US012112357B2

(12) **United States Patent**
Fletcher

(10) **Patent No.: US 12,112,357 B2**
(45) **Date of Patent: *Oct. 8, 2024**

(54) **MOBILE DEVICE STREAMING MEDIA APPLICATION**

(71) Applicant: **Weple IP Holdings LLC**, Austin, TX (US)

(72) Inventor: **Mary Anne Fletcher**, Jackson, GA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

This patent is subject to a terminal disclaimer.

(21) Appl. No.: **18/423,160**

(22) Filed: **Jan. 25, 2024**

(65) **Prior Publication Data**

US 2024/0161153 A1 May 16, 2024

Related U.S. Application Data

(63) Continuation of application No. 18/346,318, filed on Jul. 3, 2023, which is a continuation of application (Continued)

(51) **Int. Cl.**
G06Q 30/0279 (2023.01)
G06Q 30/02 (2023.01)
(Continued)

(52) **U.S. Cl.**
CPC ***G06Q 30/0279*** (2013.01); ***G06Q 30/02*** (2013.01); ***G06Q 30/0267*** (2013.01); ***G06Q 30/0269*** (2013.01); ***G06Q 30/0273*** (2013.01); ***G06Q 30/0641*** (2013.01); ***H04L 51/04*** (2013.01); ***H04L 51/52*** (2022.05); ***H04L 65/403*** (2013.01); ***H04L 65/60*** (2013.01);
(Continued)

(58) **Field of Classification Search**
CPC G06Q 30/0279; G06Q 30/0269; G06Q 30/0267; G06Q 30/0273; G06Q 30/0641; H04L 51/04; H04L 65/4076; H04L 65/04
USPC 709/219
See application file for complete search history.

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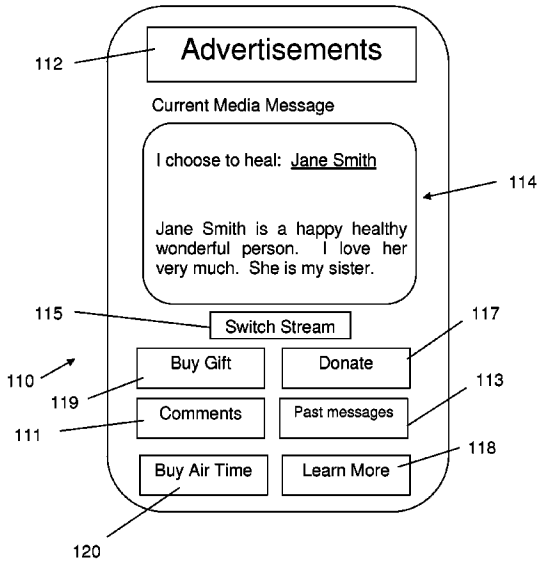
Primary Examiner — Tauqir Hussain
(74) *Attorney, Agent, or Firm* — Avantech Law, LLP

(57) **ABSTRACT**

A system and process for coordinating streaming content or messages is provided. A network-connected server maintains a database containing media content-related data, such as the text of a message, accompanying media, time of airing, payment, and related comments. A user can view these feeds or streams of these consciousness messages by downloading a mobile application or browsing to a website. The application can also be used to create, schedule, and pay for a media content message.

30 Claims, 14 Drawing Sheets



Related U.S. Application Data

No. 17/705,331, filed on Mar. 27, 2022, now Pat. No. 11,734,730, which is a continuation of application No. 17/384,911, filed on Jul. 26, 2021, now Pat. No. 11,605,112, which is a continuation of application No. 16/812,495, filed on Mar. 9, 2020, now Pat. No. 11,074,627, which is a continuation of application No. 16/790,953, filed on Feb. 14, 2020, now Pat. No. 10,909,583, which is a continuation of application No. 16/157,269, filed on Oct. 11, 2018, now Pat. No. 10,565,628, which is a continuation of application No. 15/273,335, filed on Sep. 22, 2016, now Pat. No. 10,102,553, which is a continuation of application No. 15/041,422, filed on Feb. 11, 2016, now Pat. No. 9,456,013, which is a continuation of application No. 14/512,353, filed on Oct. 10, 2014, now Pat. No. 9,294,527, which is a continuation of application No. 13/967,414, filed on Aug. 15, 2013, now Pat. No. 8,862,678, which is a continuation of application No. 13/027,191, filed on Feb. 14, 2011, now Pat. No. 8,516,063.

