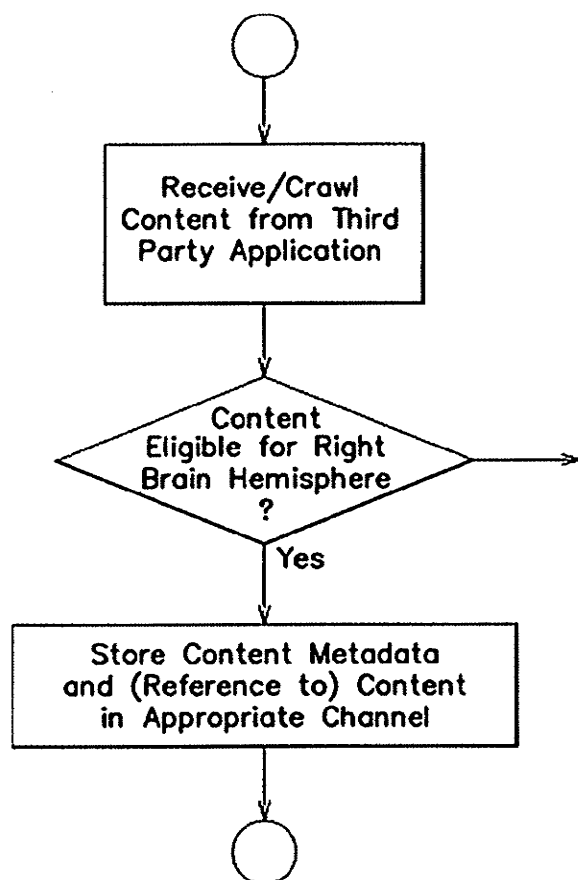


FIG. 25

**FIG. 26A**

**FIG. 26B**

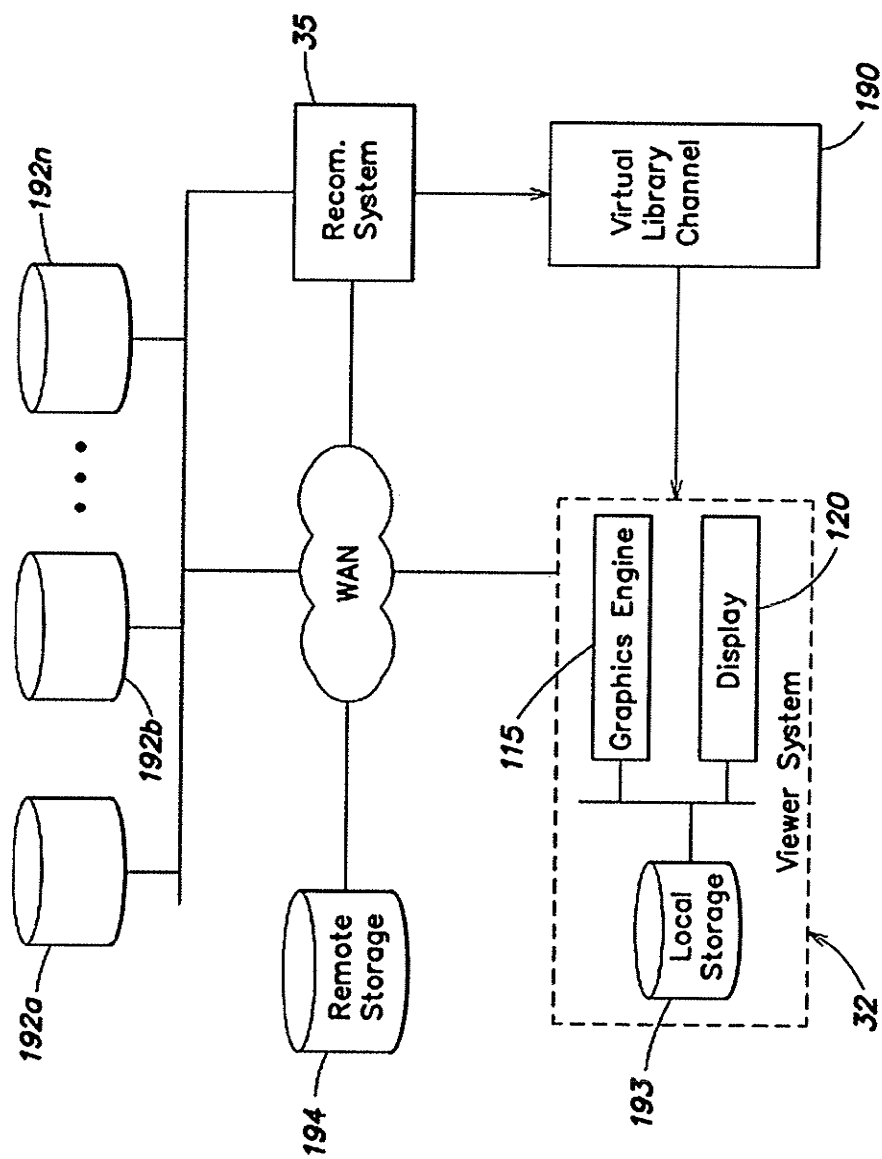


