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(19) **United States**(12) **Patent Application Publication****Allen et al.**(10) **Pub. No.: US 2017/0374003 A1**(43) **Pub. Date: Dec. 28, 2017**(54) **EPHEMERAL GALLERY OF EPHEMERAL MESSAGES****H04L 29/08** (2006.01)**G06F 3/0482** (2013.01)**G06Q 50/00** (2012.01)(71) Applicant: **Snapchat, Inc.**, Venice, CA (US)(52) **U.S. Cl.**CPC **H04L 51/22** (2013.01); **H04L 67/2842**(2013.01); **G06F 3/0482** (2013.01); **G06F****3/04847** (2013.01); **G06Q 50/01** (2013.01)(72) Inventors: **Nicholas Richard Allen**, West Hollywood, CA (US); **Donald Giovannini**, Venice, CA (US); **Chia Yi Lin**, Venice, CA (US); **Robert Cornelius Murphy**, Venice, CA (US); **Evan Spiegel**, Venice, CA (US)

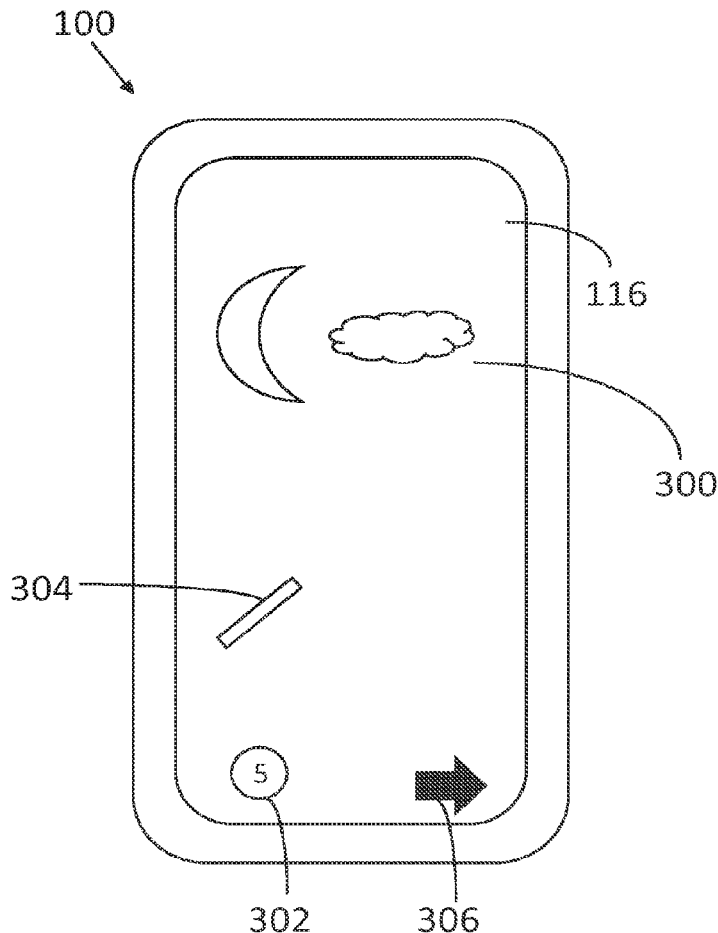
(57)

ABSTRACT(21) Appl. No.: **15/702,511**(22) Filed: **Sep. 12, 2017****Related U.S. Application Data**

(63) Continuation of application No. 15/224,312, filed on Jul. 29, 2016, which is a continuation of application No. 14/505,478, filed on Oct. 2, 2014, now Pat. No. 9,537,811.

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A server maintains a gallery of ephemeral messages. Each ephemeral message is posted to the gallery by a user for viewing by recipients via recipient devices. In response to a gallery view request from any of the recipient devices, the ephemeral messages in the gallery are displayed on the requesting device in automated sequence, each message being displayed for a respective display duration before display of the next message in the gallery. Each ephemeral message has an associated message availability parameter, at the expiry of which the ephemeral message is made unavailable for viewing as part of the gallery. At expiry of the message availability parameter of the last posted message, the gallery is made unavailable for viewing upon request by any recipient.



