CLAIMS

1. A system comprising:

a programming component configured to associate content groupings with publication placeholders, each of the content groupings comprising a specific set of media content items selected from a plurality of media content items, each publication placeholder of the publication placeholders indicating how to present a given content grouping associated with the publication placeholder;

an assignment component configured to identify subsites, within a plurality of sites, in which to publish the content groupings based on the publication placeholders associated with the content groupings;

a content packager configured to generate publishable content packages for the content groupings, each content grouping of the content groupings having a separate content package for each publication placeholder of the publication placeholders that is associated with the content groupings, each content package displaying the specific set of media content items within the content grouping formatted in accordance with template data within the associated publication placeholder;

a publishing component configured to publish the content packages for the content groupings to the subsites identified for the content groupings, the content packages positioned within the subsites at positions indicated by layout data in their respectively associated publication placeholders, two or more of the content packages presented together within a same subsite of the subsites, the content packages providing access to the specific set of content items which their respective content groupings comprise; and

a content curation component configured to edit at least one of:

the specific set of media content items of a respective content grouping by adding another media content item to the set of media content items, the other media content item being selected from the plurality of media content items, or removing a media content item from the set of media content items;

template data associated with the respective content grouping; and

layout data associated with the respective content grouping, and thereby manipulate the respective content package across each identified subsite associated with said content grouping.

2. The system of Claim 1, further comprising a context curation component, configured to generate the content groupings by selecting each specific set of media content items from the plurality of media content items.

3. The system of Claim 1, wherein the programming component is further configured to receive input associating the publication placeholders with different publication languages, wherein the assignment component is configured to identify the subsites in which to publish the content groupings based on the input associating the publication placeholders with different publication languages, the different publication languages corresponding to different subsites within the plurality of sites, at least one of the plurality of sites having at least two subsites corresponding to the at least two different publication languages, respectively.

4. The system of Claim 1, wherein a first content grouping, associated with a first placeholder, is published as a content package with the same template data and layout data on at least two different subsites across at least two different sites in the plurality of sites.

5. The system of Claim 1, further comprising a rights management component configured to filter particular content items from particular content packages on particular subsites based on comparing rights data associated with the particular content items to rights-indicating attributes associated with the particular subsites, a particular content item within a particular content grouping appearing in a first package for the particular content grouping on a first subsite, but not in a second package for the particular content grouping on a second subsite.

6. The system of Claim 1, wherein the content groupings are video playlists.

7. The system of Claim 1, wherein the publishing component is configured to publish the plurality of sites to different groups of client devices, wherein the publishing component is configured to select which subsite within a given site to publish to which client devices in a given group of client devices based at least partially upon associations between subsites

and language profiles.

8. A method comprising:

receiving first programming inputs assigning publication placeholders to publication subsites within a plurality of publication sites, a single publication placeholder assigned to multiple publication subsites;

receiving second programming inputs assigning the publication placeholders to template data and layout data;

receiving third programming inputs assigning content groupings to publication placeholders, each of the content groupings comprising a specific set of media content items selected from a plurality of media content items, a single content grouping assigned to multiple publication placeholders identifying a particular subsite of the publication subsites for which to generate a presentation of information;

for each publication placeholder of multiple publication placeholders assigned to the particular subsite:

determining a content grouping assigned to the publication placeholder;

identifying particular template data and particular layout data associated with the publication placeholder; based on the template data,

generating a content package comprising information about-content items mapped to the content grouping, formatted in a manner specified by the particular template data inserting the generated content package into the presentation of information at a position indicated by the particular layout data; and

receiving fourth programming inputs editing at least one of:

the specific set of media content items of a respective content grouping by adding another media content item to the set of media content items, the other media content item being selected from the plurality of media content items, or removing a media content item from the set of media content items;

template data associated with the respective content grouping; and

layout data associated with the respective content grouping, to thereby manipulate the respective content package across each identified subsite associated with said content grouping.

9. The method of Claim 8, wherein the first programming inputs include an input that assigns a first publication placeholder to multiple sites within the plurality of publication sites, and that-further assigns the first publication placeholder to subsites, within the multiple sites, that have a certain publication attribute.