FIG. 27

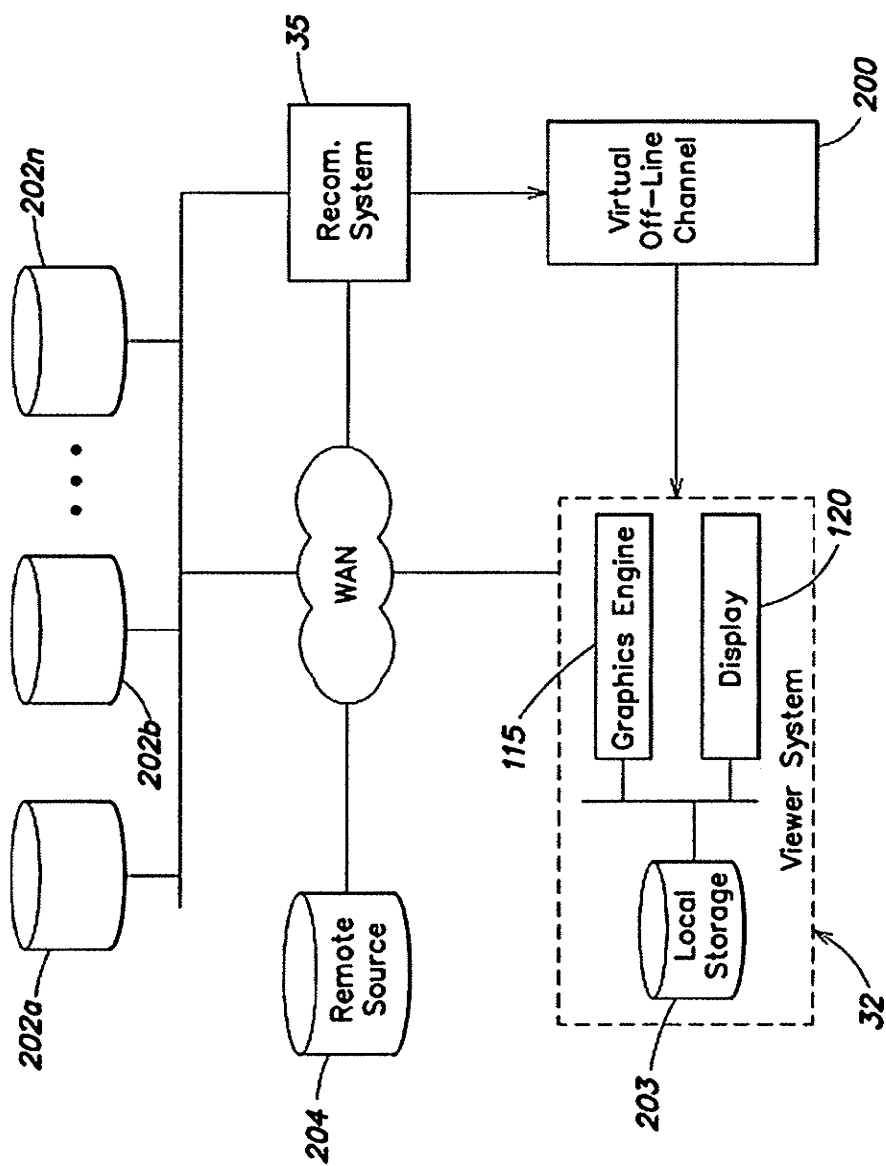
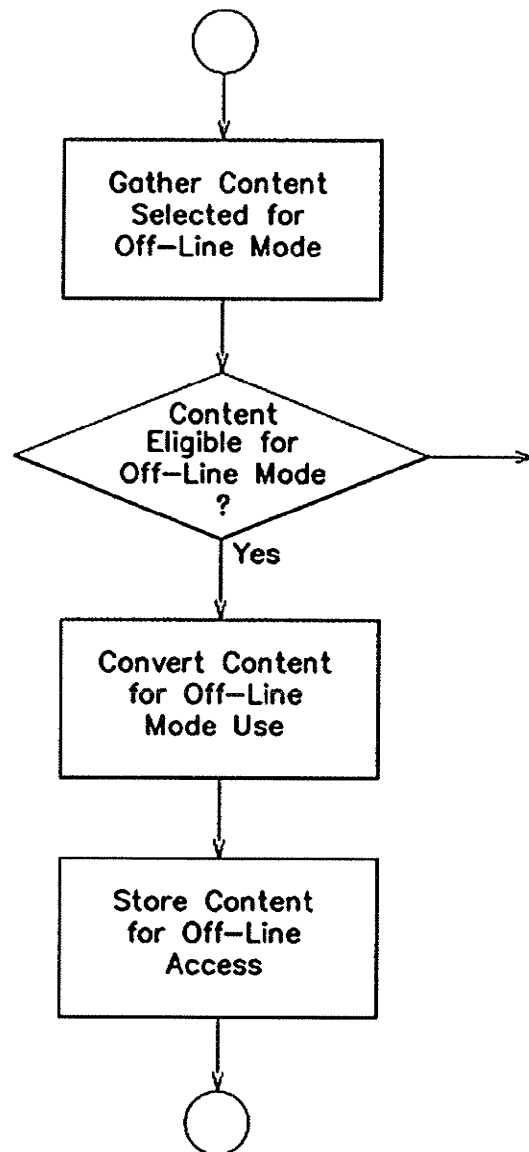