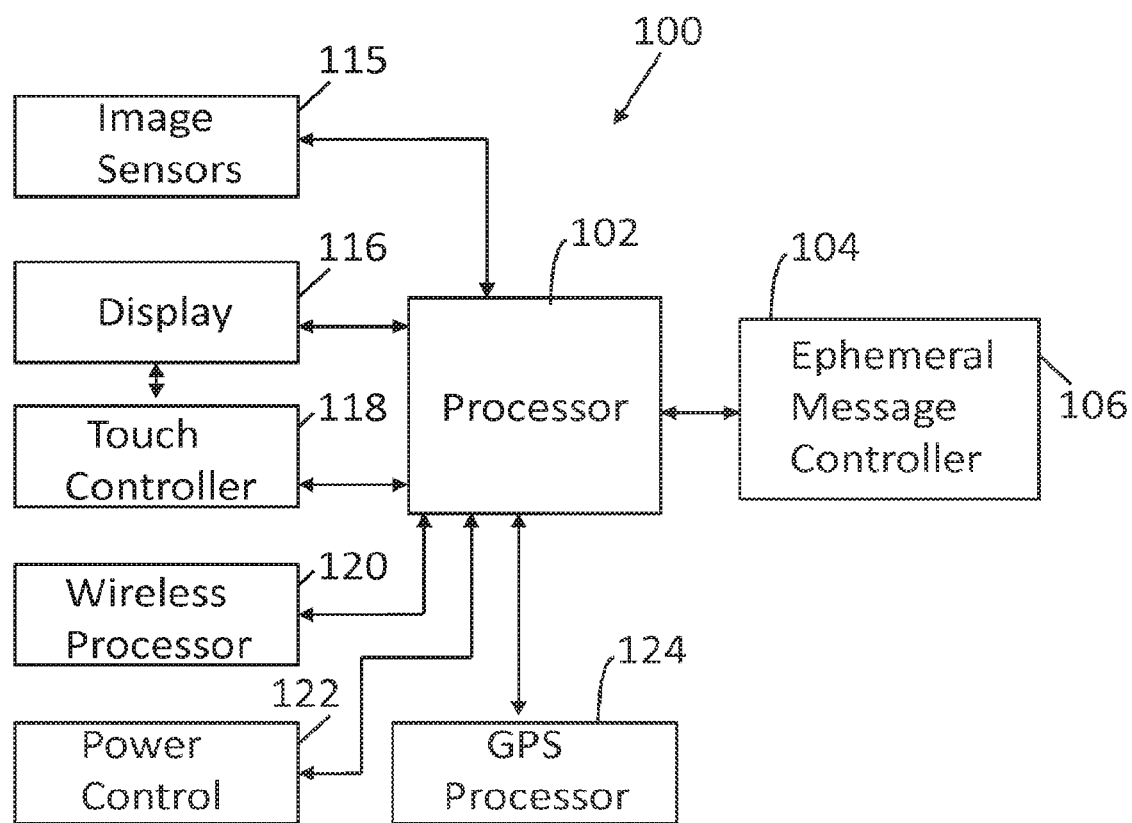


FIG. 1

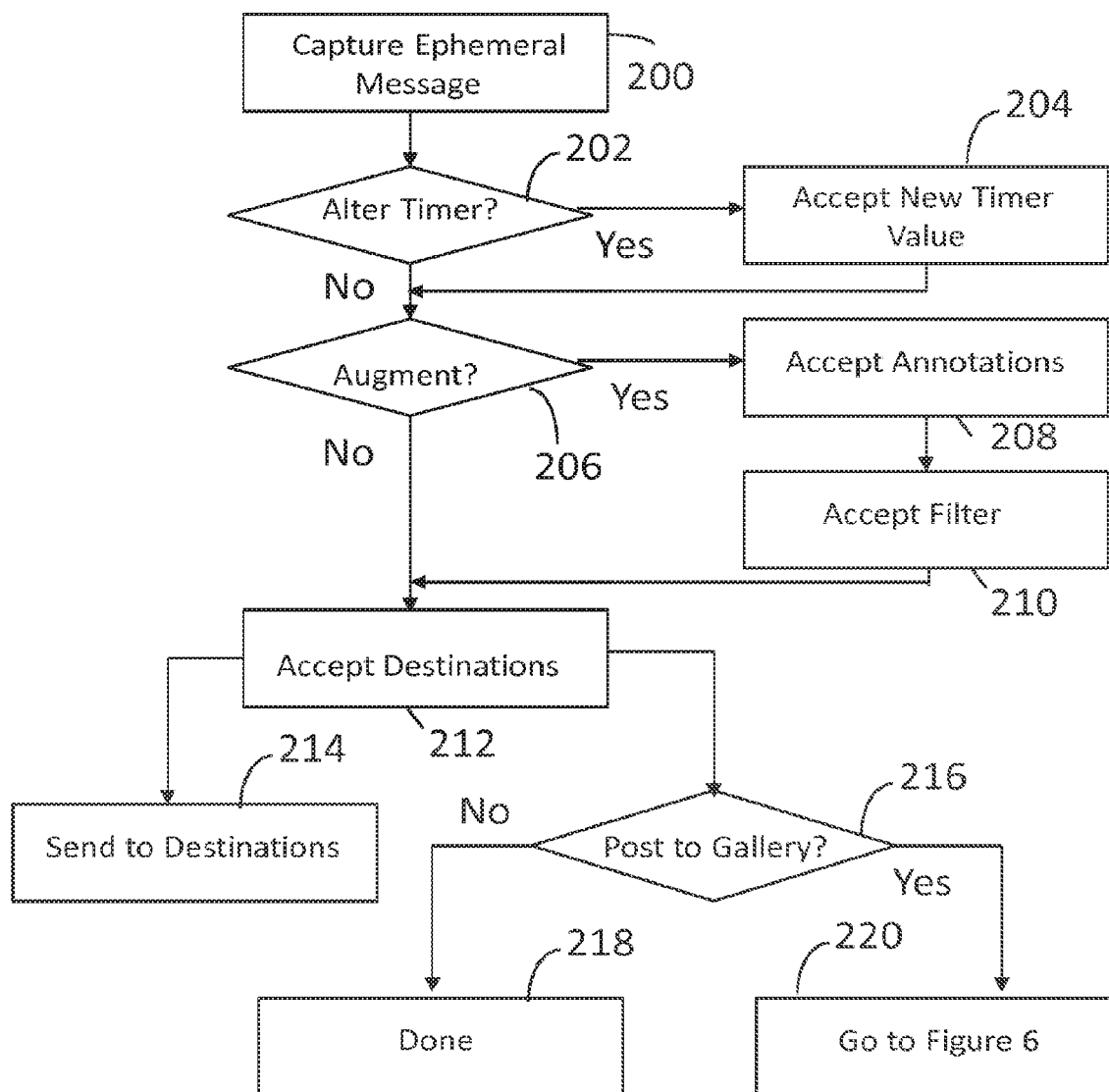


FIG. 2

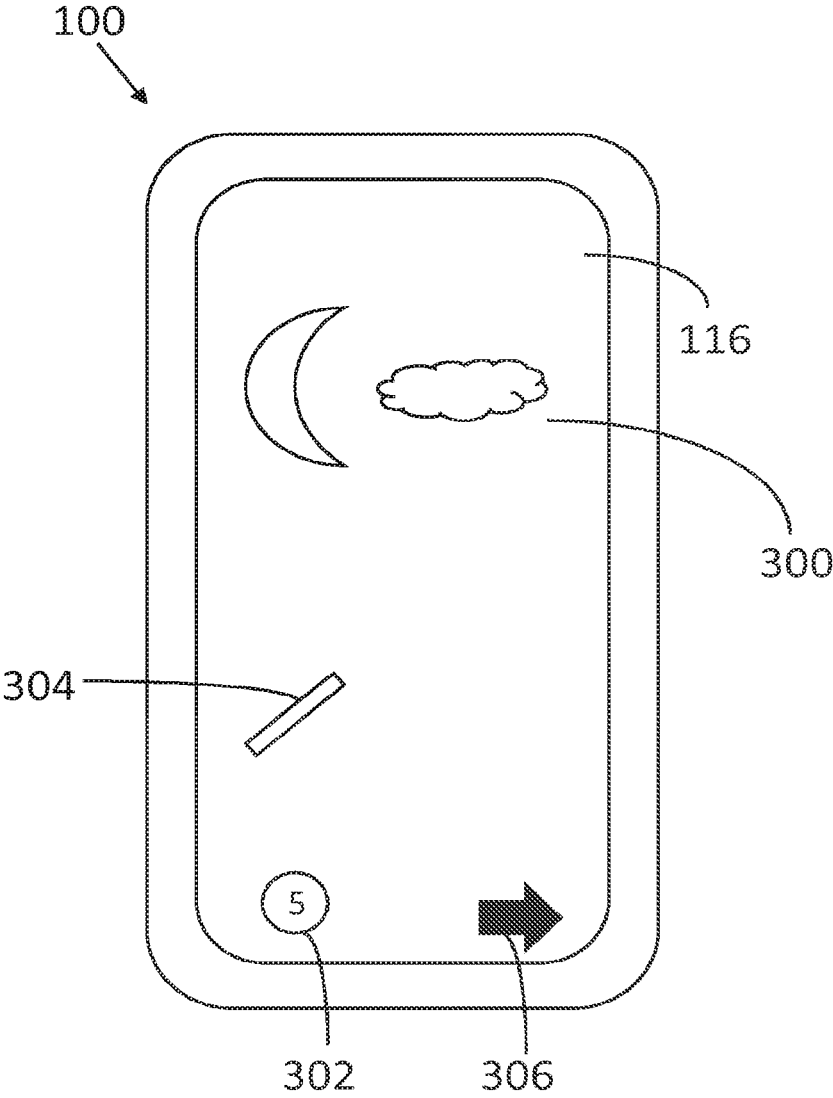


FIG. 3

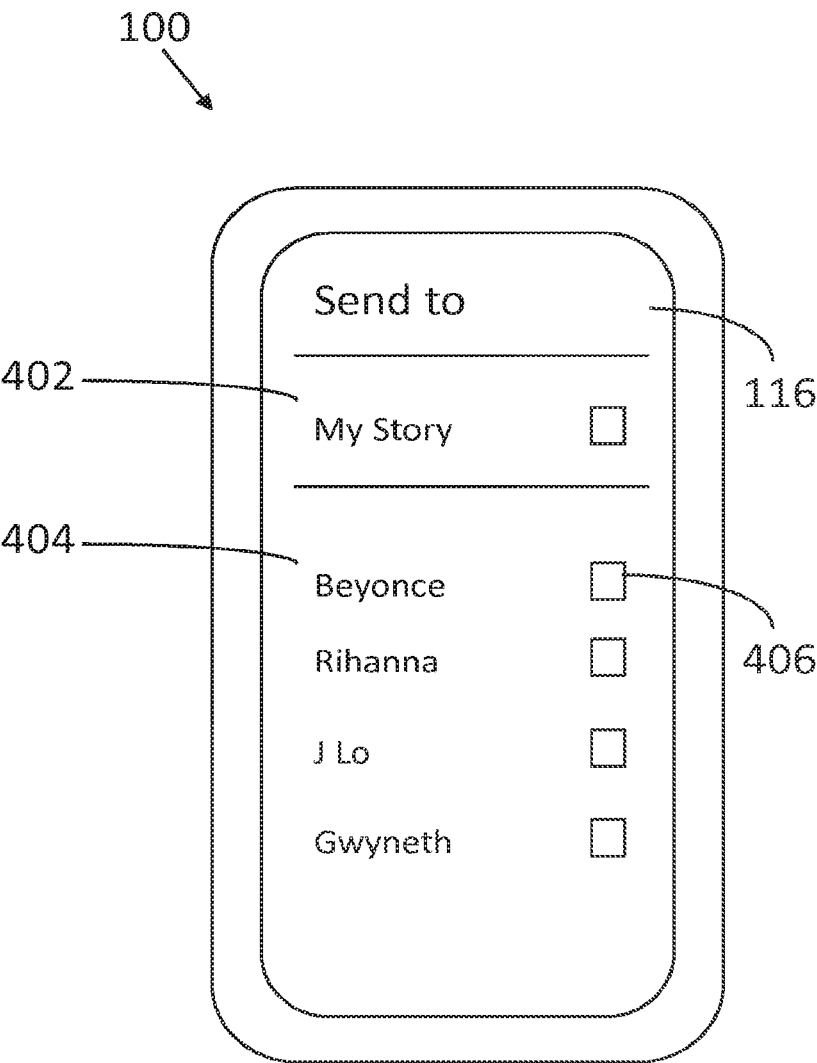


