TAGGED MEDIA & EVENT ASSOCIATION

PATENT #US8713094 B2

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THE INVENTION

TAGGED MEDIA & EVENT ASSOCIATION

A method for identifying and collecting digital content and associating that content with an event to create a structured, indexable collection.

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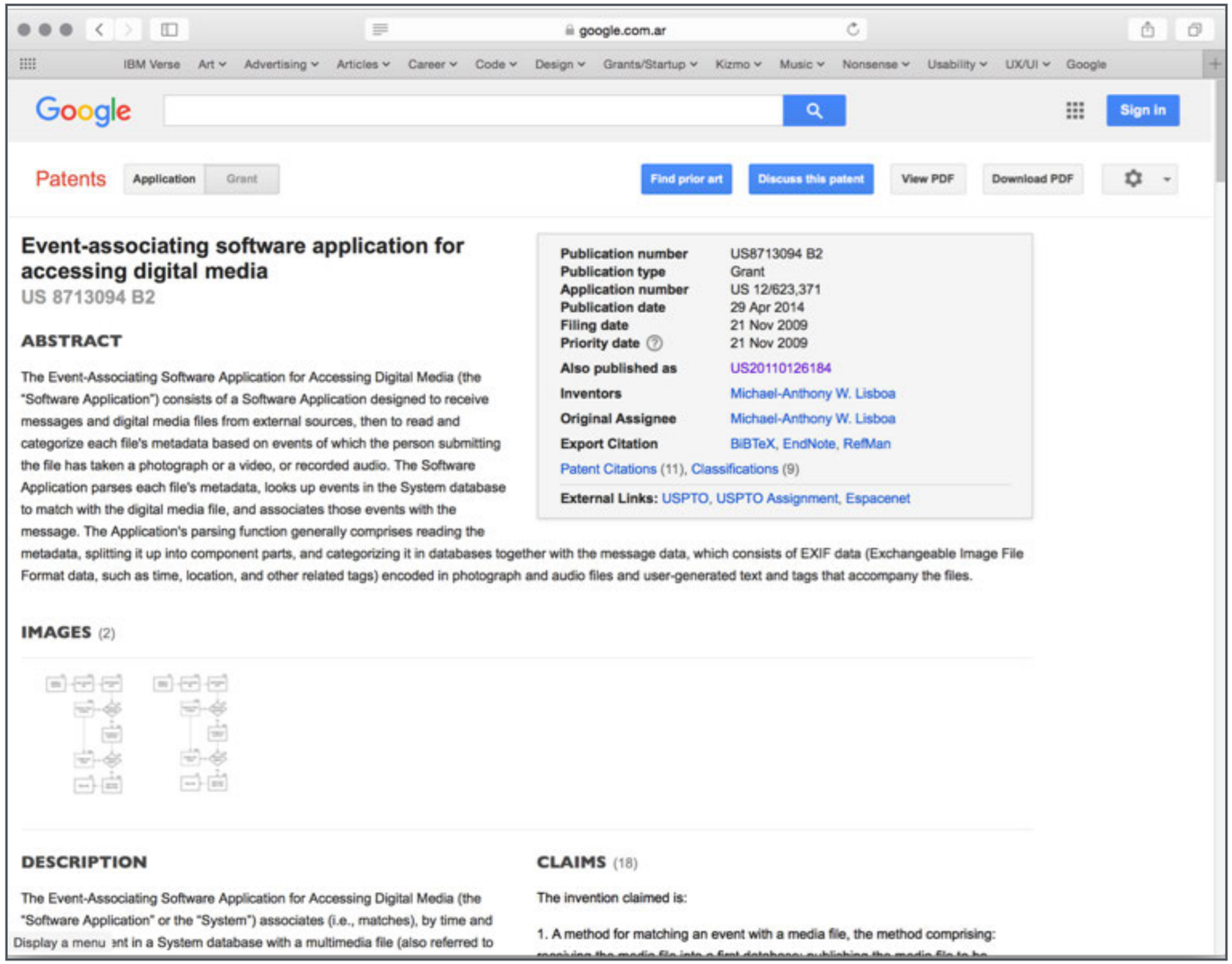
TAGGED MEDIA & EVENT ASSOCIATION

Ever since cameras were introduced in mobile phones, people have been snapping photos and videos on a whim. But where does that media go?

In the past, it was trapped on the user's phone, however, the introduction of smartphones, social media and cloud services changed everything. Now our images and videos are all over the Internet.

In 2004 (patent filed in 2009), I developed a system to bring order to the countless bits of content we create everyday through referencing metadata, user tags, comments, geolocation data and time stamps to automatically associate user generated content to events. An "event" can be a photo album, a collection of content from many people at a festival, or even a global news event or natural disaster.



