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(54)   CONTROLLING CONTENT DISTRIBUTION

(57)   A computer-implemented method for controlling
content distribution includes forwarding information as-
sociated with a user to a device operated by the user,
the information being configured for use in selecting con-
tent from any of multiple content providers for a content
distribution to the user. The method includes receiving,
in response to the information, an edit of the information
forwarded from the device. The edit identifies a first con-
tent provider and including a first modification of the con-
tent distribution regarding the first content provider. The
method includes storing the edit in association with the
information such that the first modification is taken into
account in the content distribution. The method can be
implemented using a computer program product tangibly
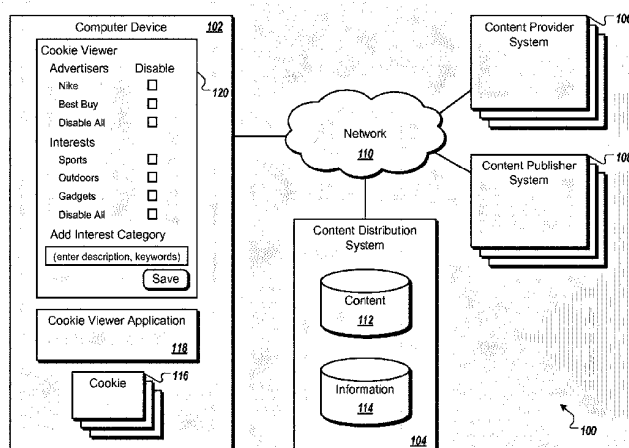embodied in a computer-readable storage medium.

FIG. 1

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