FIG. 4

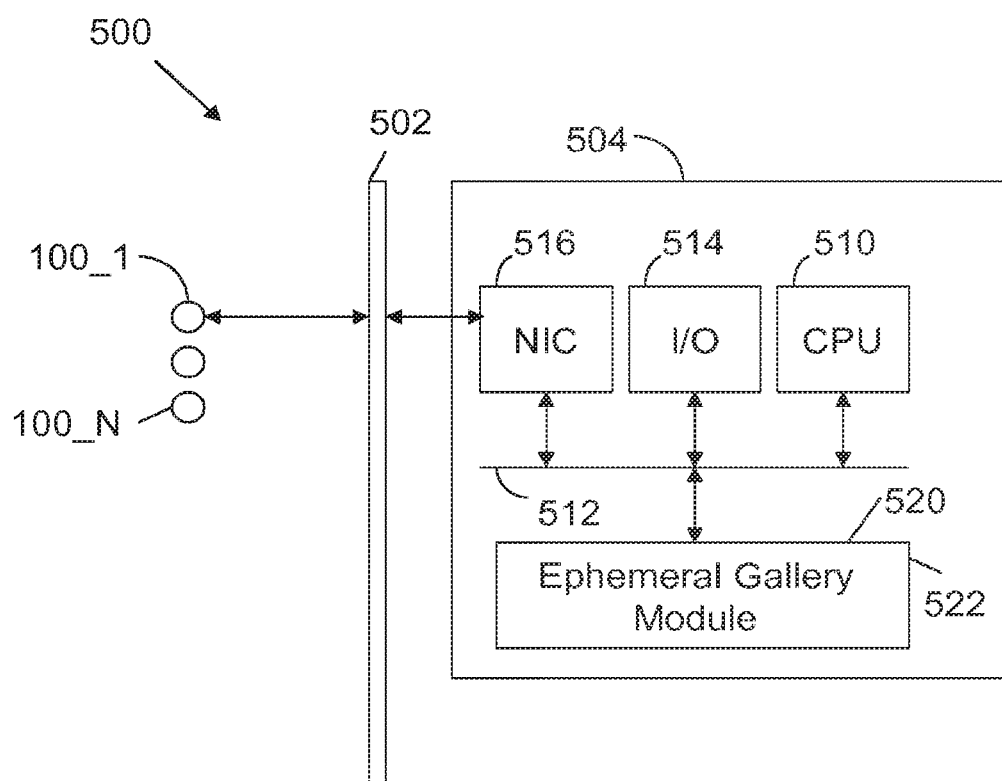


FIG. 5

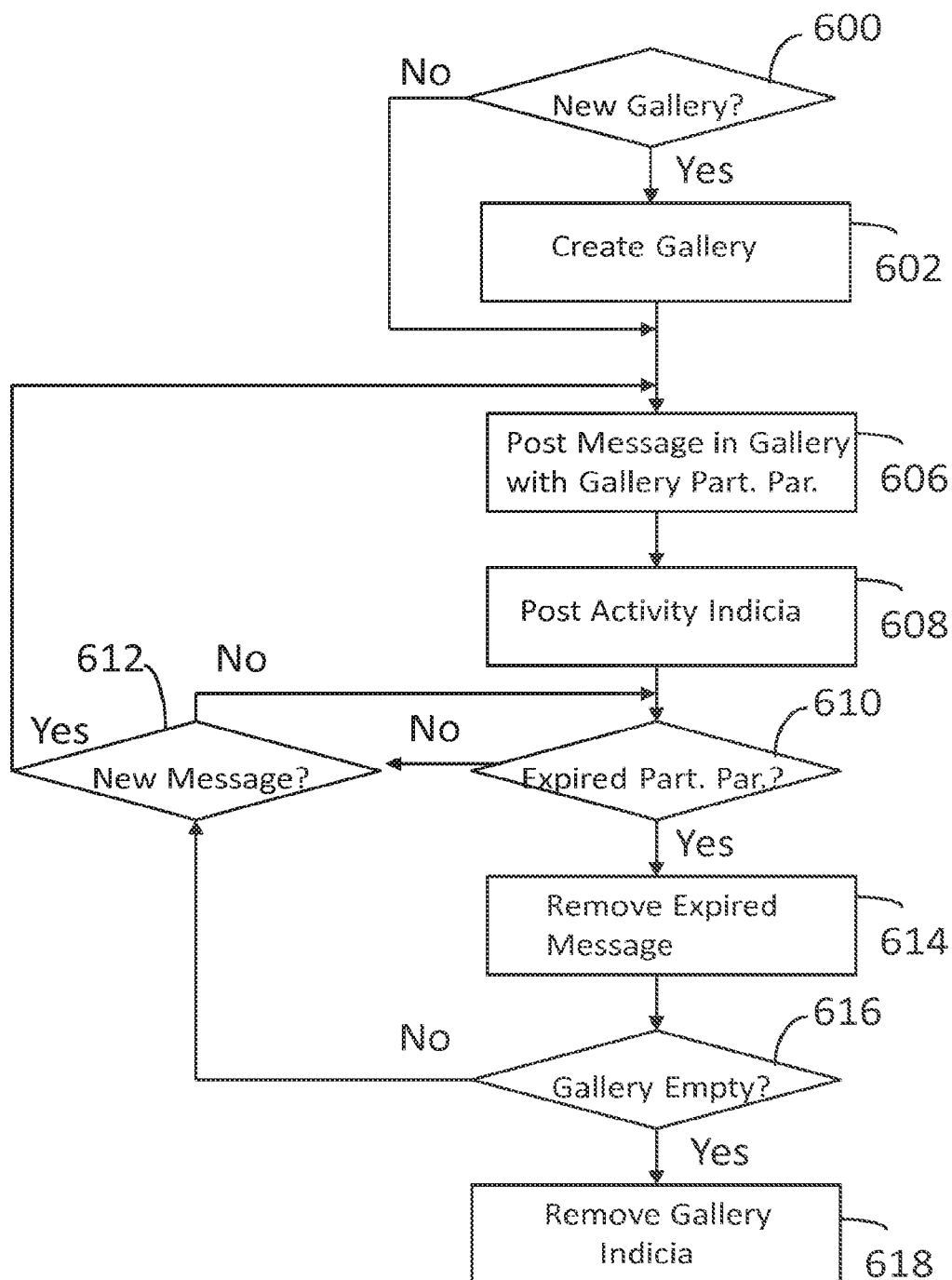


FIG. 6

| | | |
|------------------|-------------------|-------------------------|
| 700 Message_1 | 702 10 Seconds | 704 120 Minutes Left |
| Message_2 | 5 Seconds | 360 Minutes Left |
| Message_3 | 5 Seconds | 1200 Minutes Left |
| Message_4 | 10 Seconds | 1320 Minutes Left |

