



US011263532B2

(12) **United States Patent**
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(10) **Patent No.:** **US 11,263,532 B2**

(45) **Date of Patent:** **Mar. 1, 2022**

(54) **SYSTEM AND METHOD FOR BREAKING ARTIST PREDICTION IN A MEDIA CONTENT ENVIRONMENT**

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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 1048 days.

(21) Appl. No.: **15/135,959**

(22) Filed: **Apr. 22, 2016**

(65) **Prior Publication Data**

US 2017/0308794 A1 Oct. 26, 2017

(51) **Int. Cl.**

G06N 5/02 (2006.01)
G06F 16/68 (2019.01)
G06F 16/2457 (2019.01)
G06F 16/635 (2019.01)
G06F 16/48 (2019.01)
G06F 16/435 (2019.01)
G06F 16/78 (2019.01)
G06F 16/735 (2019.01)
G06F 16/9535 (2019.01)

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

CPC **G06N 5/022** (2013.01); **G06F 16/24578** (2019.01); **G06F 16/435** (2019.01); **G06F 16/48** (2019.01); **G06F 16/635** (2019.01); **G06F 16/68** (2019.01); **G06F 16/735** (2019.01); **G06F 16/78** (2019.01); **G06F 16/9535** (2019.01)

(58) **Field of Classification Search**

CPC G06Q 30/02; G06Q 30/0224; G06Q 30/0226; G06Q 30/0231

See application file for complete search history.

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(57) **ABSTRACT**

In accordance with an embodiment, described herein is a system and method for predicting artists that create media content who are more likely to increase in popularity. Users are determined who requested playback of media content items associated with one or more generators of popular media content within a window of time. One or more early adopters are determined from these users based on a quantity of the one or more generators of popular media content whose media content items were requested for playback by the users. Artists that create media content who are more likely to increase in popularity than other artists that create media content are then predicted based on following further requested playback of media content items by the one or more early adopters.

21 Claims, 5 Drawing Sheets