FIG. 28A

**FIG. 28B**

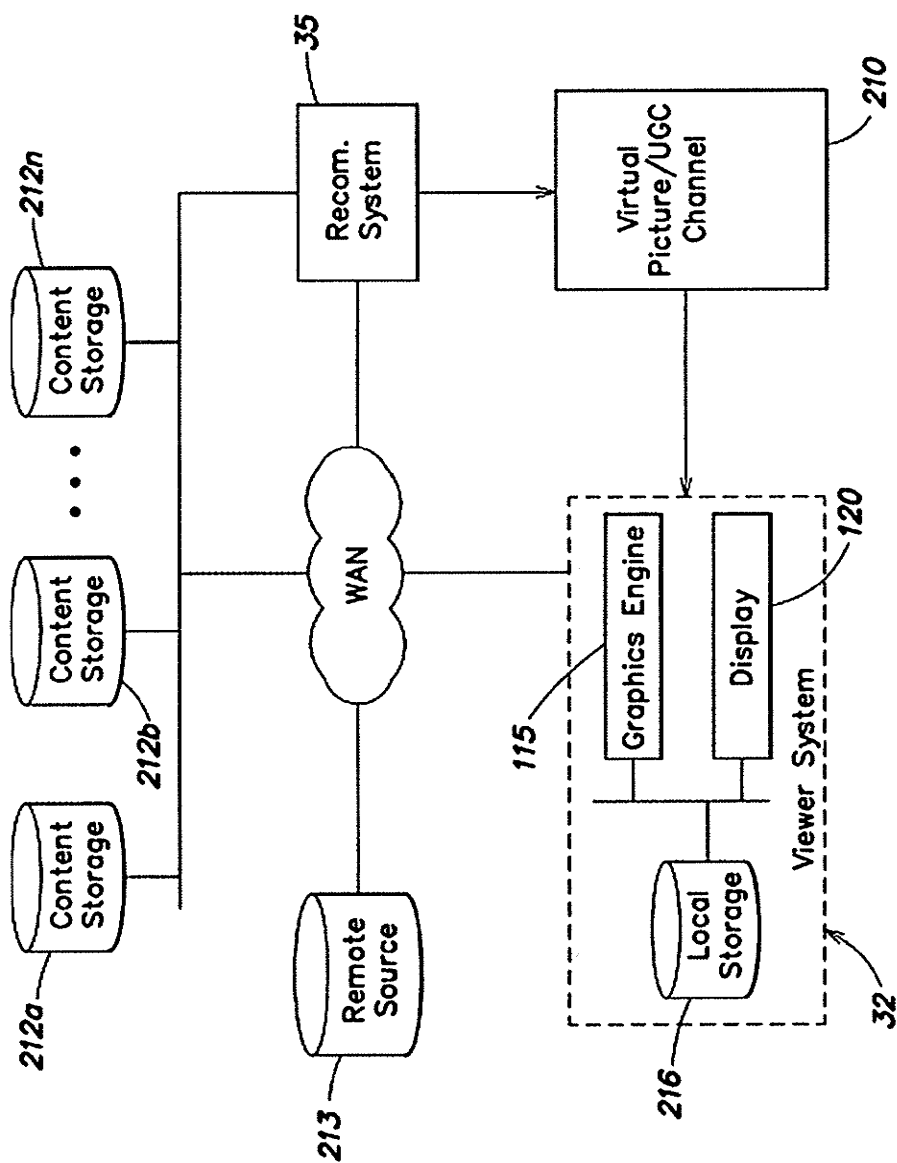
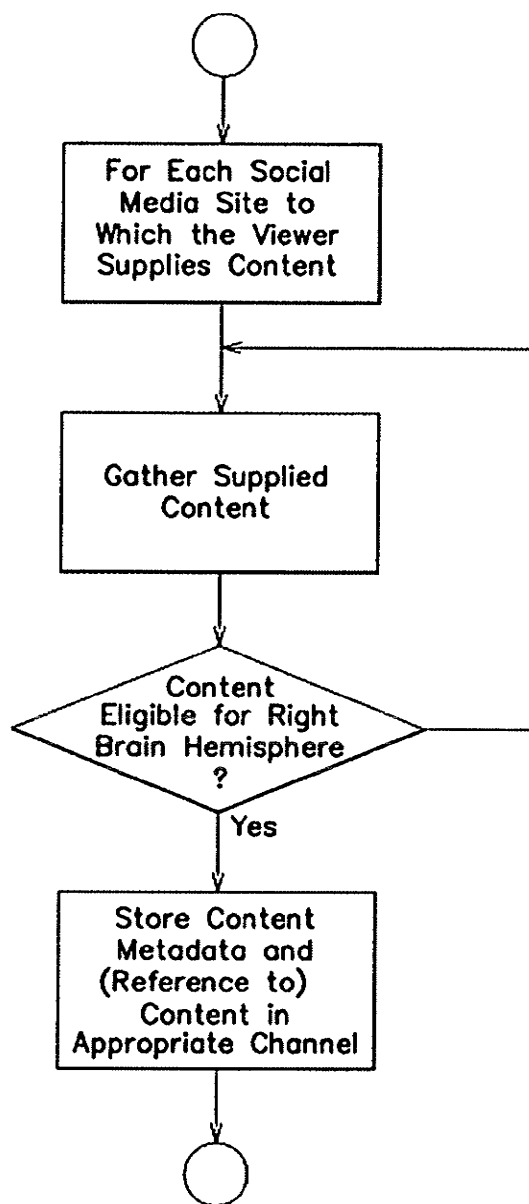