FIG. 7

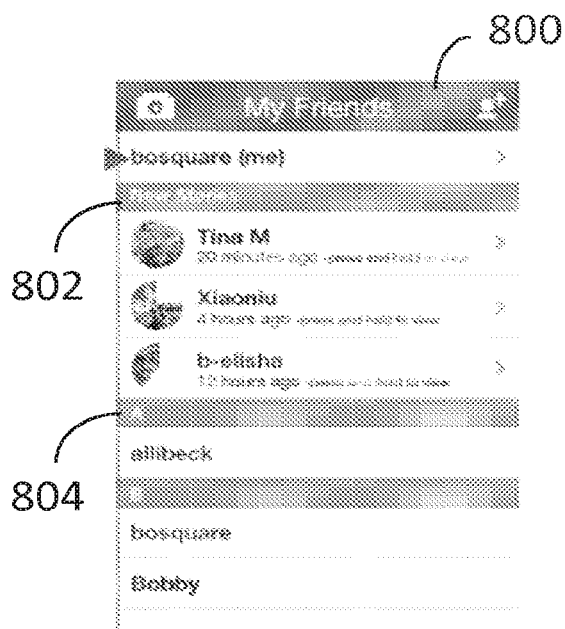


FIG. 8

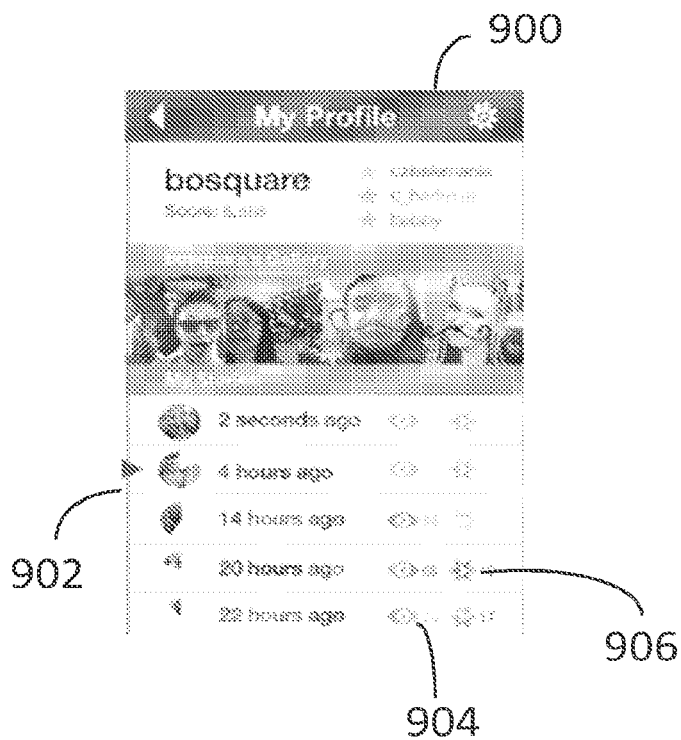


FIG. 9

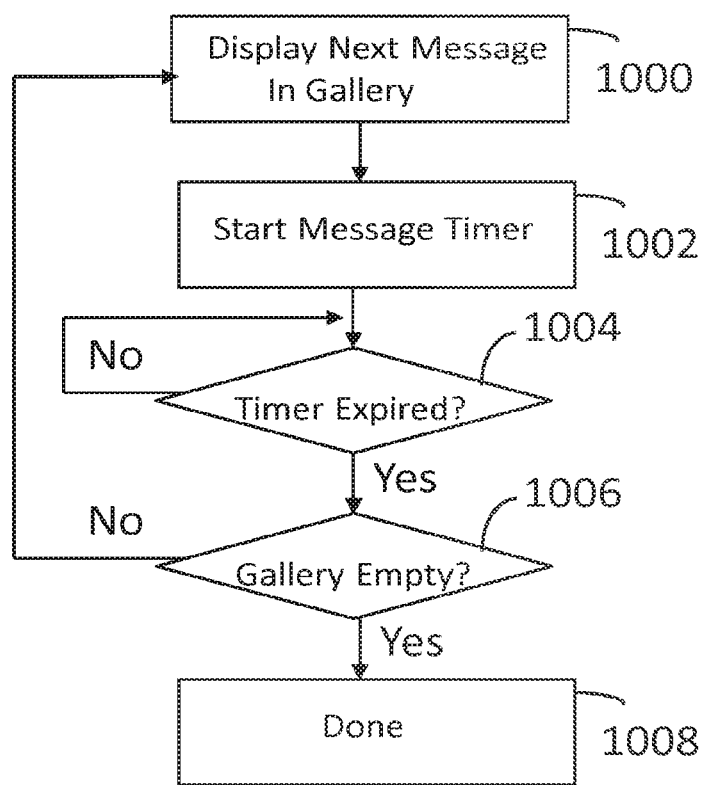


FIG. 10

1100

Our Story

Username

Display Name

Contact Email

Contact Phone

1102

Authorized Accounts

+

FIG. 11

EPHEMERAL GALLERY OF EPHEMERAL MESSAGES

FIELD OF THE INVENTION

[0001] This invention relates generally to the display of computer network delivered ephemeral messages. More particularly, this invention relates to an ephemeral gallery of ephemeral messages.

BACKGROUND OF THE INVENTION

[0002] Messages (e.g., text, photo or video) delivered over computer networks are well known. However, one problem associated with such messages is that they require an affirmative act on the part of a user to delete or remove messages from their devices once the messages have been viewed or read. As a result, in some instances, users refrain from spontaneously sending many messages for fear of filling, or cluttering a recipient's in-box.

[0003] In view of the foregoing, it would be desirable to maintain spontaneity and expand communicative content of messaging activity, while reducing the device management burdens imposed upon a message recipient.

SUMMARY OF THE INVENTION

[0004] A server has a processor and a memory storing instructions executed by the processor to maintain an ephemeral gallery of ephemeral messages. An ephemeral message is posted to the ephemeral gallery. The ephemeral message has an associated message duration parameter and a gallery participation parameter. An ephemeral message is removed from the ephemeral gallery in response to the identification of an expired gallery participation parameter.

BRIEF DESCRIPTION OF THE FIGURES

[0005] The invention is more fully appreciated in connection with the following detailed description taken in conjunction with the accompanying drawings, in which:

[0006] FIG. 1 illustrates components of an electronic device utilized in accordance with the invention.

[0007] FIG. 2 illustrates processing operations associated with an embodiment of the invention.

[0008] FIG. 3 illustrates an electronic device for capturing and augmenting an ephemeral message.

[0009] FIG. 4 illustrates an ephemeral message destination routing interface that may be used in accordance with an embodiment of the invention.

[0010] FIG. 5 illustrates a system to implement an embodiment of the invention.

[0011] FIG. 6 illustrates ephemeral gallery processing operations associated with an embodiment of the invention.

[0012] FIG. 7 illustrates an ephemeral gallery data structure associated with an embodiment of the invention.

[0013] FIG. 8 illustrates ephemeral gallery indicia associated with an embodiment of the invention.

[0014] FIG. 9 illustrates ephemeral gallery indicia associated with another embodiment of the invention.

[0015] FIG. 10 illustrates operations performed in response to an ephemeral gallery view request.

[0016] FIG. 11 illustrates an account administration interface to establish an ephemeral gallery that receives ephemeral messages from multiple users.

[0017] Like reference numerals refer to corresponding parts throughout the several views of the drawings.

DETAILED DESCRIPTION OF THE INVENTION

[0018] FIG. 1 illustrates an electronic device 100. In one embodiment, the electronic device 100 is a smartphone with a processor 102 in communication with a memory 104. The processor 102 may be a central processing unit and/or a graphics processing unit. The memory 104 is a combination of flash memory and random access memory. The memory 104 stores an ephemeral message controller 106 to implement operations of the invention. The ephemeral message controller 106 may include executable instructions to access a server which coordinates operations disclosed herein. Alternately, the ephemeral message controller 106 may include executable instructions to coordinate, some of the operations disclosed herein, while the server implements other operations.

[0019] An ephemeral message may be a text, an image, a video and the like. The display time for the ephemeral message is typically set by the message sender. However, the display time may be a default setting or a setting specified by the recipient. Regardless of the setting technique, the message is transitory (i.e., the message is deleted or otherwise made inaccessible after a certain period of time or after a certain action has been taken).

[0020] The processor 102 is also coupled to image sensors 115. The image sensors 115 may be known digital image sensors, such as charge coupled devices. The image sensors capture visual media, which is presented on display 116.