10. The method of Claim 9, wherein the certain publication attribute is a language profile.

11. The method of Claim 9, wherein the first publication placeholder is associated with first template data and first layout data, the method further comprising, based on the first publication placeholder, publishing content groupings associated with the first publication placeholder using the same first template data and first layout data on subsites across the multiple sites.

12. The method of Claim 8, further comprising:

receiving, from a client device, over a network, a request for the presentation of information;

identifying the particular subsite based on the request;

generating the presentation of information in response to the request;

responding to the request by sending the presentation of information to the client device.

13. The method of Claim 8, further comprising for at least a first content grouping associated with one of the multiple publication placeholders, for at least of first content item of a plurality of content items mapped to the first content grouping:

comparing rights data for the first content item to rights-indicating attributes of the particular subsite or of a particular site to which the particular subsite belongs;

based on the comparing determining whether to include the first content item in the presentation of information.

14. The method of Claim 8, further comprising for at least a first content grouping

associated with one of the multiple publication placeholders, for at least of first content item of a plurality of content items mapped to the first content grouping:

comparing rights data for the first content item to rights-indicating attributes of a particular client device or group of client devices;

based on the comparing determining whether to include the first content item in the presentation of information.

15. One or more non-transitory computer-readable media storing instructions that, when executed by one or more computing devices, cause:

receiving first programming inputs assigning publication placeholders to publication subsites within a plurality of publication sites, a single publication placeholder assigned to multiple publication subsites;

receiving second programming inputs assigning the publication placeholders to template data and layout data, receiving third programming inputs assigning content groupings to publication placeholders, each of the content groupings comprising a specific set of media content items selected from a plurality of media content items, a single content grouping assigned to multiple publication placeholders;

identifying a particular subsite of the publication subsites for which to generate a presentation of information;

for each publication placeholder of multiple publication placeholders assigned to the particular subsite:

determining a content grouping assigned to the publication placeholder;

identifying particular template data and particular layout data associated with the publication placeholder;

based on the template data, generating a content package comprising information about content items mapped to the content grouping, formatted in a manner specified by the particular template data;

inserting the generated content package into the presentation of information at a position indicated by the particular layout data; and

receiving fourth programming inputs editing at least one of:

the specific set of media content items of a respective content grouping by

adding another media content item to the set of media content items, the other media content item being selected from the plurality of media content items, or removing a media content item from the set of media content items;

template data associated with the respective content grouping; and

layout data associated with the respective content grouping, to thereby manipulate the respective content package across each identified subsite associated with said content grouping.

16. The one or more non-transitory computer-readable media of Claim 15, wherein the first programming inputs include an input that assigns a first publication placeholder to multiple sites within the plurality of publication sites, and-further assigns the first publication placeholder to subsites, within the multiple sites, that have a certain publication attribute.

17. The one or more non-transitory computer-readable media of Claim 16, wherein the certain publication attribute is a language profile.

18. The one or more non-transitory computer-readable media of Claim16, wherein the first publication placeholder is associated with first template data and first layout data, wherein the instructions, when executed by one or more computing devices, further cause, based on the first publication placeholder, publishing content groupings associated with the first publication placeholder using the same first template data and first layout data on subsites across the multiple sites.

19. The one or more non-transitory computer-readable media of Claim 15, wherein the instructions, when executed by one or more computing devices, further cause:

receiving, from a client device, over a network, a request for the presentation of information;

identifying the particular subsite based on the request;

generating the presentation of information in response to the request; responding to the request by sending the presentation of information to the client device.

20. The one or more non-transitory computer-readable media of Claim 15, wherein the instructions, when executed by one or more computing devices, further cause for at least a first content grouping associated with one of the multiple publication placeholders, for at least of first content item of a plurality of content items mapped to the first content grouping:

comparing rights data for the first content item to rights-indicating attributes of the particular subsite or of a particular site to which the particular subsite belongs;

based on the comparing determining whether to include the first content item in the presentation of information.