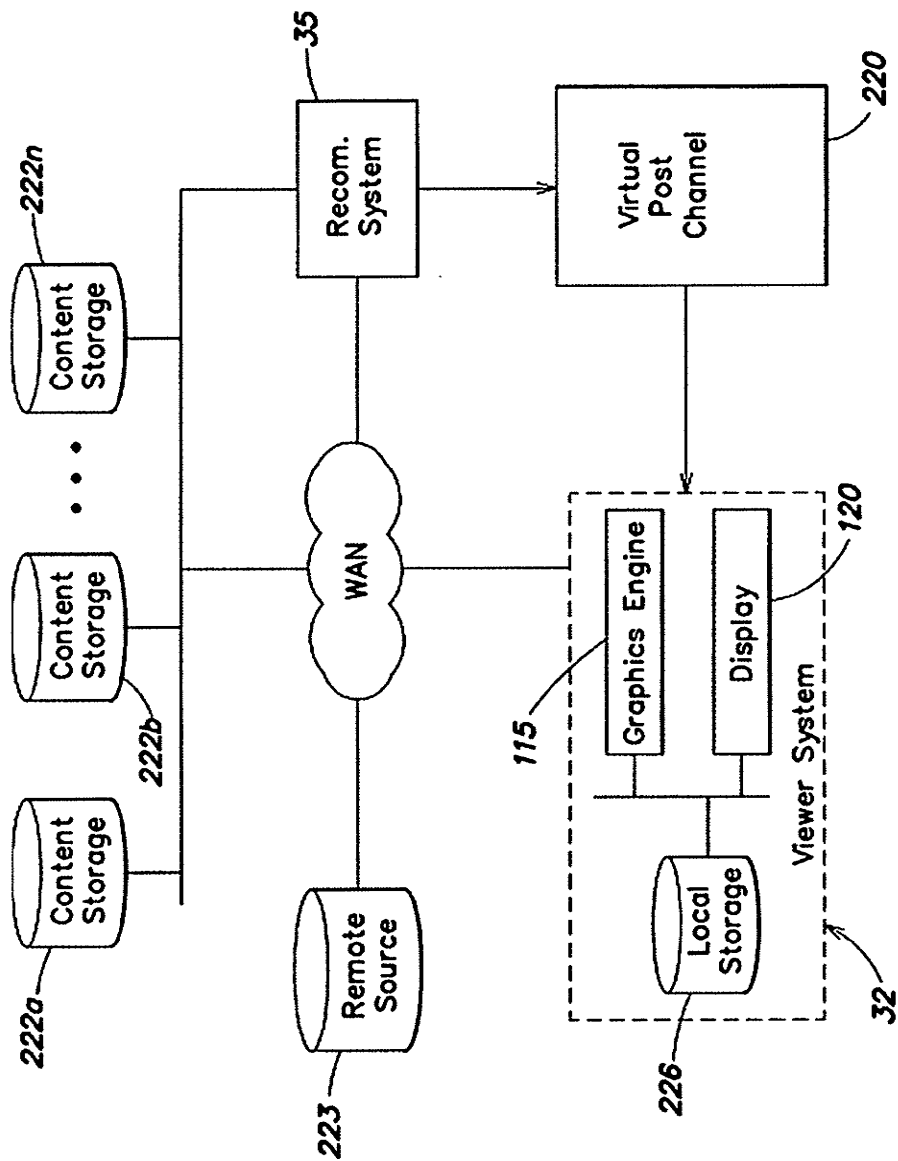
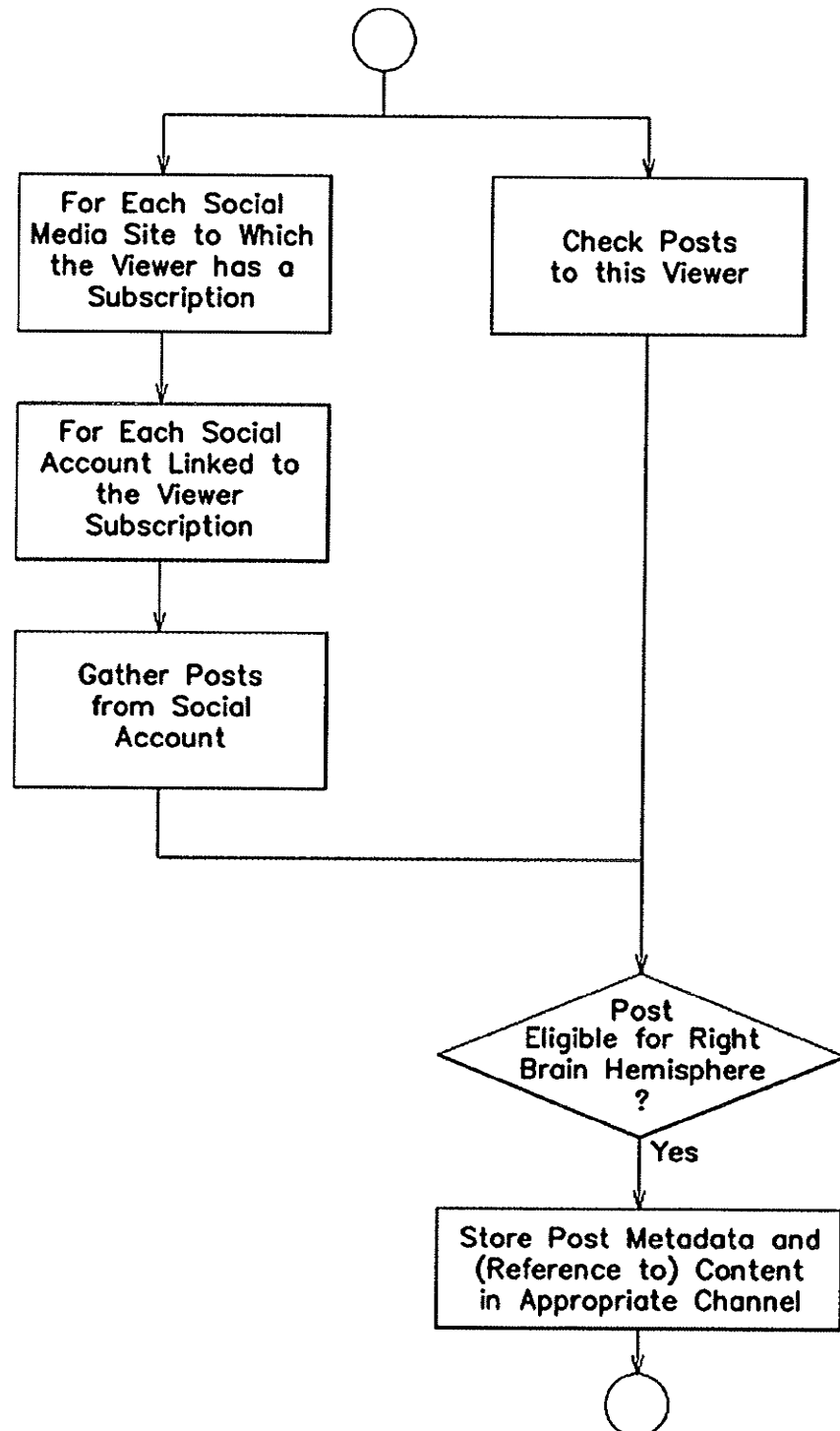