[0021] A touch controller 118 is connected to the display 116 and the processor 102. The touch controller 118 is responsive to haptic signals applied to the display 116. In one embodiment, the ephemeral message controller 106 monitors signals from the touch controller 118. If haptic contact is observed by the touch controller 118 in connection with indicia of an ephemeral gallery, then the ephemeral gallery is displayed to the user as a sequence of ephemeral messages.

[0022] The electronic device 100 may also include other components commonly associated with a smartphone, such as a wireless signal processor 120 to provide connectivity to a wireless network. A power control circuit 122 and a global positioning system processor 124 may also be utilized. While many of the components of FIG. 1 are known in the art, new functionality is achieved through the ephemeral message controller 106 operating in conjunction with a server.

[0023] FIG. 2 illustrates processing operations associated with the ephemeral message controller 106. Initially, an ephemeral message is captured 200. FIG. 3 illustrates electronic device 100 and touch display 116 with a photograph 300 operative as an ephemeral message.

[0024] The next processing operation of FIG. 2 is to determine whether to alter a timer or a message duration parameter 202. FIG. 3 illustrates an example of indicia 302 of a message duration parameter. In this example, the indicia indicates a default of 5 seconds as the message duration parameter. If the indicia is engaged (e.g., through haptic contact), then a prompt may be supplied for a new message duration parameter (e.g., 10 seconds). Such activity (202—Yes) results in the acceptance of the new timer value 204. If a new timer value is specified or no alteration of a timer transpires (202—No) control proceeds to block 206. The user may be prompted to augment the ephemeral message. As shown in FIG. 3, a drawing tool 304 may be supplied to

allow a user to add a hand drawn message. The drawing tool **304** may be manipulated by haptic contact to enter a message or annotation of visual media. Alternately or in addition, a keyboard may be used to type augment a message. For example, a tap on the touch display **116** may result in a keyboard being displayed, which allows a user to enter a typed message.

[0025] As shown in FIG. 2, annotations may be accepted **208** in this manner. Augmentation may also be in the form of photograph filters. That is, photograph filters may be accepted **210**. For example, a first right-to-left swipe motion on the touch display **116** may drag a first filter on top of the photograph. A second right-to-left swipe motion on the touch display **116** may drag a second filter on top of the photograph. Filter processing of this type is described in commonly owned U.S. Ser. No. 14/325,270, filed Jul. 7, 2014, the contents of which are incorporated herein by reference.

[0026] The next operation of FIG. 2 is to accept destinations **212**. As more fully described below, a destination may be used to identify intended recipients of a message or a location or “gallery” where one or more messages may be accessed. FIG. 3 illustrates an icon **306** to invoke a destination list. Haptic contact on the icon may result in a destination list of the type shown in FIG. 4. FIG. 4 illustrates an electronic device **100** displaying a destination list. The destination list may include a destination of “My Story” **402**, where “My Story” is a reference to an ephemeral gallery of ephemeral messages. The destination list may also include a friends or contacts section **404** listing various friends that may be ephemeral message recipients. Haptic contact with a box **406** associated with a listed individual or story places the corresponding individual or story on a destination list.

[0027] Returning to FIG. 2, after the destination list is specified, the ephemeral message is sent to the specified destinations **214**. For example, the ephemeral message is sent to friends selected from section **404**, if any. A check is also made to determine whether the message should be posted to an ephemeral gallery **216**. If not (**216**—No), processing is completed. If so (**216**—Yes), the processing of FIG. 6 is performed **220**. Thus, it is possible to send a message to one or more friends and/or post to an ephemeral gallery.

[0028] FIG. 5 illustrates a system **500**. The figure presents a simplified representation of a set of electronic devices **100_1** through **100_N**, where each electronic device may be configured as the device of FIG. 1. Each electronic device is in communication with a network **502**, which may be any combination of wireless and wired networks.

[0029] A server **504** is also connected to the network **502**. The server **504** includes standard components, such as a central processing unit **510** connected to input/output devices **514** via a network **512**. The input/output devices **514** may include a keyboard, mouse, display and the like. A network interface circuit **516** is also connected to the bus **512** to provide connectivity to network **502**. A memory **520** is also connected to the bus **512**. The memory **520** stores an ephemeral gallery module **522**. The ephemeral gallery module **522** stores instructions executed by the central processing unit **510** to implement operations of the invention. For example, the ephemeral gallery module **522** may include instructions to coordinate the processing operations of FIG. 2. These operations may be controlled by the ephemeral

gallery module **522** or they may be performed in conjunction with selective operations performed by the ephemeral message controller **106**.

[0030] FIG. 6 illustrates ephemeral gallery module **522** operations performed in accordance with an embodiment of the invention. The first operation of FIG. 6 is to determine whether a new gallery is needed **600**. As discussed in connection with FIG. 4, designating “My Story” **402** as a message recipient results in a post of an ephemeral message to an ephemeral gallery. If a gallery does not exist (**600**—Yes), then a new gallery is created **602**. Alternately, if a gallery does exist and a user wants to create a new gallery, then the new gallery is created **602**. The user may be supplied a prompt to indicate whether an existing gallery should be used or a new gallery should be designated.

[0031] The message is then posted in the gallery with a gallery participation parameter **606**. The gallery participation parameter is an ephemeral period of time that the ephemeral message will continue to exist in the gallery. For example, a first ephemeral message posted to the gallery may have a default gallery participation parameter of 24 hours. In other instances, the gallery participation parameter may be set by a user. The gallery participation parameter value decreases with the passage of time. Thus, in this embodiment, an ephemeral message gallery subsists for as long as the gallery participation parameter of the last message posed to the gallery.

[0032] In another embodiment, a gallery timer may be assigned to a gallery by a user. The gallery timer may be used to establish a lifespan of an associated gallery and messages posted to this gallery subsist for no longer than the life of the gallery. Thus, in some embodiments, all messages posted to such a gallery will subsist for the duration of the life of the gallery (regardless of posting time). In other embodiments, messages may be submitted with a gallery participation parameter. In these embodiments, messages expire and become inaccessible at the earlier of the gallery participation parameter or the remaining life of the gallery.

[0033] The next processing operation of FIG. 6 is to post activity indicia **608**. Examples of activity indicia are provided below. A check is then made to determine whether there is an expired participation parameter **610**. If so (**610**—Yes), the ephemeral message associated with the expired participation parameter is removed from the ephemeral gallery **614**. If as a result of this removed message the gallery is empty (**616**—Yes), then the ephemeral gallery terminates and indicia of the gallery is removed **618**. If the gallery is not empty (**616**—No), a check is made for a new message **612**. If a new message exists (**612**—Yes), then processing returns to block **604**. If a new message does not exist (**612**—No), then processing returns to block **610**. If an expired participation parameter does not exist (**610**—No), then a check is made once again for a new message **612**.

