

(12) **United States Patent**
Strandell et al.

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(54) **METHOD AND APPARATUS FOR ADAPTIVE MEDIA TRANSFER**

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(51) **Int. Cl.**
G06F 15/16 (2006.01)
H04L 29/08 (2006.01)

(52) **U.S. Cl.**
CPC *H04L 67/2804* (2013.01); *H04L 67/26* (2013.01); *H04L 67/306* (2013.01)

(58) **Field of Classification Search**
CPC ... H04L 67/26; H04L 67/2804; H04L 67/306; H04L 67/30; H04L 67/2814
USPC 709/217, 219, 226, 232
See application file for complete search history.

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(57) **ABSTRACT**
An approach is provided for optimizing data (e.g., media) transfer. Retrieval is initiated for information relating to transfer of media to one or more devices. It is determined whether a particular media that is to be transferred to the one or more devices is new to the one or more devices using the retrieved information. Transfer of the particular media to the devices is initiated in which the particular media is determined to be new.

17 Claims, 11 Drawing Sheets

1. A non-transitory computer-readable storage medium carrying one or more sequences of one or more instructions which, when executed by one or more processors, cause the one or more processors to at least perform the following steps:

initiating retrieval of information relating to transfer of media by a media platform device to one or more destination devices;

determining, by the media platform device, whether a particular media that is to be transferred to the one or more destination devices is new to the one or more destination devices based at least in part on the retrieved information;

creating a privacy matrix for a user for restricting transfer of the particular media to at least one of the one or more destination devices based at least in part on user preference information specified by the user; and

initiating transfer of the particular media to the destination devices with respect to which the particular media is determined to be new and with respect to the privacy matrix.

<https://www.google.com/patents/US9210232>

US 9,210,232 B2 Claim 1

Exemplary of:
Social Media Services

1. A non-transitory computer-readable storage medium carrying one or more sequences of one or more instructions which, when executed by one or more processors, cause the one or more processors to at least perform the following steps:

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In its biggest change in a decade, [redacted] is evolving from text and link-focused sharing to the visual communication format it admits “Snapchat has really pioneered.”

Starting today, all users will soon have access to the new [redacted] feature that lets them overlay special effects on photos and videos. They can then share this content to a Snapchat clone called [redacted] Stories that appears above News Feed on mobile and works similarly to Instagram’s 24-hour ephemeral slideshows. Users also may share these posts to News Feed, individual friends through the new [redacted] Direct private visual messages that disappear on any combination thereof.

With 1.13 billion daily active users (as of September 2016), [redacted] is the third-busiest site on the internet, according to Alexa, and has built an extensive infrastructure to support this already massive and still growing user base. The social network was launched in February

2004, initially [redacted] using a single server. The company’s servers are now housed in numerous gigantic data centers around the