FIG. 29A

**FIG. 29B**

**FIG. 30A**

**FIG. 30B**

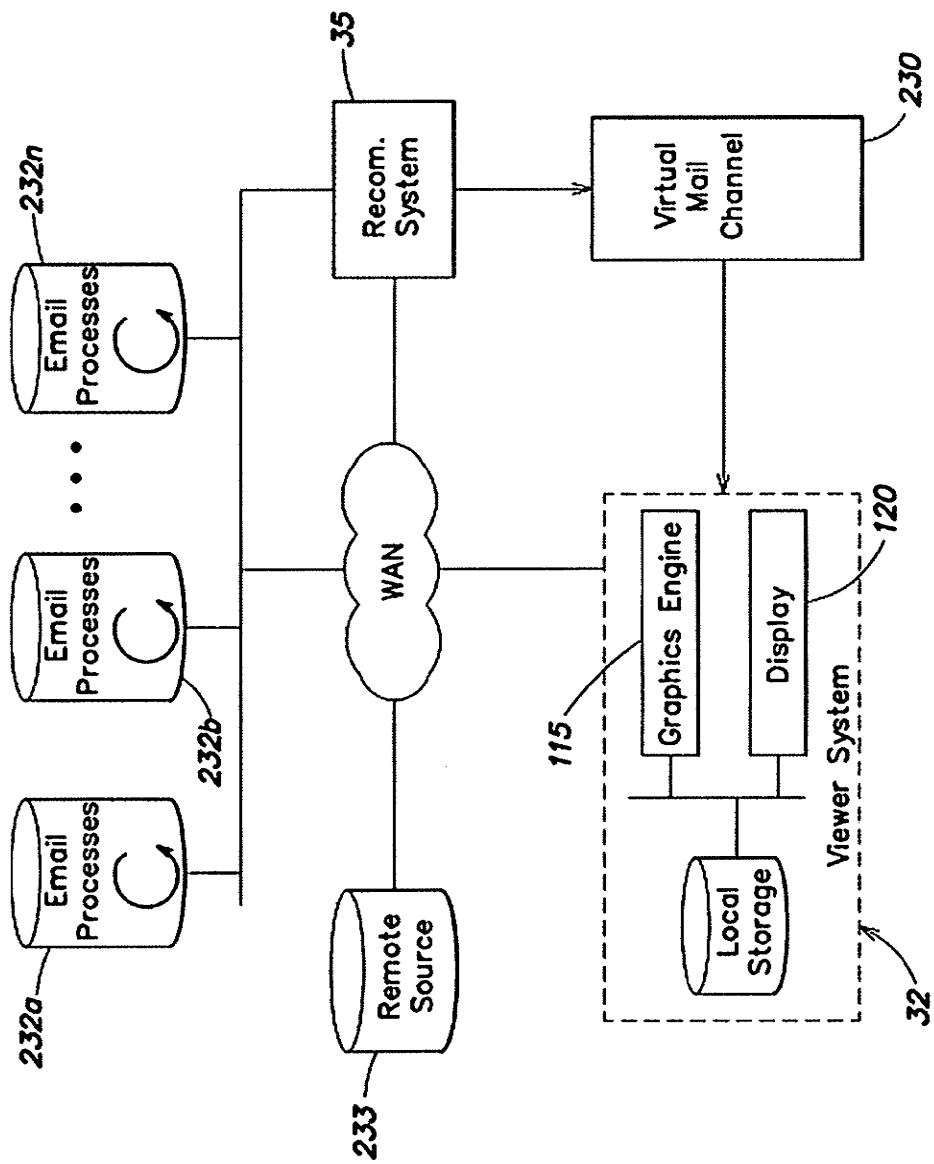