(60) Provisional application No. 61/304,331, filed on Feb. 12, 2010.

(51) **Int. Cl.**

G06Q 30/0241	(2023.01)
G06Q 30/0251	(2023.01)
G06Q 30/0273	(2023.01)
G06Q 30/0601	(2023.01)
H04L 51/04	(2022.01)
H04L 51/52	(2022.01)
H04L 65/403	(2022.01)
H04L 65/60	(2022.01)
H04L 65/611	(2022.01)
H04L 65/613	(2022.01)

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

CPC ***H04L 65/611*** (2022.05); ***H04L 65/613*** (2022.05); *G06Q 30/0277* (2013.01)

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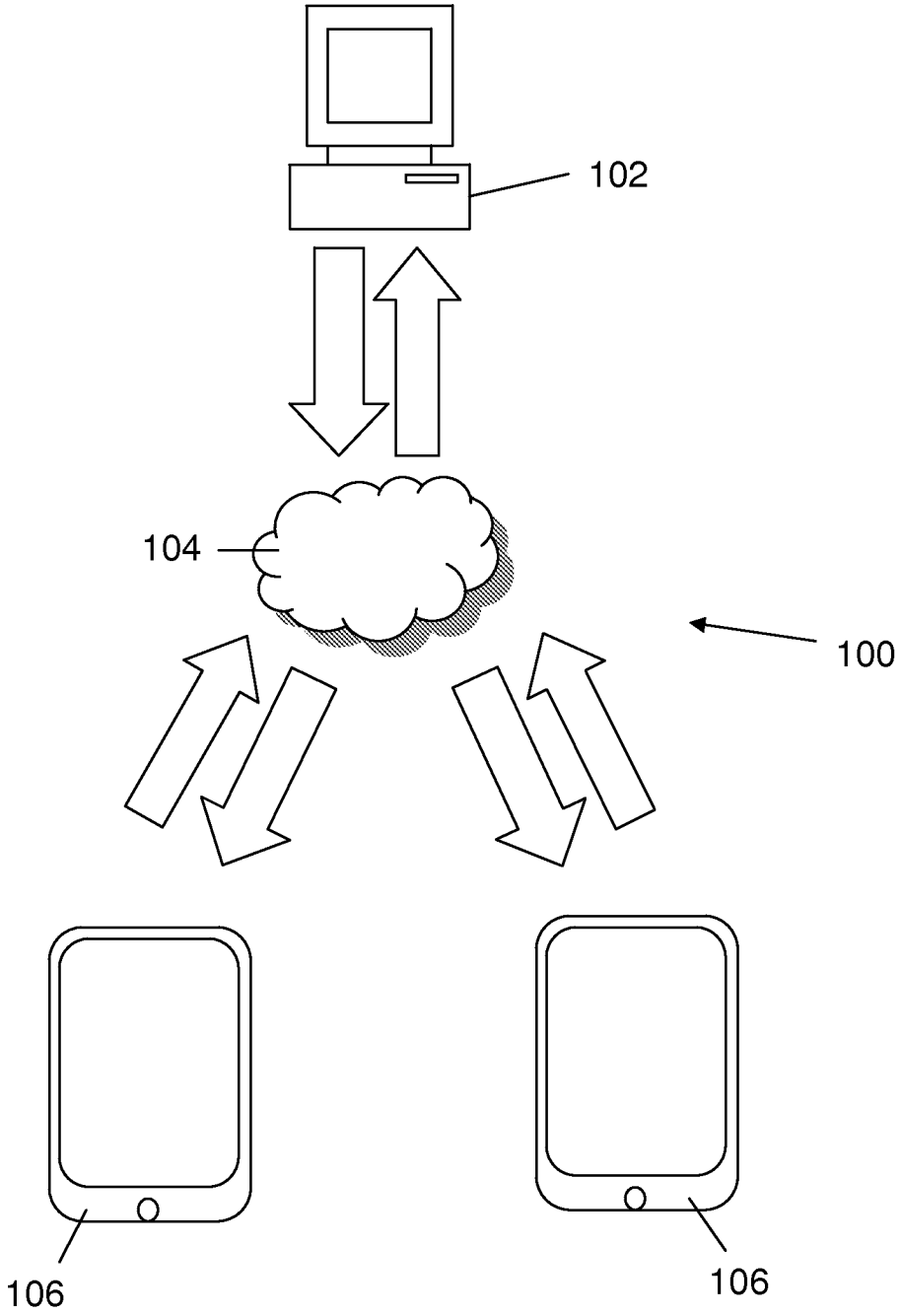

