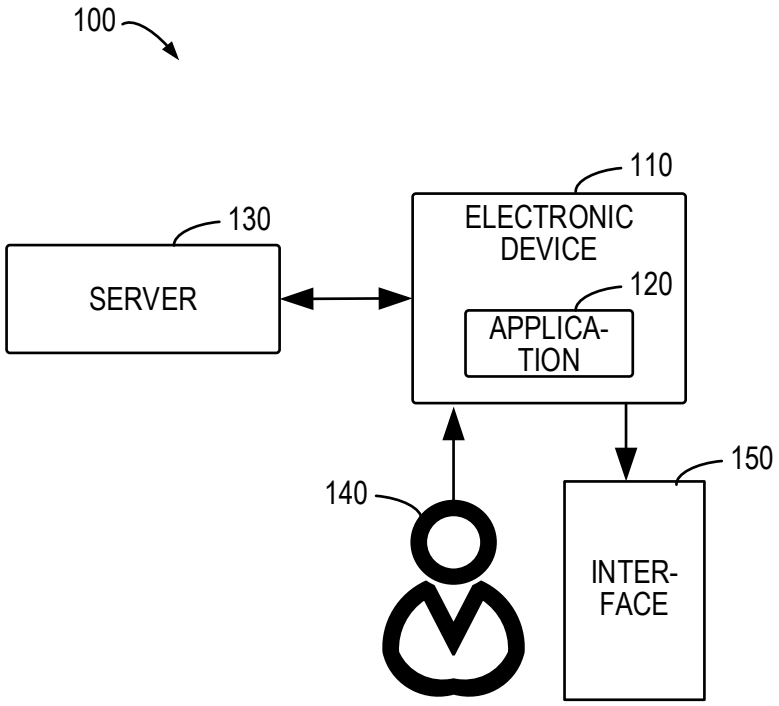
100
110
ELECTRONIC DEVICE
130
SERVER
120
APPLICA-TION
140
150
INTER-FACE

FIG. 1

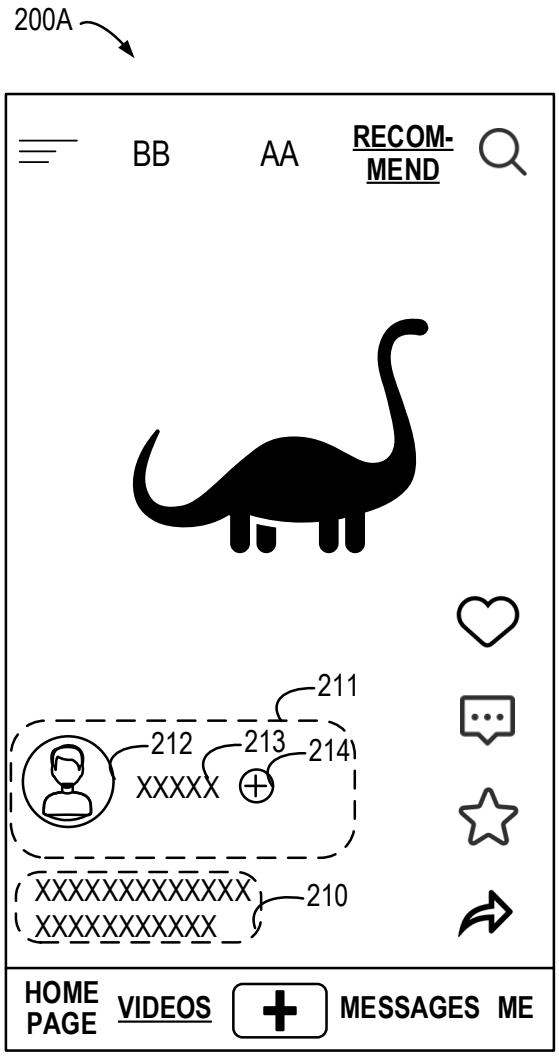
200A
BB
AA
RECOM-
MEND
211
212
213
214
XXXXX
XXXXXXXXXXXXX
XXXXXXXXXXX
210
HOME
PAGE
VIDEOS
MESSAGES
ME