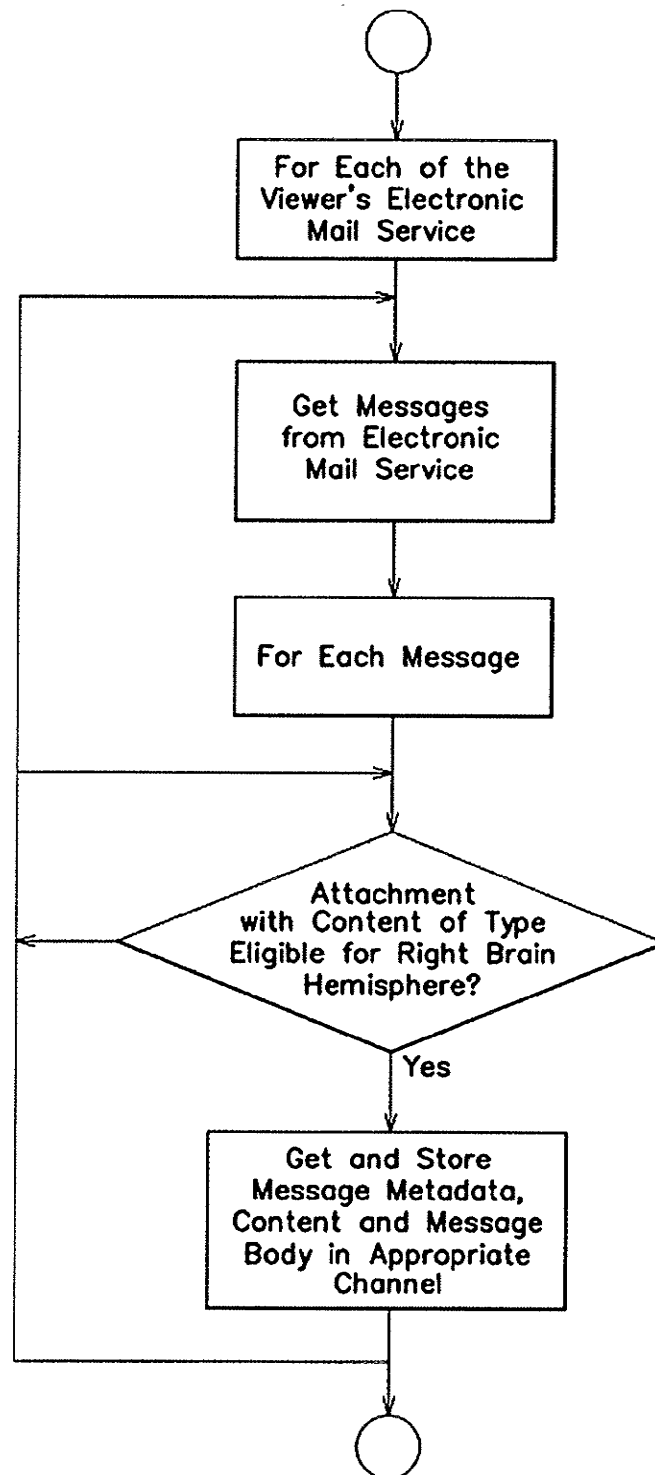
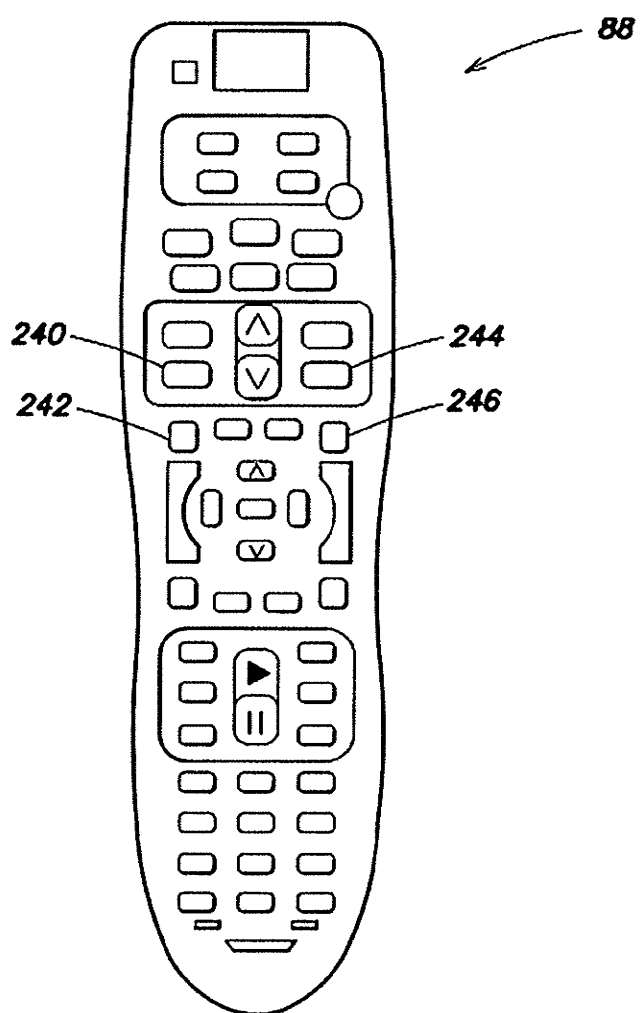
