

1 **MULTI-SOURCE, MULTI-DIMENSIONAL, CROSS-ENTITY,**
2 **MULTIMEDIA DATABASE PLATFORM APPARATUSES,**
3 **METHODS AND SYSTEMS**

4 **ABSTRACT**

5 **[00293]** The MULTI-SOURCE, MULTI-DIMENSIONAL, CROSS-ENTITY,
6 MULTIMEDIA DATABASE PLATFORM APPARATUSES, METHODS AND SYSTEMS
7 (“MMCDB”) transform data aggregated from various computer resources using
8 MMCDB components into updated entity profiles and/or social graphs. In one
9 implementation, the MMCDB aggregates data records including search results,
10 purchase transaction data, service usage data, service enrollment data, and social data.
11 The MMCDB identifies data field types within the data records and their associated data
12 values. From the data field types and their associated data values, the MMCDB
13 identifies an entity. The MMCDB generates correlations of the entity to other entities
14 identifiable from the data field types and their associated data values. The MMCDB also
15 associates attributes to the entity by drawing inferences related to the entity from the
16 data field types and their associated data values. Using the generated correlations and
17 associated attributes, the MMCDB generates an updated profile and social graph of the
18 entity. The MMCDB provides the updated profile and social graph for an automated
19 web form filling request.

20

21 Figure 1

22