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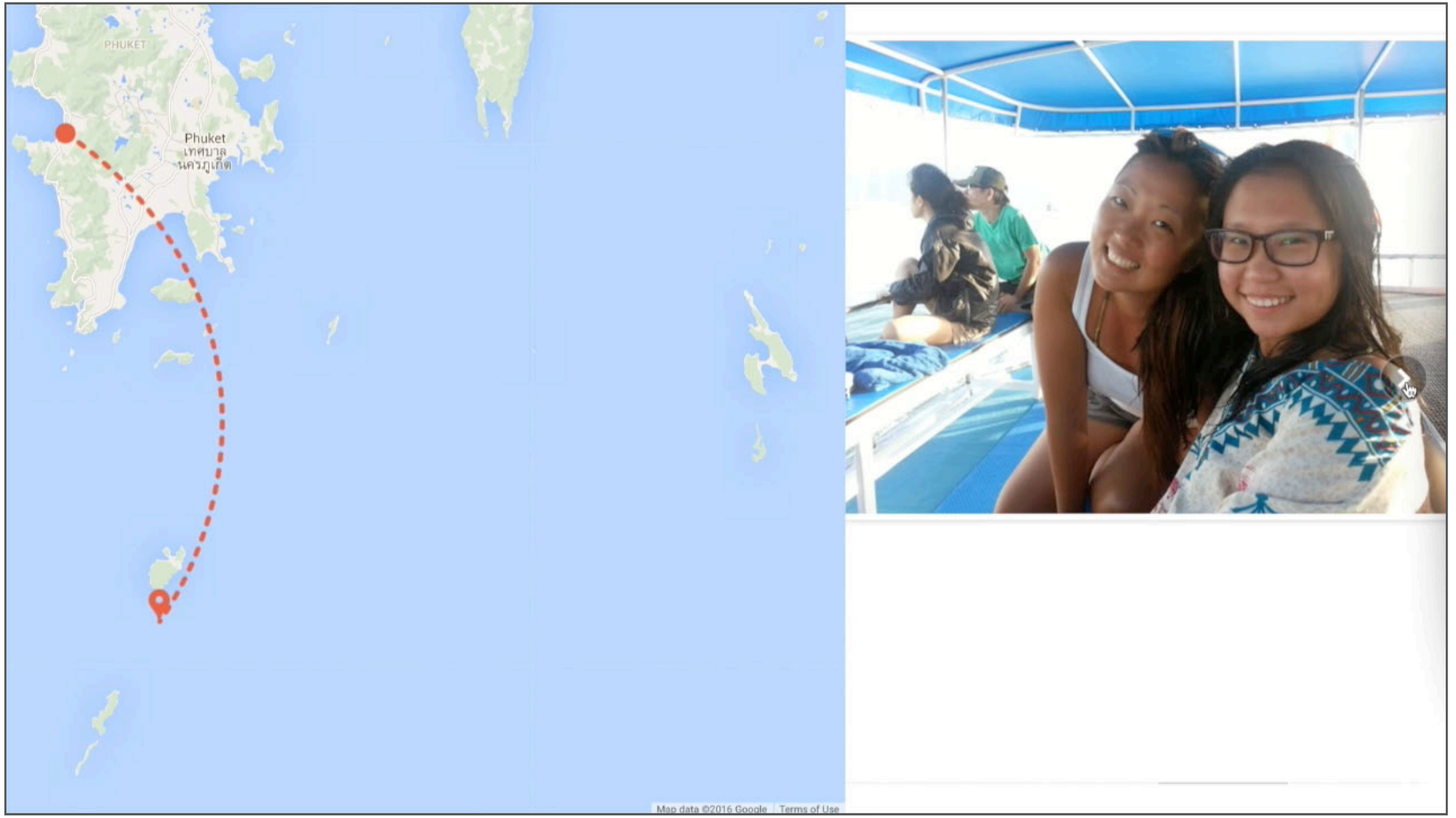
IN USE: GOOGLE+



Google+ Stories

In early 2014, *five years after the tagged media & event association patent was filed,* Google introduced Google+ Stories.

A service which, as described in this patent, uses geo-location, time stamp and other metadata, to automatically weave your photos, videos and the places you visited into a travelogue.

This video is an example of what a Google+ Story looks like.