FIG. 2A

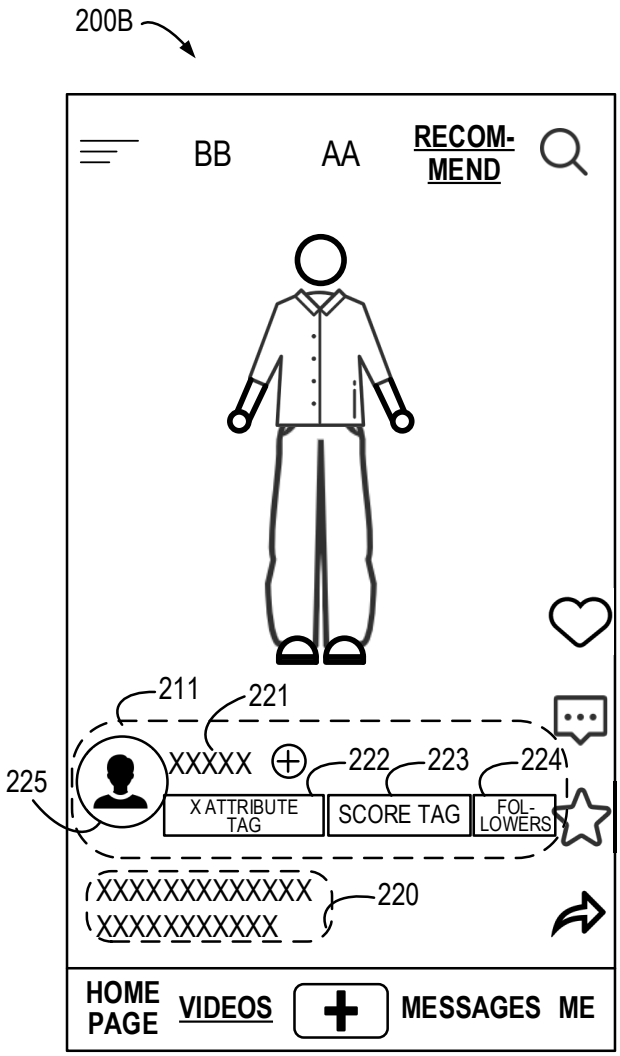
200B
BB
AA
RECOM-
MEND
211
221
225
XXXXX
222
223
224
X ATTRIBUTE
TAG
SCORE TAG
FOL-
LOWERS
XXXXXXXXXXXXX
XXXXXXXXXXX
220
HOME
PAGE
VIDEOS
MESSAGES
ME

FIG. 2B

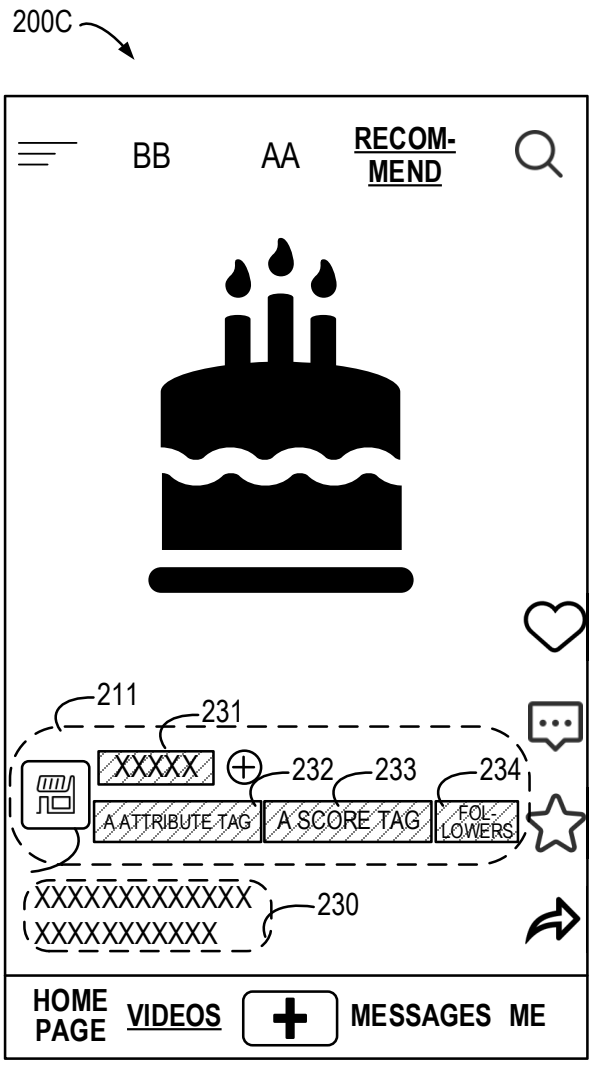
200C
BB
AA
RECOM-MEND
211
231
XXXXX
232
233
234
A ATTRIBUTE TAG
A SCORE TAG
FOL-LOWERS
XXXXXXXXXXXX
XXXXXXXXXX
230
HOME PAGE
VIDEOS
MESSAGES
ME