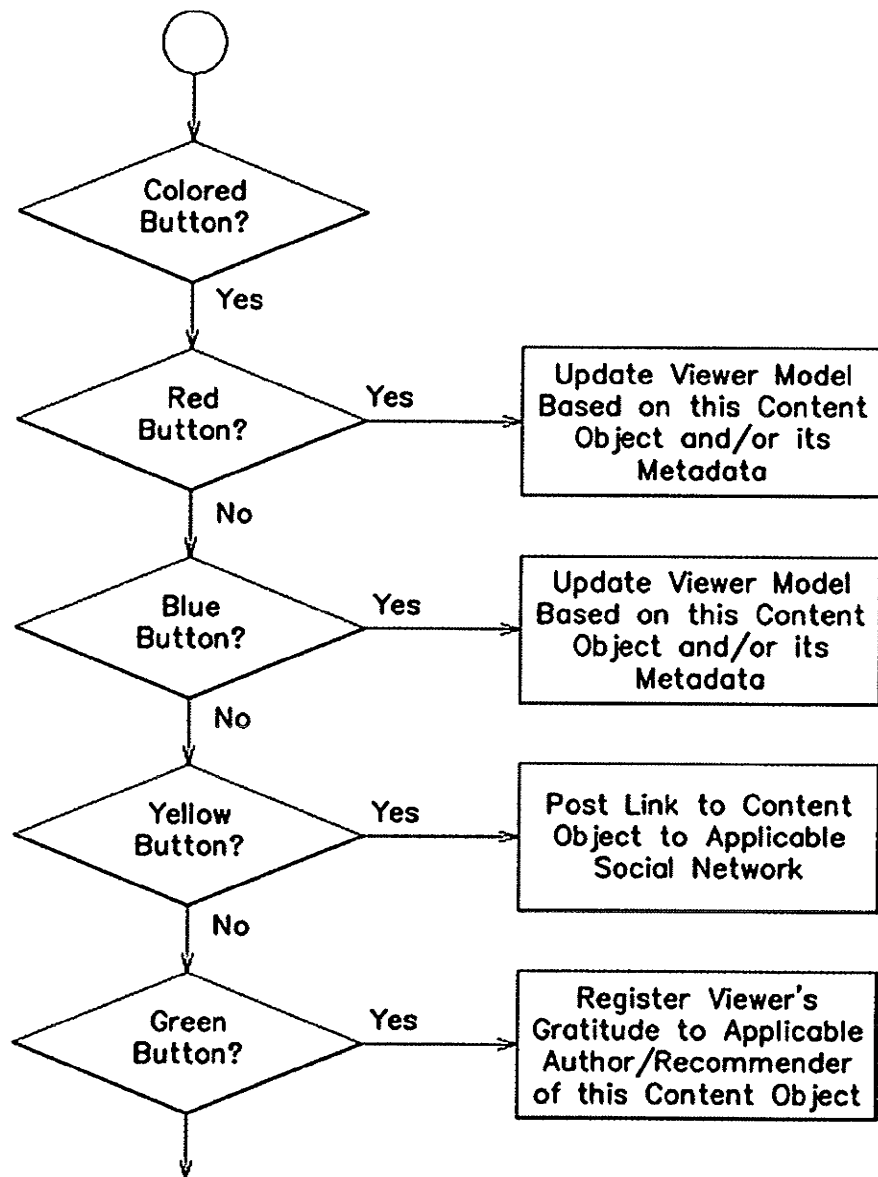
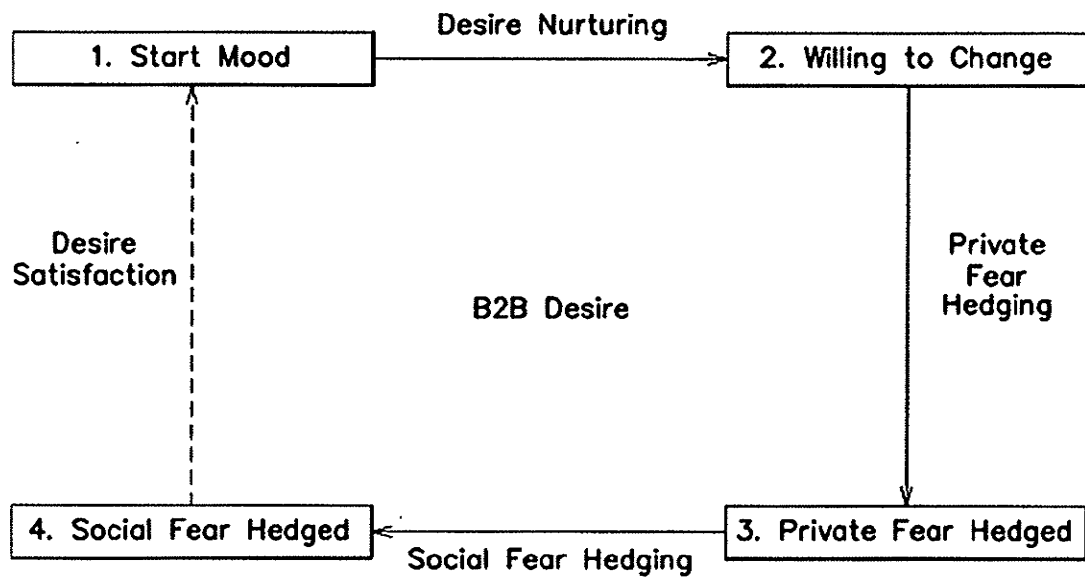