[0034] FIG. 7 illustrates a data structure for an ephemeral message gallery. A first column **700** may have a list of messages. Another column **702** may have a list of message duration parameters for individual messages. Another column **704** may have a list of gallery participation parameters for individual messages. Observe in this example that the values in column **702** add up to 30 seconds. Thus, the ephemeral message gallery in this example has four messages that will take 30 seconds to display. Further observe that the oldest message (Message_1) is displayed first and will be removed in 120 minutes. In this example, the newest

message (Message_4) will remain in the ephemeral gallery for 1320 minutes at which point the ephemeral gallery will expire, unless another message is posted. The arrival of a new message alters the gallery timer, but does not alter gallery participation parameters.

[0035] FIG. 8 illustrates an interface 800 with a section 802 that designates available ephemeral message galleries (stories) and a section 804 with a listing of friends (available destinations for an ephemeral message). Observe that section 802 has indicia of ephemeral message gallery activity. FIG. 8 provides example indicia, of the time that the last message was posted to the ephemeral message gallery. FIG. 8 also provides example graphical indicia of the amount of time remaining for an ephemeral message gallery. Observe that the first entry was posted 20 minutes ago and therefore has a full circle indicative of the time remaining for that ephemeral message gallery. On the other hand, the third entry was posted 12 hours ago and has approximately half a circle to indicate the time remaining for that ephemeral message gallery. This example contemplates a 24 hour period for an ephemeral message gallery. Naturally, other time periods may be utilized in accordance with embodiments of the invention.

[0036] FIG. 9 illustrates an interface 900 with information on a user's stories. Individual stories 902 have indicia of the amount of time remaining. Indicia 904 of the number of ephemeral gallery views is also provided. Indicia 906 of screenshots taken of an ephemeral message is also provided. This information is significant since the intent of the message was that it be ephemeral. If a message recipient overrides this intent by taking a screen shot, then the message sender is advised.

[0037] FIG. 10 illustrates processing operations performed by the ephemeral gallery module 522 in response to a request for an ephemeral message gallery. As shown in FIG. 8, a user receives a list of 802 of available stories. Haptic contact with indicia of a story is operative as a request to view an ephemeral message gallery.

[0038] The first operation in FIG. 10 is to display the next message in the gallery 1000. In the example of FIG. 7, the oldest message is the first message to be displayed. A message timer is then started 1002. The message timer expires at the end of the message duration parameter for the displayed ephemeral message. In the example of FIG. 7, the first message (Message_1) is displayed for 10 seconds. Block 1004 checks for the timer to expire. Upon expiration of the timer (1004—Yes), a check is made to determine if the gallery is empty 1006. If so (1006—Yes), processing is completed 1008. If not (1006—No), processing returns to block 1000. This processing loop is repeated until the gallery is empty.

[0039] FIG. 11 illustrates an account administration interface 1100 to establish an ephemeral gallery that receives ephemeral messages from multiple users. Such a feature may be used to facilitate celebrity or organizational accounts where numerous authorized users are allowed to post on behalf of a single account. In one embodiment, a username, display name, contact email and contact phone are specified by an account administrator. An authorized accounts prompt 1102 allows the account administrator to add other users to the ephemeral gallery. For example, activation of the prompt 1102 may result in prompts for a username, display name, contact email and/or contact phone. Alternately, of the

prompt 1102 may result in an interface of the type shown in FIG. 4 through which authorized accounts may be added.

[0040] An embodiment of the present invention relates to a computer storage product with a computer readable storage medium having computer code thereon for performing various computer-implemented operations. The media and computer code may be those specially designed and constructed for the purposes of the present invention, or they may be of the kind well known and available to those having skill in the computer software arts. Examples of computer-readable media include, but are not limited to: magnetic media such as hard disks, floppy disks, and magnetic tape; optical media such as CD-ROMs, DVDs and holographic devices; magneto-optical media; and hardware devices that are specially configured to store and execute program code, such as application-specific integrated circuits ("ASICs"), programmable logic devices ("PLDs") and ROM and RAM devices. Examples of computer code include machine code, such as produced by a compiler, and files containing higher-level code that are executed by a computer using an interpreter. For example, an embodiment of the invention may be implemented using JAVA®, C++, or other object-oriented programming language and development tools. Another embodiment of the invention may be implemented in hard-wired circuitry in place of, or in combination with, machine-executable software instructions.

[0041] The foregoing description, for purposes of explanation, used specific nomenclature to provide a thorough understanding of the invention. However, it will be apparent to one skilled in the art that specific details are not required in order to practice the invention. Thus, the foregoing descriptions of specific embodiments of the invention are presented for purposes of illustration and description. They are not intended to be exhaustive or to limit the invention to the precise forms disclosed; obviously, many modifications and variations are possible in view of the above teachings. The embodiments were chosen and described in order to best explain the principles of the invention and its practical applications, they thereby enable others skilled in the art to best utilize the invention and various embodiments with various modifications as are suited to the particular use contemplated. It is intended that the following claims and their equivalents define the scope of the invention.

1.-20. (canceled)

22. A system comprising:

one or more processors; and

one or more memories storing instructions executed by the one or more processors to:

maintain an ephemeral gallery comprising a plurality of ephemeral messages posted for viewing by one or more recipients, wherein the plurality of ephemeral messages comprises respective photographic or video content, the maintaining of the ephemeral gallery comprising making the ephemeral gallery available for viewing, upon request, via respective user devices associated with the one or more recipients;

for each of the plurality of ephemeral messages:

maintain and associated message duration parameter that indicates a display duration of the corresponding ephemeral message during viewing of the ephemeral gallery; and

maintain a gallery participation parameter that indicates a time value for continued availability of the

corresponding ephemeral message for viewing by the one or more recipients;

responsive to receiving a request from one of the one or more recipients over a computer network, cause automated sequential display of the plurality of ephemeral messages on a corresponding user device by performance of operations comprising:

starting a message timer when display of one of the ephemeral messages is commenced, the message timer expiring when the message timer equals the display duration of the corresponding ephemeral message;

responsive to expiry of the message timer, displaying a next one of the plurality of ephemeral messages in the ephemeral gallery; and

repeating the operations of starting the message timer and displaying the next ephemeral message until all ephemeral messages in the ephemeral gallery are viewed;

remove a particular one of the plurality of ephemeral messages from the ephemeral gallery in response to identification of an expired gallery participation parameter corresponding to the particular ephemeral message, the particular ephemeral message after removal thereof being unavailable for viewing by the one or more recipients as part of the ephemeral gallery; and

eliminate the ephemeral gallery so that the ephemeral gallery is unavailable for viewing over the computer network by the one or more recipients, the ephemeral gallery being eliminated upon expiration of the gallery participation parameter of a last message in the ephemeral gallery, the last message being that one of the plurality of ephemeral messages posted to the ephemeral gallery most recently.

