

CLAIMS

What is claimed is:

1. A method comprising:
 - receiving over a network (103), by a server computer (104), a request from a client computer (100, 101, 102) specifying particular content for a particular account, wherein the particular content is associated with a particular original audio language, wherein
 - a preference database (107) is communicatively coupled to or is accessible by the server computer over one or more additional networks or the network (103),
 - the preference database includes records (204) for a plurality of accounts, and
 - the preference database includes a plurality of records for the particular account that each identify for that particular account (200) and a respective one of a plurality of original audio languages (201), a preferred audio language (202) and a preferred subtitle language (203);
 - in response to receiving the request, selecting, by the server computer, a particular preferred audio language and a particular preferred subtitle language for the particular content based on a particular record of the preference database that associates the particular original audio language and the particular account with the particular preferred audio language and the particular preferred subtitle language;
 - providing, from the server computer to the client computer, asset identifying data for an asset associated with the particular content, the particular preferred audio language, and the particular preferred subtitle language;
 - in response to input specifying a new audio language or a new subtitle language, providing different asset identifying data associated with the particular content and the new audio language or the new subtitle language;
 - receiving, by the server computer, one or more messages from the client computer that identify a presented audio language and a presented subtitle language that were presented for the particular account in relation to the particular content;
 - in response to a determination that the presented audio language differs from the particular preferred audio language or that the presented subtitle language differs from the particular preferred subtitle language, the server computer updating the particular record in the preference database.

2. The method recited in Claim 1, further comprising:

receiving, by the server computer, during the streaming of the particular content to the client computer, a message from the client computer requesting the new audio language or the new subtitle language;

in response to receiving the message from the client computer, the server computer providing the different asset identifying data associated with the particular content and the new audio language or the new subtitle language.

3. The method recited in any of Claims 1-2, wherein updating the particular record in the preference database updates the preferred audio language to the presented audio language or the preferred subtitle language to the presented subtitle language, and further comprising:

receiving, by the server computer, a second request from the client computer specifying second particular content for the particular account, wherein the second particular content is associated with the original audio language;

in response to receiving the request, selecting, by the server computer, a second preferred audio language and a second preferred subtitle language for the particular content based on the particular record of a preference database;

providing, by the server computer, second asset identifying data for a second asset associated with the second particular content, the second preferred audio language, and the second preferred subtitle language.

4. The method recited in any of Claims 1-3, further comprising the server computer updating the particular record in response to a determination that the presented audio language was presented for more than a particular threshold period of time or a percentage of time, or a determination that the presented subtitle language was presented for more than a second particular threshold period of time or a second percentage of time.

5. The method recited in any of Claims 1-4, wherein the particular record specifies one or more factors including one or more of: a particular age group, a particular period of time, or a device volume setting, and the server computer selects the preferred audio language and the preferred subtitle language based on the one or more factors.

6. The method recited in any of Claims 1-5, further comprising, in response to a determination that the preferred audio language or the preferred subtitle language is unavailable for streaming, selecting a backup available audio language or a backup available subtitle language in place of the preferred audio language or the preferred subtitle language.

7. The method of Claim 6, wherein the available backup audio language or the available backup subtitle language is based on a country of origin of the particular account.

8. The method recited in any of Claims 6-7, wherein the available backup audio language is based on one or more other records of the preference database that associates a different original audio language and the particular account with the available backup audio language.

9. The method recited in any of Claims 6-8, wherein the available backup subtitle language is based on one or more records of the preference database that associates a different original audio language and the particular account with the available backup subtitle language.

10. The method recited in any of Claims 6-9, wherein the particular record specifies one or more of: an ordered list of preferred audio languages or an ordered list of preferred subtitle languages and the available backup audio language is selected based on the ordered list of preferred audio languages or the available backup subtitle language is selected based on the ordered list of preferred subtitle languages.

11. The method recited in any of Claims 1-10, wherein the preferred subtitle language is no subtitles.

12. One or more computer-readable media storing instructions that, when executed by one or more computing devices, cause performance of the steps recited in any of Claims 1–11.

13. A system comprising one or more computing devices comprising components, implemented at least partially by computing hardware, configured to implement the steps recited in any of Claims 1–11.