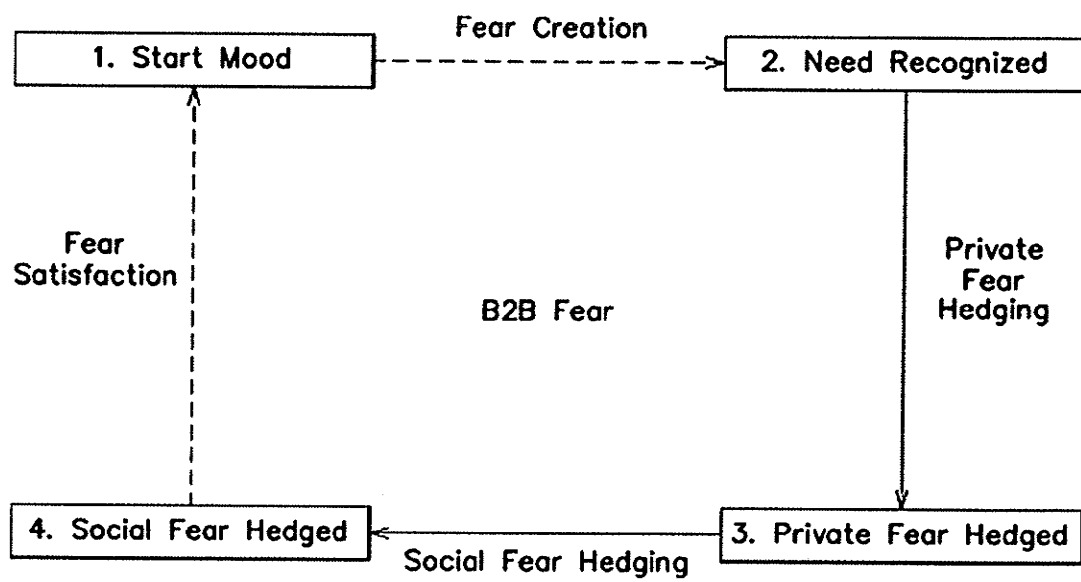
FIG. 31A

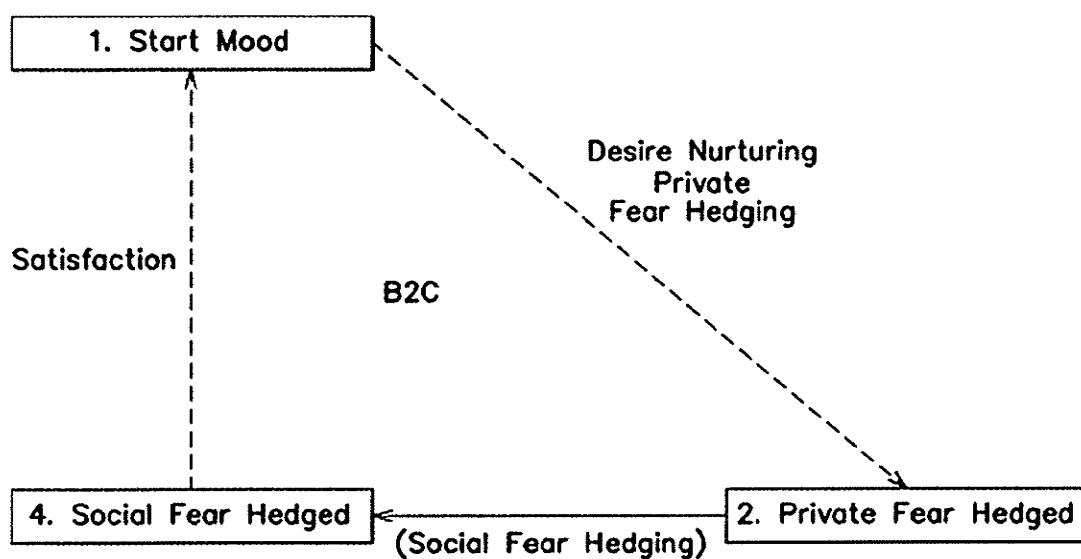
**FIG. 31B**

**FIG. 32**

**FIG. 33**

**FIG. 34**

**FIG. 35**

**FIG. 36**

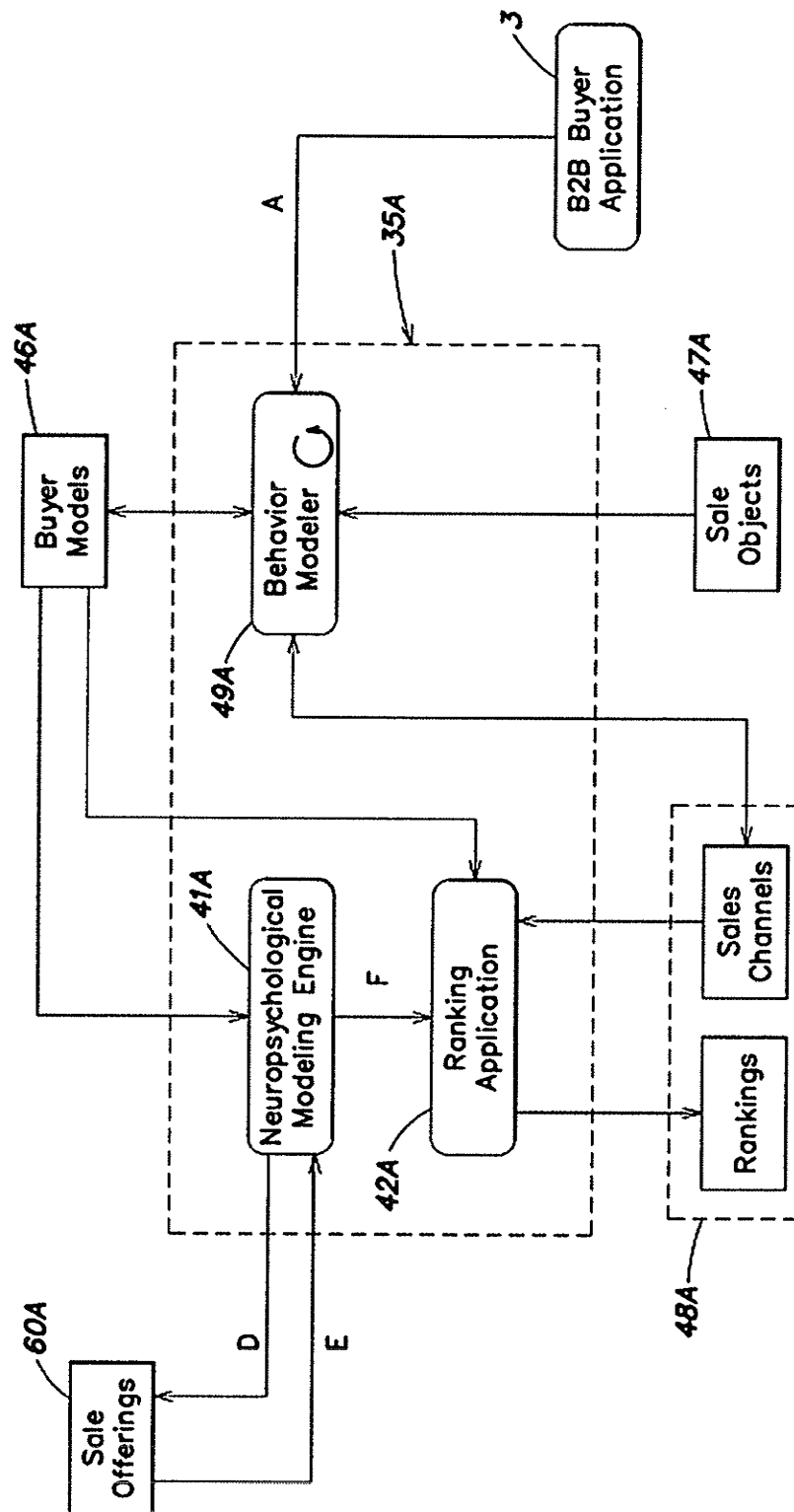


FIG. 37