FIG. 2C

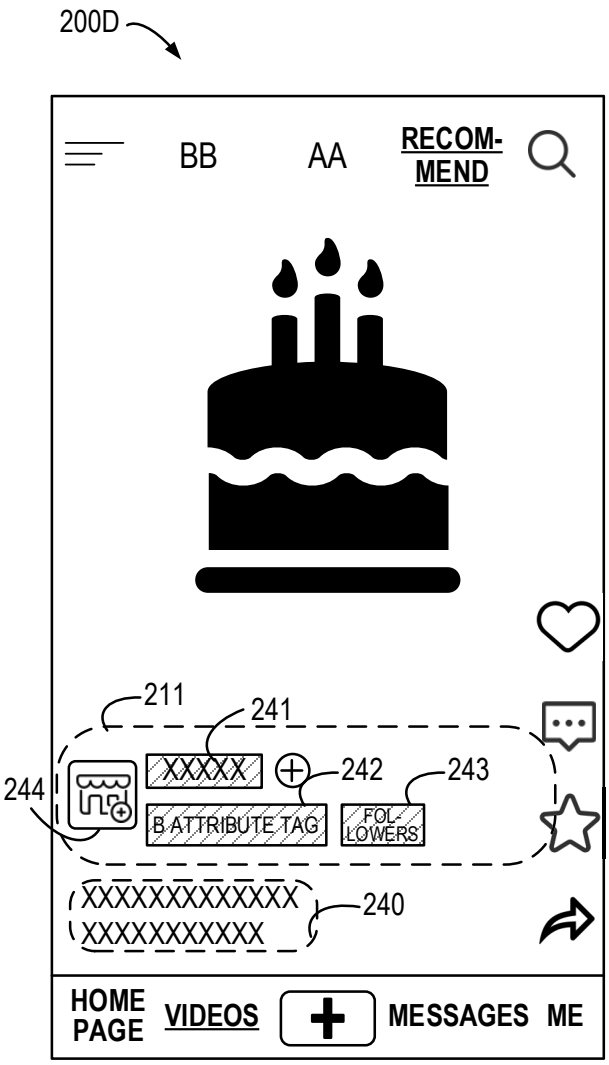
200D
BB
AA
RECOM-MEND
211
241
244
XXXXX
242
243
B ATTRIBUTE TAG
FOL-LOWERS
XXXXXXXXXXXX
XXXXXXXXXX
240
HOME PAGE
VIDEOS
MESSAGES
ME