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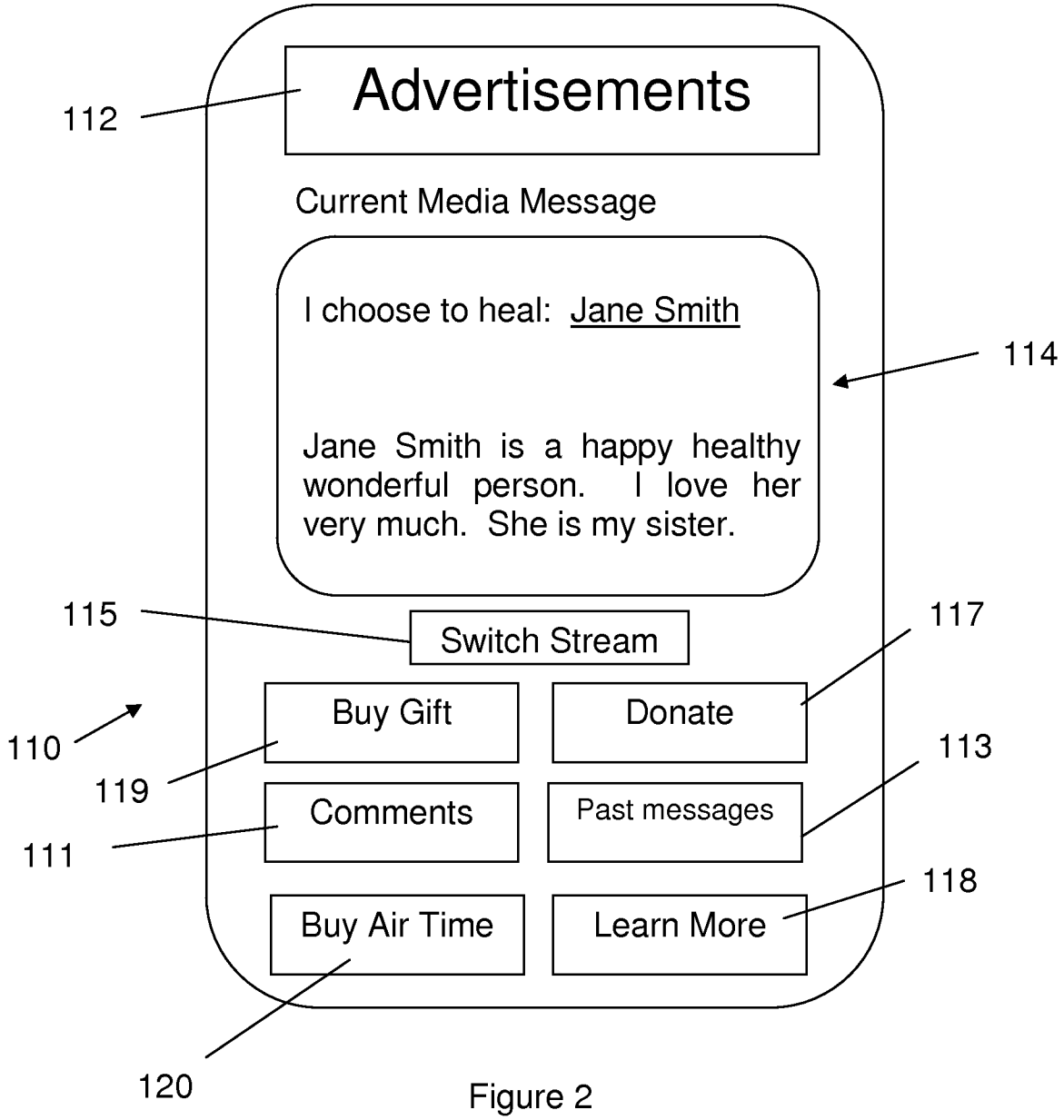
Advertisements
112
Current Media Message
I choose to heal: Jane Smith
Jane Smith is a happy healthy wonderful person. I love her very much. She is my sister.
114
115
Switch Stream
117
Buy Gift
Donate
110
119
113
Comments
Past messages
111
118
Buy Air Time
Learn More
120

