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Kennedy et al.

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(54) **COMPUTERIZED SYSTEM AND METHOD FOR DETERMINING AND COMMUNICATING MEDIA CONTENT TO A USER BASED ON A PHYSICAL LOCATION OF THE USER**

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See application file for complete search history.

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(57) **ABSTRACT**

Disclosed are systems and methods for improving interactions with and between computers in content searching, generating, hosting and/or providing systems supported by or configured with personal computing devices, servers and/or platforms. The systems interact to identify and retrieve data within or across platforms, which can be used to improve the quality of data used in processing interactions between or among processors in such systems. The disclosed systems and methods automatically determine media content to communicate to a user based on the user's location. The disclosed systems and methods enable novel media content distribution to a user based on 1) the location of the user (i.e., physical location or geo-location), 2) other users' classified relationships to the location; and 3) user generated media content by the classified other users.

15 Claims, 6 Drawing Sheets