FIG. 2D

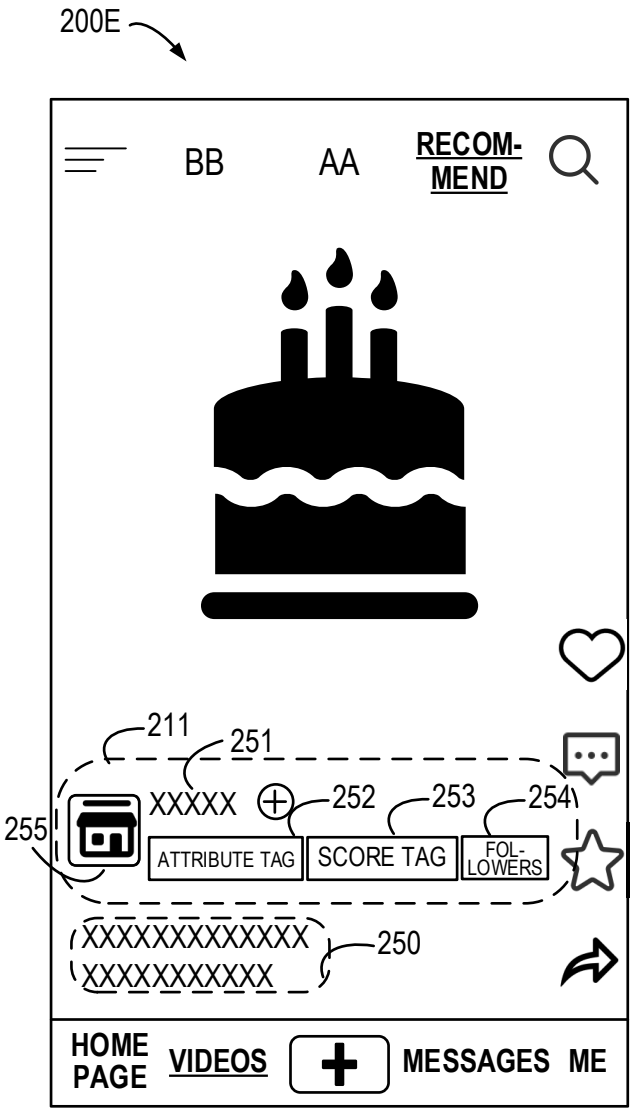
200E
BB
AA
RECOM-
MEND
211
251
XXXXX
252
253
254
255
ATTRIBUTE TAG
SCORE TAG
FOL-
LOWERS
XXXXXXXXXXXX
XXXXXXXXXX
250
HOME
PAGE
VIDEOS
MESSAGES
ME

FIG. 2E

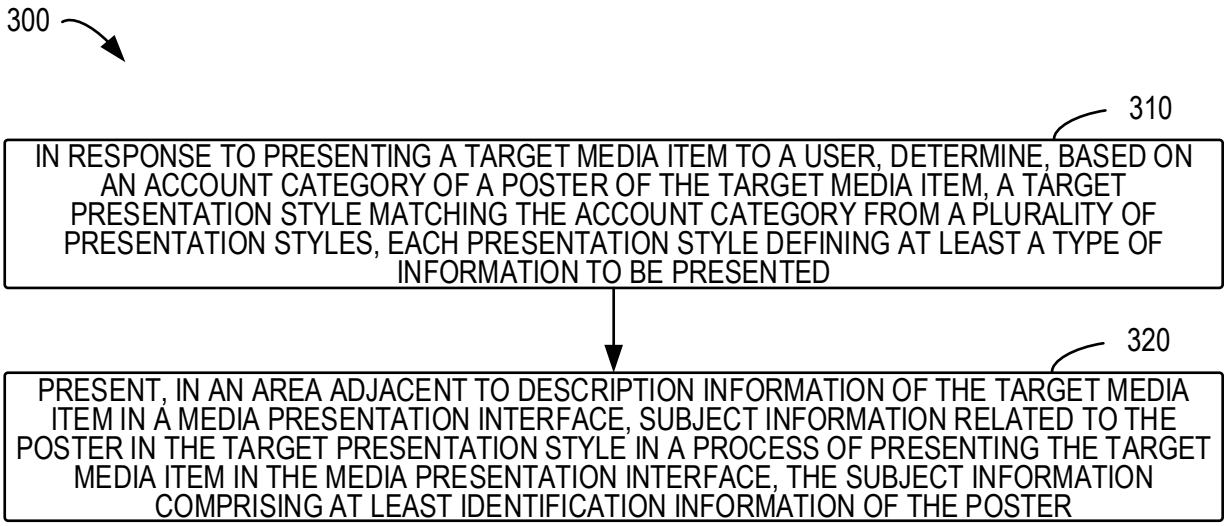
300
310
IN RESPONSE TO PRESENTING A TARGET MEDIA ITEM TO A USER, DETERMINE, BASED ON AN ACCOUNT CATEGORY OF A POSTER OF THE TARGET MEDIA ITEM, A TARGET PRESENTATION STYLE MATCHING THE ACCOUNT CATEGORY FROM A PLURALITY OF PRESENTATION STYLES, EACH PRESENTATION STYLE DEFINING AT LEAST A TYPE OF INFORMATION TO BE PRESENTED
320
PRESENT, IN AN AREA ADJACENT TO DESCRIPTION INFORMATION OF THE TARGET MEDIA ITEM IN A MEDIA PRESENTATION INTERFACE, SUBJECT INFORMATION RELATED TO THE POSTER IN THE TARGET PRESENTATION STYLE IN A PROCESS OF PRESENTING THE TARGET MEDIA ITEM IN THE MEDIA PRESENTATION INTERFACE, THE SUBJECT INFORMATION COMPRISING AT LEAST IDENTIFICATION INFORMATION OF THE POSTER