Figure 2

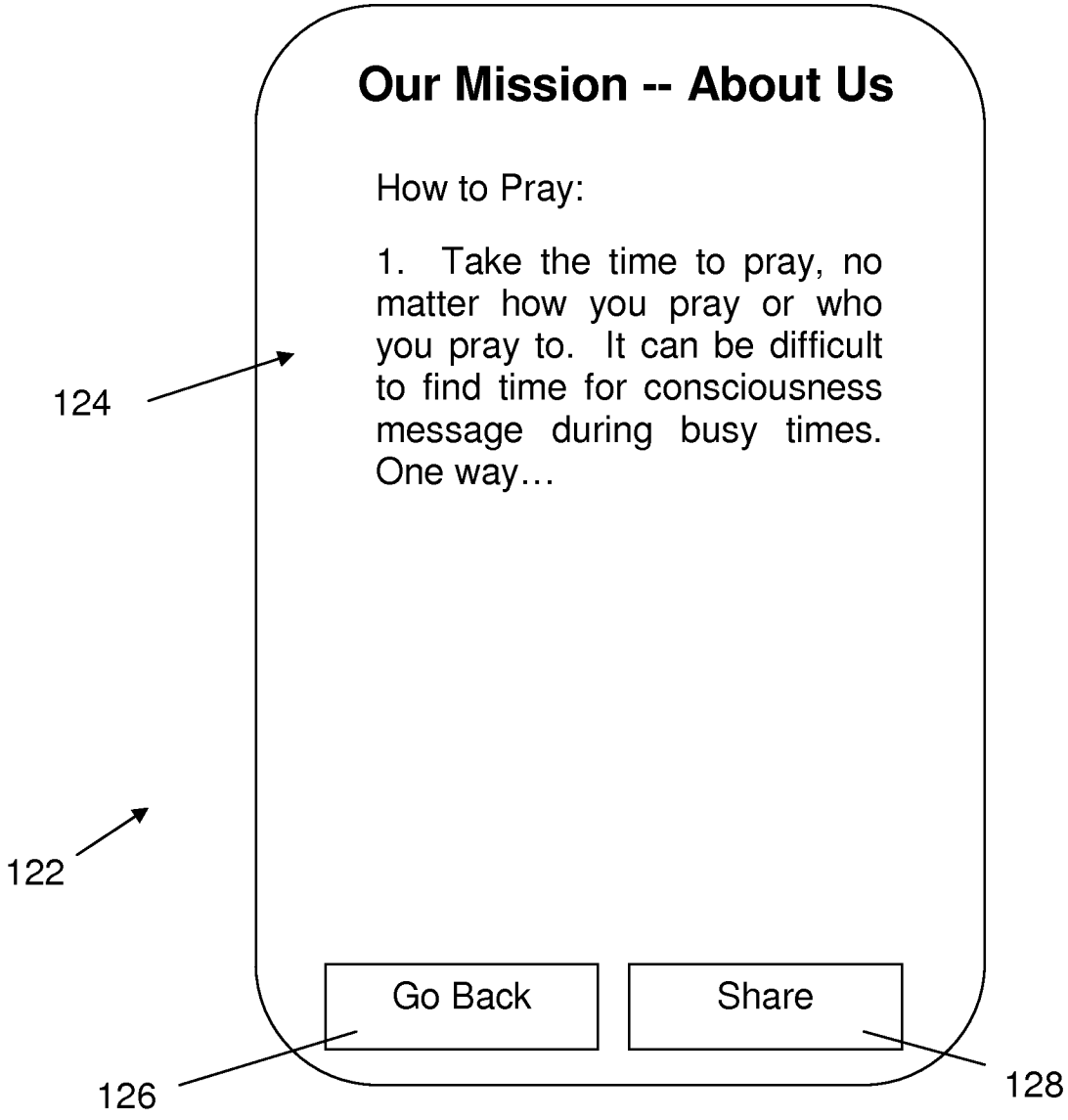
Our Mission -- About Us
How to Pray:
1. Take the time to pray, no matter how you pray or who you pray to. It can be difficult to find time for consciousness message during busy times. One way…
124
122
Go Back
Share
126
128

