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(54) **METHODS, SYSTEMS, AND MEDIA FOR
SELECTING VIDEO FORMATS FOR
ADAPTIVE VIDEO STREAMING**

(52) **U.S. Cl.**

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ABSTRACT

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A method is provided that may include receiving, at a server, an indication of a first video to be presented on a user device, determining, at the server based on video features of the first video, a group of predicted viewership scores for each format from a group of available formats for the first video, selecting, at the server, a first format for the first video based on the group of predicted viewership scores for the first video, causing the first video to be presented on the user device, identifying a quality of a network connection between the user device and the server that hosts the first video during the presentation of the first video on the user device, receiving an indication of a second video to be presented on the user device, identifying a change in the quality of the network connection between the user device and the server, determining whether a format of the second video is to be changed from the first format to a second format based at least in part on the change in the quality of the network connection between the user device and the server, and in response to determining that the format of the second video is not to be changed from the first format to the second format, causing the second video to be presented by the user device.

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Related U.S. Application Data

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