FIG. 3

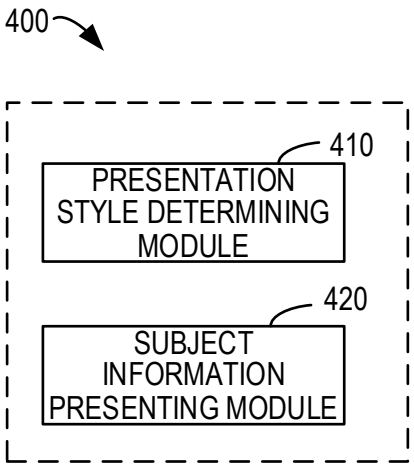
400
410
PRESENTATION STYLE DETERMINING MODULE
420
SUBJECT INFORMATION PRESENTING MODULE

FIG. 4

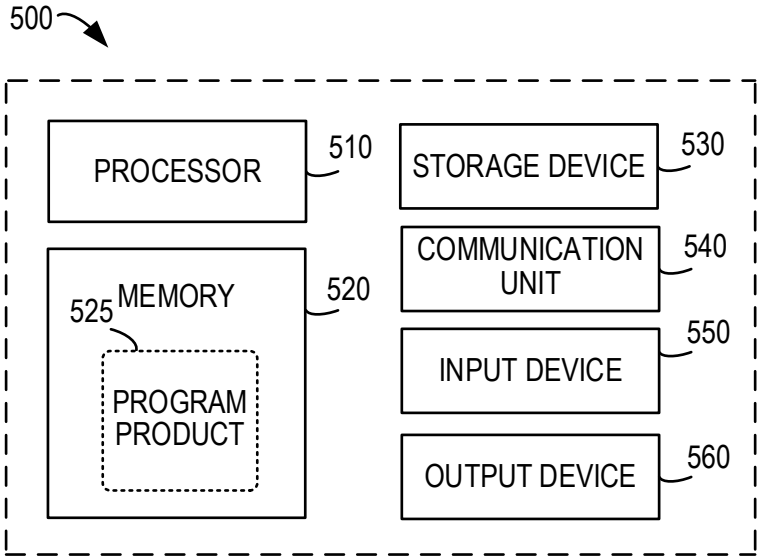
500
PROCESSOR
510
STORAGE DEVICE
530
COMMUNICATION UNIT
540
MEMORY
525
520
PROGRAM PRODUCT
INPUT DEVICE
550
OUTPUT DEVICE
560

FIG. 5