Figure 3

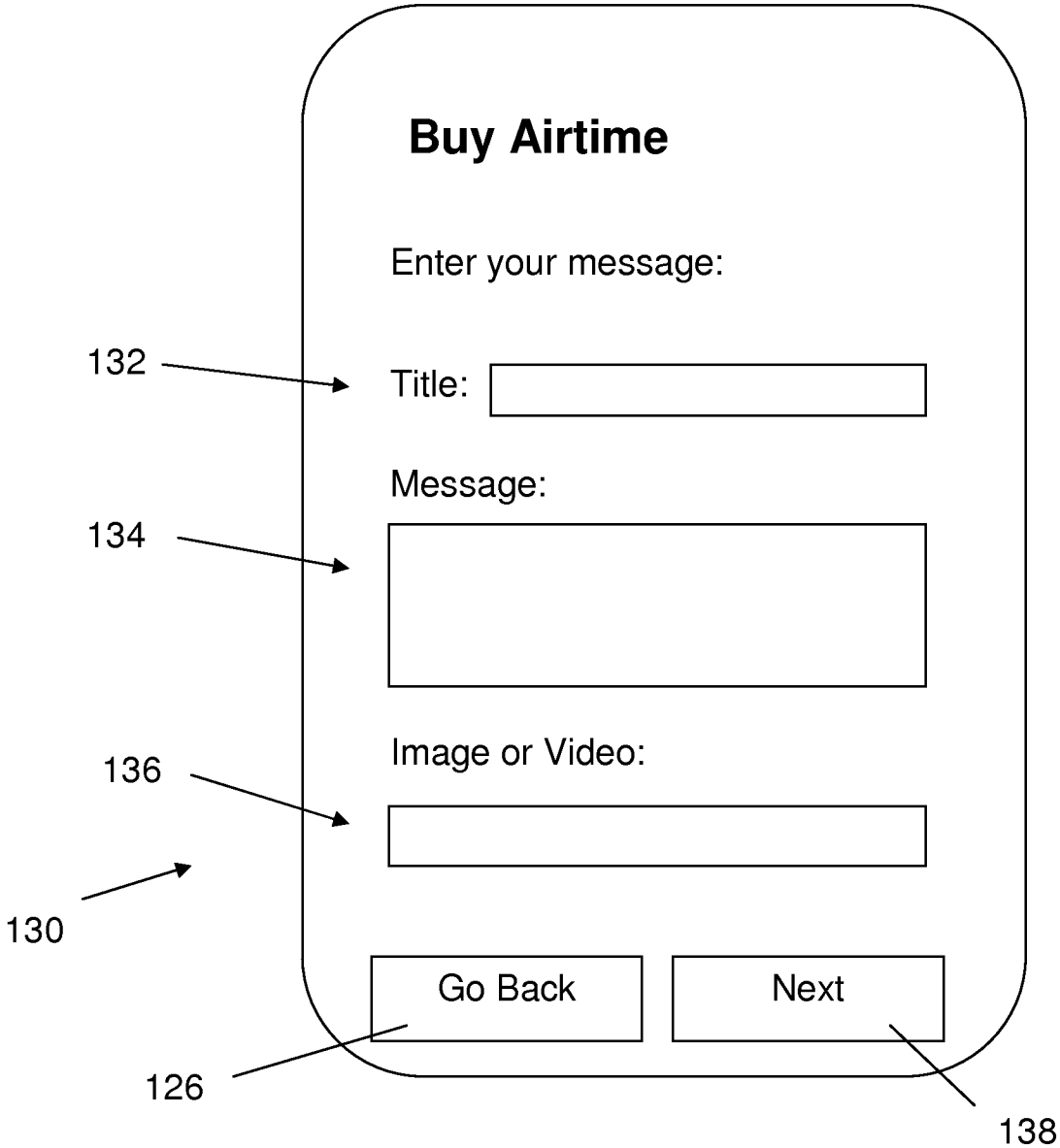
Buy Airtime
Enter your message:
132
Title:
Message:
134
Image or Video:
136
130
Go Back
Next
126
138

