

**USPTO PATENT FULL-TEXT AND IMAGE DATABASE**



( 1 of 1 )

**United States Patent**  
**Podduturi , et al.**

**8,595,241**  
**November 26, 2013**

System and method for augmenting digital media with custom content

**Abstract**

A system and method for enhancing the number of page views of a web site or other digitally distributed interactive medium. A custom content hosting service allows a publisher to augment the contents of its own site with additional pages. The custom content hosting service provides content based on a topic supplied by the publisher, extracting data from a database of generic content. Generic content may include, for example, news feeds and news archives; news and archive photographs; links to blogs and other sites; etc. The publisher may customize the look and feel of the hosted pages to allow seamless integration into its own site.

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**Family ID:** 42118501

**Appl. No.:** 12/483,451

**Filed:** June 12, 2009

**Prior Publication Data**

<u>Document Identifier</u>	<u>Publication Date</u>
US 20100106733 A1	Apr 29, 2010

**Related U.S. Patent Documents**