23. The system of claim **22**, wherein the one or more memories include instructions to cause the processor to:

receive from a user associated with the ephemeral gallery a newly posted ephemeral message;

store the newly posted ephemeral message and a corresponding message duration parameter; and

associate the newly posted ephemeral message with the ephemeral gallery.

24. The system of claim **22**, wherein the corresponding message duration parameter is a default parameter.

25. The system of claim **23**, wherein the corresponding message duration parameter is set by the user.

26. The system of claim **23**, wherein the newly posted ephemeral message includes augmentations made by the user to the photographic or video content of the newly posted ephemeral message.

27. The system of claim **23**, wherein the newly posted ephemeral message includes annotations made by the user.

28. The system of claim **27**, wherein the annotations are text annotations.

29. The system of claim **27**, wherein the annotations are drawing annotations.

30. The system of claim **22**, wherein the one or more memories include instructions for causing the one or more processors to post indicia of ephemeral gallery activity to a graphical user interface for the ephemeral gallery on a user device.

31. The system of claim **30**, wherein the indicia of ephemeral gallery activity includes indicia pertaining to the posting time of the last message in the ephemeral gallery.

32. The system of claim **30**, wherein the indicia of ephemeral gallery activity includes indicia of an amount of time remaining before the ephemeral gallery is made unavailable for viewing by the one or more recipients.

33. A method comprising:

maintaining an ephemeral gallery comprising a plurality of ephemeral messages posted for viewing by one or more recipients, wherein the plurality of ephemeral messages comprises respective photographic or video content, the maintaining of the ephemeral gallery comprising making the ephemeral gallery available for viewing, upon request, via respective user devices associated with the one or more recipients, the maintaining of the ephemeral gallery comprising, for each of the plurality of ephemeral messages:

maintaining and associated message duration parameter that indicates a display duration of the corresponding ephemeral message during viewing of the ephemeral gallery; and

maintaining a gallery participation parameter that indicates a time value for continued availability of the corresponding ephemeral message for viewing by the one or more recipients;

responsive to receiving a request from one of the one or more recipients, automatically causing automated sequential display of the plurality of ephemeral messages on a corresponding user device by performance of operations comprising:

starting a message timer when display of one of the ephemeral messages is commenced, the message timer expiring when the message timer equals the display duration of the corresponding ephemeral message;

responsive to expiry of the message timer, displaying a next one of the plurality of ephemeral messages in the ephemeral gallery; and

repeating the operations of starting the message timer and displaying the next ephemeral message until all ephemeral messages in the ephemeral gallery are viewed;

using one or more computer processors, automatically removing a particular one of the plurality of ephemeral messages from the ephemeral gallery in response to identification of an expired gallery participation parameter corresponding to the particular ephemeral message, the particular ephemeral message after removal thereof being unavailable for viewing by the one or more recipients as part of the ephemeral gallery; and

using one or more computer processors, automatically eliminating the ephemeral gallery so that the ephemeral gallery is unavailable for viewing over the computer network by the one or more recipients, the ephemeral gallery being eliminated upon expiration of the gallery participation parameter of a last message in the ephemeral gallery, the last message being that one of the plurality of ephemeral messages posted to the ephemeral gallery most recently.

34. The method of claim **33**, further comprising:

receiving from a user associated with the ephemeral gallery a newly posted ephemeral message;

storing the newly posted ephemeral message and a corresponding message duration parameter; and associating the newly posted ephemeral message with the ephemeral gallery.

35. The method of claim 34, wherein the corresponding message duration parameter is a default parameter.

36. The method of claim 34, wherein the corresponding message duration parameter is set by the user.

37. The method of claim 34, wherein the newly posted ephemeral message includes augmentations made by the user to the photographic or video content of the newly posted ephemeral message.

38. The method of claim 34, wherein the newly posted ephemeral message includes annotations made by the user.

39. The method of claim 33, further comprising causing the one or more processors to post indicia of ephemeral gallery activity to a graphical user interface for the ephemeral gallery on a user device.

40. The method of claim 39, wherein the indicia of ephemeral gallery activity includes indicia pertaining to the posting time of the last message in the ephemeral gallery.

41. A non-transitory computer-readable storage medium storing machine-readable instructions for causing a machine, when executing the instructions, to perform operations comprising:

maintaining an ephemeral gallery comprising a plurality of ephemeral messages posted for viewing by one or more recipients, wherein the plurality of ephemeral messages comprises respective photographic or video content, the maintaining of the ephemeral gallery comprising making the ephemeral gallery available for viewing, upon request, via respective user devices associated with the one or more recipients, the maintaining of the ephemeral gallery comprising, for each of the plurality of ephemeral messages:

maintaining and associated message duration parameter that indicates a display duration of the corresponding ephemeral message during viewing of the ephemeral gallery; and

maintaining a gallery participation parameter that indicates a time value for continued availability of the corresponding ephemeral message for viewing by the one or more recipients;

responsive to receiving a request from one of the one or more recipients over a computer network, automatically causing automated sequential display of the plurality of ephemeral messages on a corresponding user device by performance of operations comprising:

starting a message timer when display of one of the ephemeral messages is commenced, the message timer expiring when the message timer equals the display duration of the corresponding ephemeral message;

responsive to expiry of the message timer, displaying a next one of the plurality of ephemeral messages in the ephemeral gallery; and

repeating the operations of starting the message timer and displaying the next ephemeral message until all ephemeral messages in the ephemeral gallery are viewed;

automatically removing a particular one of the plurality of ephemeral messages from the ephemeral gallery in response to identification of an expired gallery participation parameter corresponding to the particular ephemeral message, the particular ephemeral message after removal thereof being unavailable for viewing by the one or more recipients as part of the ephemeral gallery; and

automatically eliminating the ephemeral gallery so that the ephemeral gallery is unavailable for viewing over the computer network by the one or more recipients, the ephemeral gallery being eliminated upon expiration of the gallery participation parameter of a last message in the ephemeral gallery, the last message being that one of the plurality of ephemeral messages posted to the ephemeral gallery most recently.

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