Figure 4

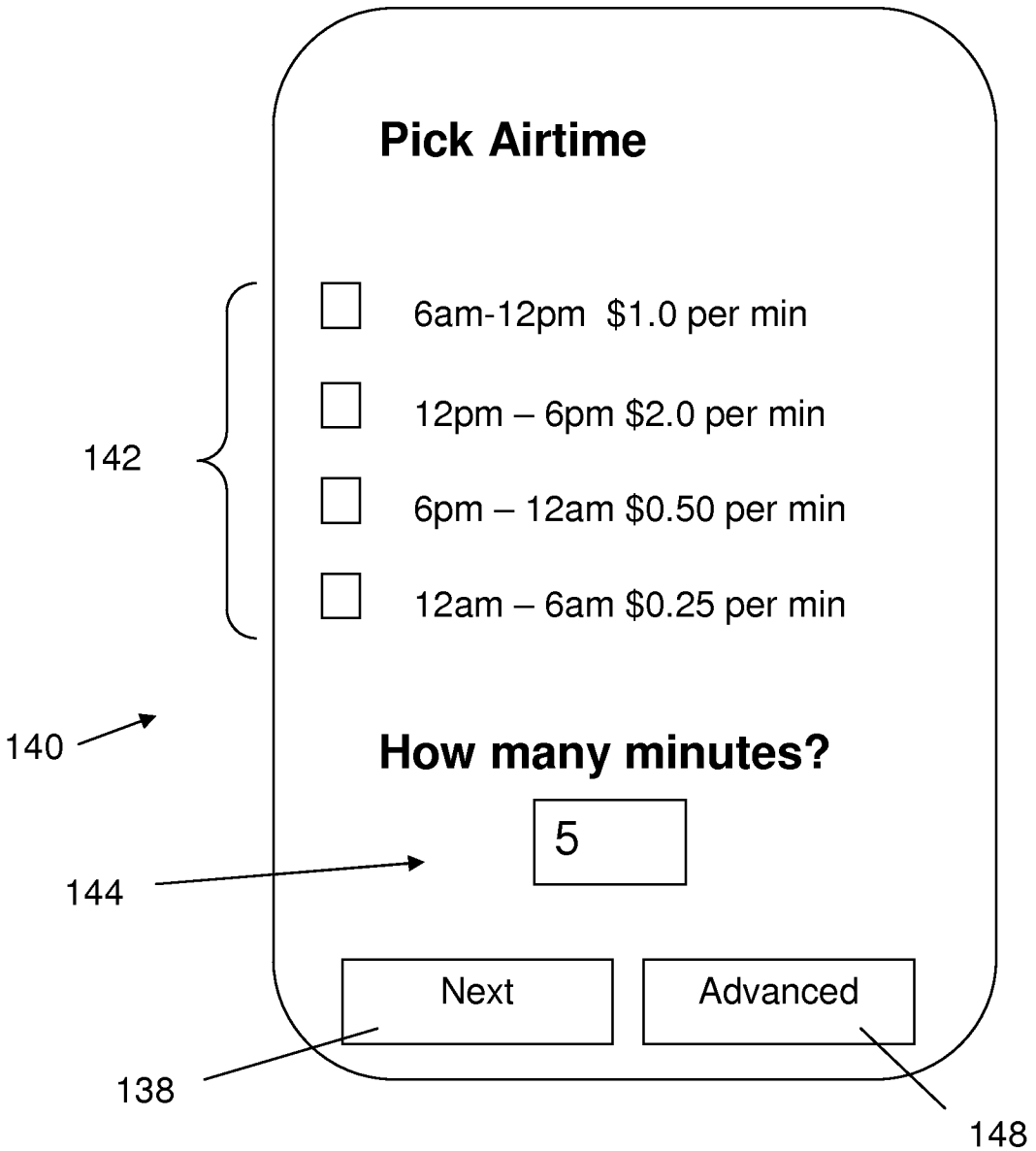
Pick Airtime
6am-12pm $1.0 per min
12pm – 6pm $2.0 per min
6pm – 12am $0.50 per min
12am – 6am $0.25 per min
142
140
How many minutes?
5
144
Next
Advanced
138
148