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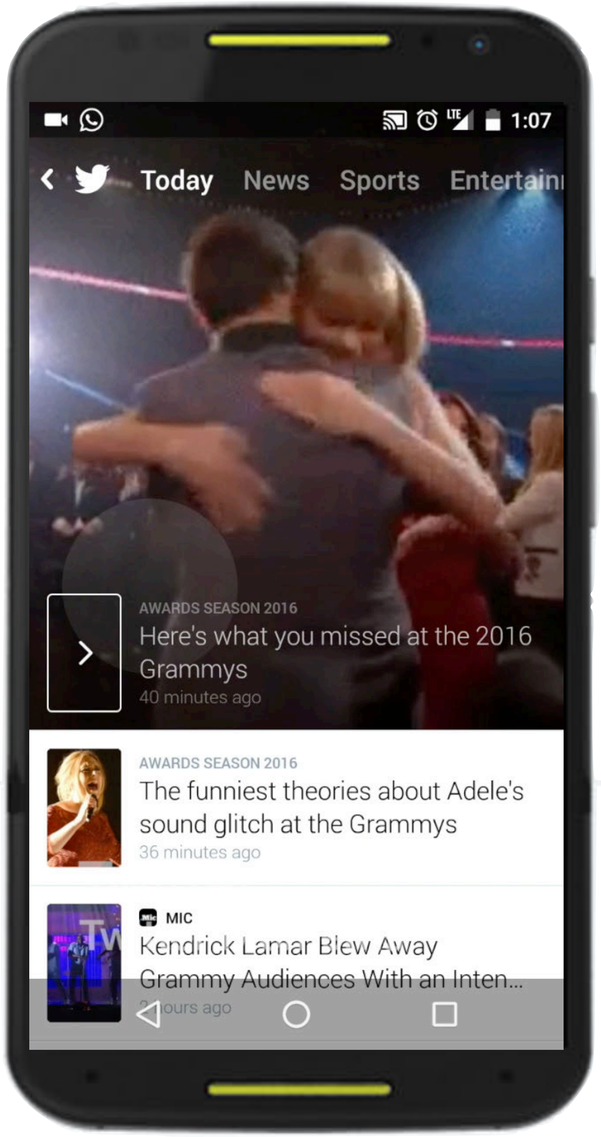
IN USE

More recently other global brands and apps have implemented tagged media & event association services.

Most notable are Google Photos Assistant, launched in 2015, Twitter Moments (2016), and the Facebook Moments app (2016).

This video is a walk through of those three services.

(Facebook has also introduced similar features within its app and website, including annual photo/video highlights and "World Friends Day".)



Google Photos Assistant.

Downloaded over 100 million times, this is the clearest example of tagged media & event association in a mobile app. Using image and video metadata, tags, and geolocation data, the app automatically creates *photo and video collections and associates events* for users that can be saved and shared.

Twitter Moments.

Just follow an event, and users get the best Tweets about it delivered directly to their timeline. Using location services, metadata, and user tags, Twitter collects all content around an event and pushes the collection to users' Twitter streams.

Facebook Moments.

The app groups your photos based on who's in them, where and when they were taken. In one tap, users can share the entire collection to friends. Then, friends can add their own photos and comments.

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PATENT CLAIMS COMPARISON WITH CURRENT METHODS OF ONLINE SERVICES.

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receiving the media file into a first database	Users upload media files (images, video and other content) to multiple online services including Google, Twitter, Facebook, etc.
publishing the media file to be viewable to users	Uploaded media files are viewable online and through mobile apps.
determining time and location information of the media file	Named online services capture time stamp, user information, user contributed tags/comments, and other metadata.
the time and location information being determined by at least one of encoded exchangeable image file format (EXIF) data, software encoded time and date data, pre-existing information about a sender of the media file, information provided by the sender of the media file, information provided by persons who subsequently view the media file and update the time and location information, stored data originally gathered by continuous internet searching, and information deduced by matching words, phrases and patterns to lead to the time and location information	Named online services capture location and time stamp data, through one or more of these sources. They may remove embedded EXIF data, however through other sources, for example hardware device information and radio tower triangulation, they will be able to identify device, user, time and location information. That said, although EXIF data may be removed, it's very likely they still use the collected data.
storing event information in a second database, the event information including event data as well as event time and event location data	Named online services all store information (time, date, location, user generated information, and more) to identify recognizable events.
associating, by comparing the time and the location information of the media file in the first database with event time and event location data in the second database, the media file received from electronic communications networks with the event	Named online services all compare time and location of uploaded media files with event data to associate and generate events as photo/video collections or albums from one or more people.
wherein the event includes at least one naturally occurring or otherwise unplanned events	Named online services identify naturally occurring events (e.g., birthdays, anniversaries, vacations, etc.) or unplanned events (e.g., ad-hoc photo albums of related image and video collections).

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