US 9,210,232 B2 Claim 1

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US 9,210,232 B2 Claim 1

Exemplary of: Social Media Services

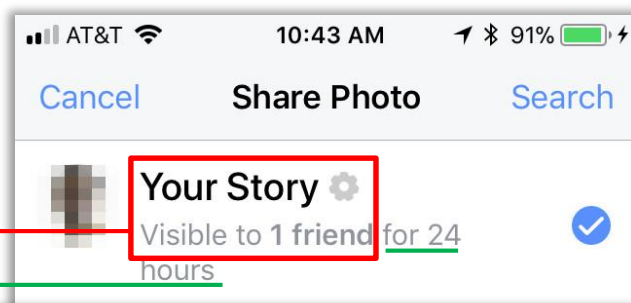
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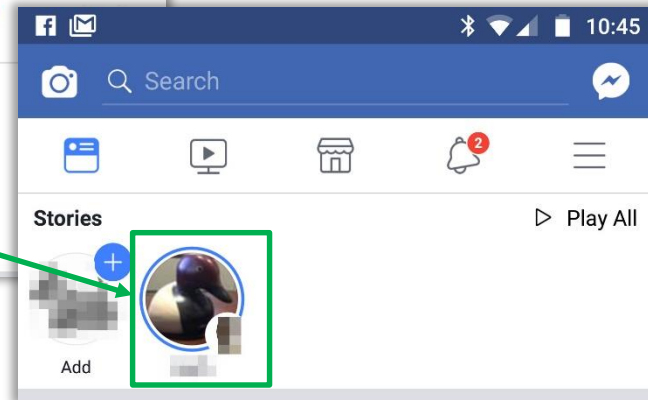
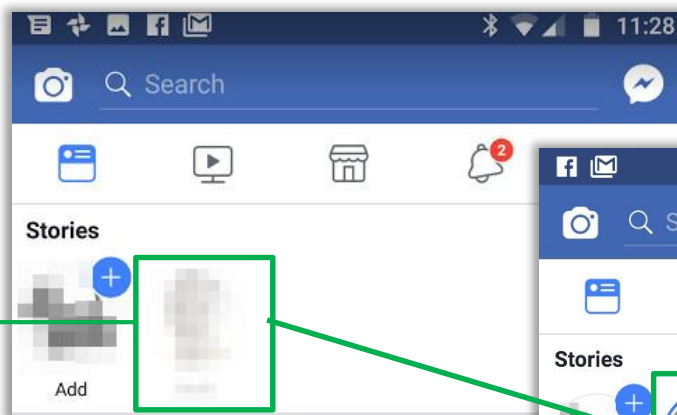
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Each data center houses tens of thousands of computer servers, which are networked together and linked to the outside world through fiber optic cables. Every time you share information on [redacted], the servers in these data centers receive the information and distribute it to your network of friends.



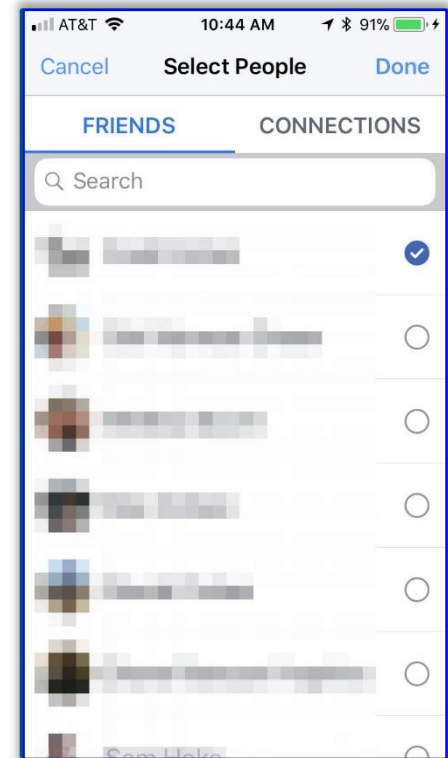
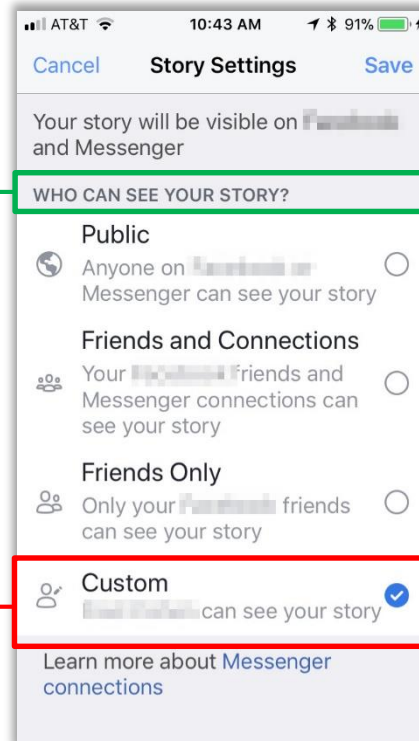
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