Figure 5

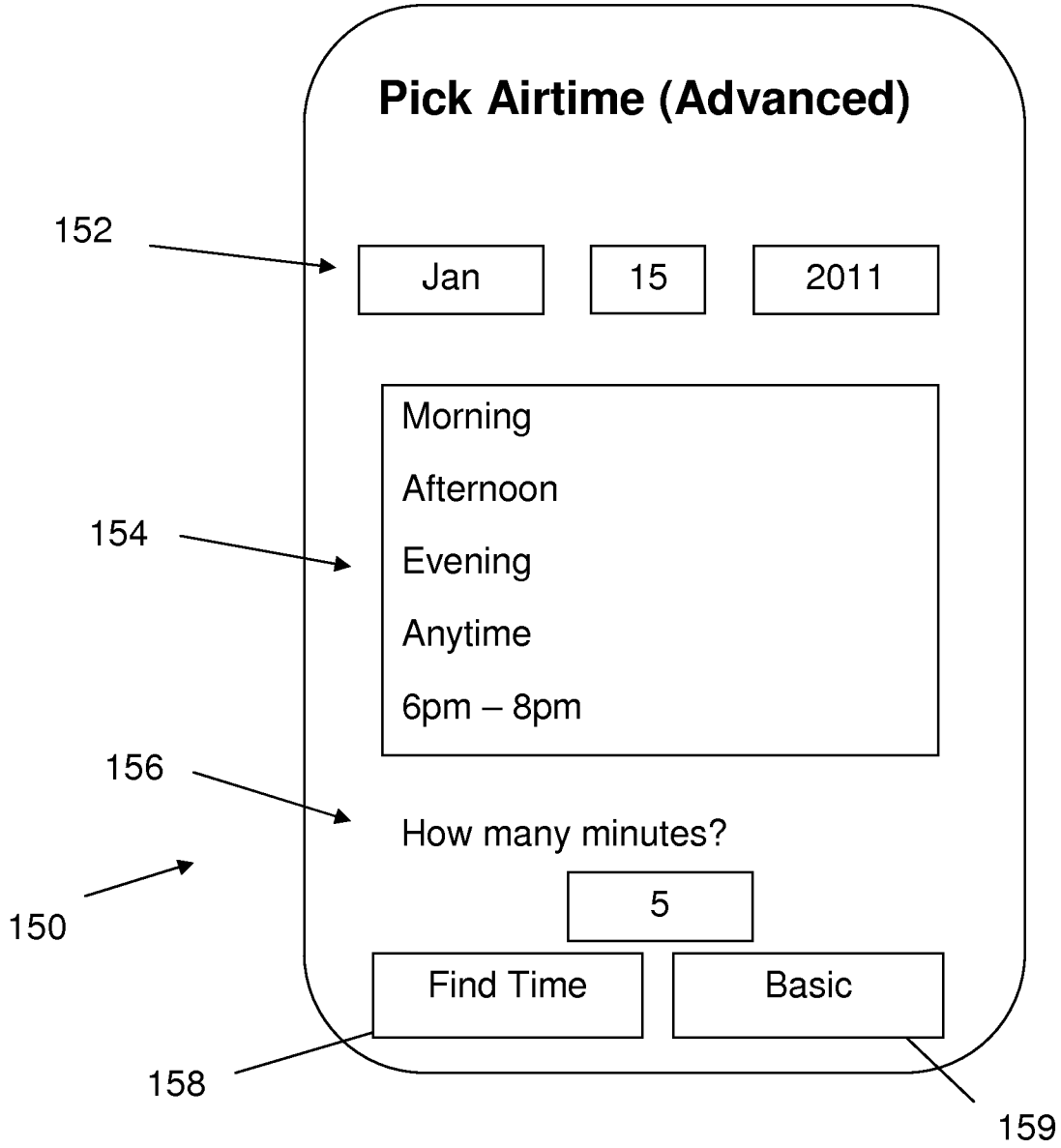
Pick Airtime (Advanced)
152
Jan
15
2011
Morning
Afternoon
154
Evening
Anytime
6pm – 8pm
156
How many minutes?
5
150
Find Time
Basic
158
159

