Generating Viewing Histories Including Casted Media Content

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Recommended Citation
Lewis, Justin and Rapp, Richard, "Generating Viewing Histories Including Casted Media Content", Technical Disclosure Commons, (December 12, 2017)
http://www.tdcommons.org/dpubs_series/961
GENERATING VIEWING HISTORIES INCLUDING CASTED MEDIA CONTENT

ABSTRACT

Disclosed herein is a mechanism for generating viewing histories including casted media content. The mechanism can receive information indicating that a first user device is casting a media content item to a display device. The mechanism can add the media content item to a viewing history associated with the first user device. The mechanism can additionally receive, from a second user device, an indication that the second user device is connected to the display device and/or that the second user device is capable of casting content to the display device. The mechanism can then add the media content item to an indirect viewing history associated with the second user device.

BACKGROUND

Many users enjoy initiating the playback of a media content item on a user device (e.g., a mobile phone, a tablet computer, etc.), and transferring the playback of the media content item, or casting the media content item, to a display device, such as a television. Additionally, users may enjoy casting media content items to display devices while viewing the media content with other users (e.g., while viewing content with friends or family members in the same room). Content sharing services often use a user's viewing history for different purposes, such as identifying content to recommend, identifying relevant advertisements, etc. However, a media content item that is cast from a user device belonging to a first user may only appear in the user's viewing history, and may not appear in viewing histories of other users who viewed the media content item with the first user. This can create problems, such as a content sharing service recommending the media content item to users who have already viewed the media content item.
Thus, there is a need for a better approach to generate viewing histories including casted media content.

**DESCRIPTION**

The systems and techniques described in this disclosure relate to generating viewing histories including casted media content. In particular, the systems and techniques described herein can be used to add a media content item that has been casted to a display device by a first user device to a direct viewing history associated with the first user device and to add the media content item to an indirect viewing history associated with a second user device that is connected to the display device or that is capable of being connected to the display device.

FIG. 1 shows an illustrative example of a process 100 for generating viewing histories with casted media content. In some instances, steps of process 100 can be implemented on a server, such as a server that manages authentication and connection of user devices to display devices.
Turning to FIG. 1, at step 102, the system can receive information indicating that a first user device (e.g., a mobile phone, a tablet computer, a wearable computer, a desktop computer, and/or any other suitable type of user device) is casting a media content item to a display device.
(e.g., a television, speakers, a vehicle entertainment or information system, and/or any other suitable type of display device). In some instances, the first user device can be connected to the display device in any suitable manner. For example, the first user device and the display device can be connected to the same local network (e.g., a WiFi network, a BLUETOOTH network, and/or any other suitable type of network). The first user device can cast the media content item to the display device in any suitable manner. For example, a user of the first user device can initiate playback of the media content item on the first user device, and then select an input that causes playback of the media content item to be transferred to the display device. The information received by the system can indicate an identifier of the media content item, such as a Uniform Resource Locator (URL) that indicates a location of the media content item, and/or any other suitable identifier of the media content item.

At step 104, the system can add the media content item to a direct viewing history associated with the first user device. For example, the system can add an identifier associated with the media content item to a list of media content items viewed by a user of the first user device. In some instances, the system can additionally include any suitable annotations that indicate that the media content item was cast to the display device rather than viewed directly on the first user device. Additionally, in some instances, the system can include an identifier of the display device that the media content item was cast to (e.g., "living room television," "bedroom television," "car speakers," and/or any other suitable type of identifier).

At step 106, the system can receive an indication that a second user device is connected to the display device or is capable of connecting to the display device. The second user device can be any suitable user device, such as a user device connected to the same local network as the first user device and the display device, a user device that has previously cast media content to
the display device, and/or any other suitable user device. In some instances, the system can receive any suitable information about the second user device, such as an identifier of the second user device (e.g., "John's mobile phone," and/or any other suitable identifier), a type of device associated with the second user device (e.g., mobile phone, tablet computer, and/or any other suitable device type), and/or any other suitable information.

Additionally or alternatively, in some instances, the system can receive, from the second user device, an indication that the second user device is capable of connecting to the display device. For example, the system can receive, from the second user device, a list of display devices the second user device is capable of casting media content to, which can include an identifier associated with the display device.

At step 108, the system can add the media content item to an indirect viewing history associated with the second user device. For example, the system can add the media content item to a list of media content items viewed by a user of the second user device, and can include any suitable indications that the second user device did not directly initiate playback of the media content item. Additionally, in some instances, the system can include any other suitable information about presentation of the media content item, such as an identifier of the first user device that cast the media content item to the display device, an identifier associated with the display device, and/or any other suitable information.

Note that, in some instances, the system can determine whether the second user device has connected to the display device within a predetermined duration of time (e.g., within the last five minutes, within the last ten minutes, within the last hour, and/or within any other suitable time period). In some such instances, the system can add the media content item to the indirect
viewing history in response to determining that the second user device has connected to the display device within the predetermined duration of time.

Accordingly, a mechanism for generating viewing histories including casted media content is provided.