Figure 6

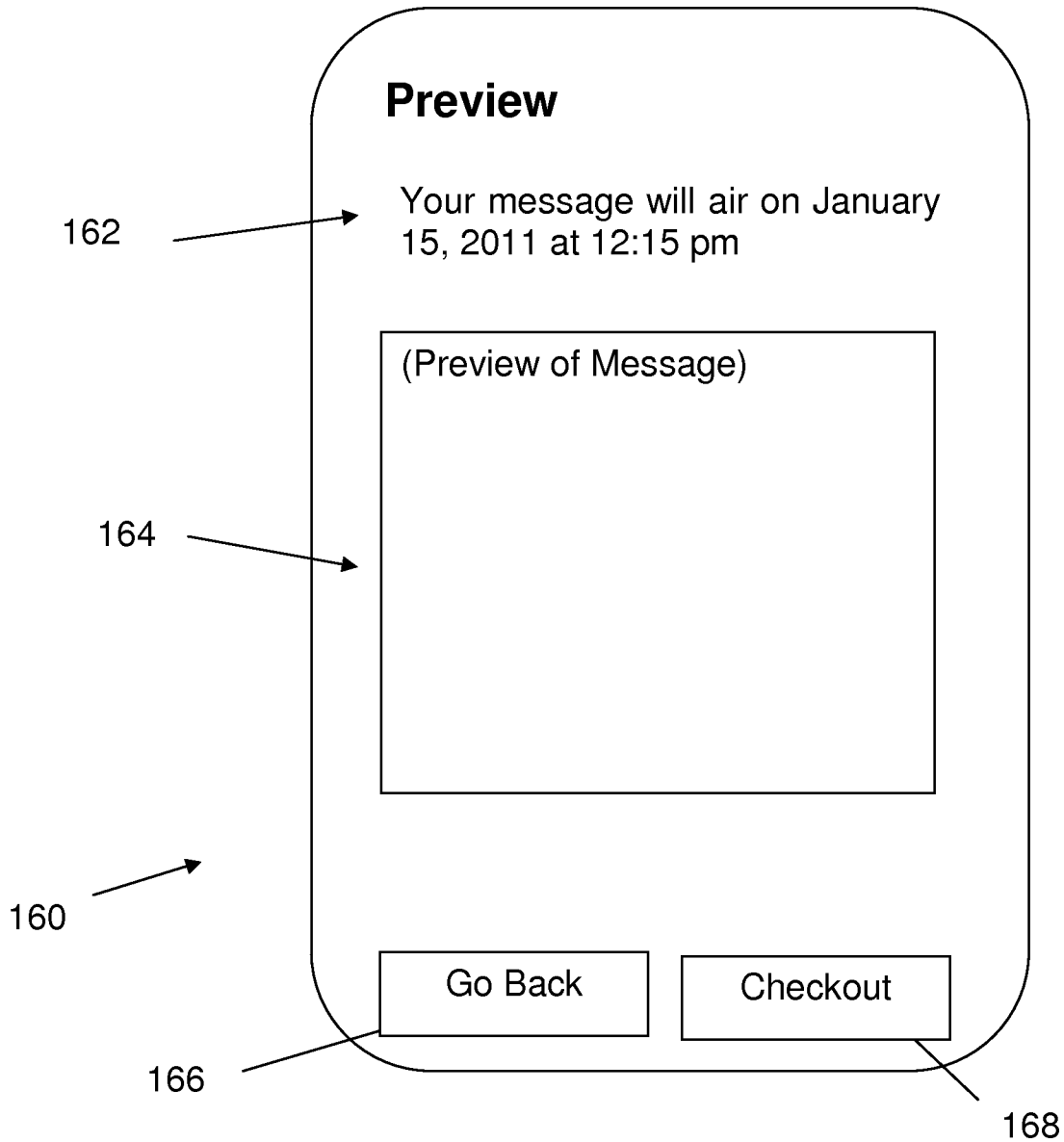
Preview
Your message will air on January 15, 2011 at 12:15 pm
(Preview of Message)
Go Back
Checkout
162
164
160
166
168

Figure 7

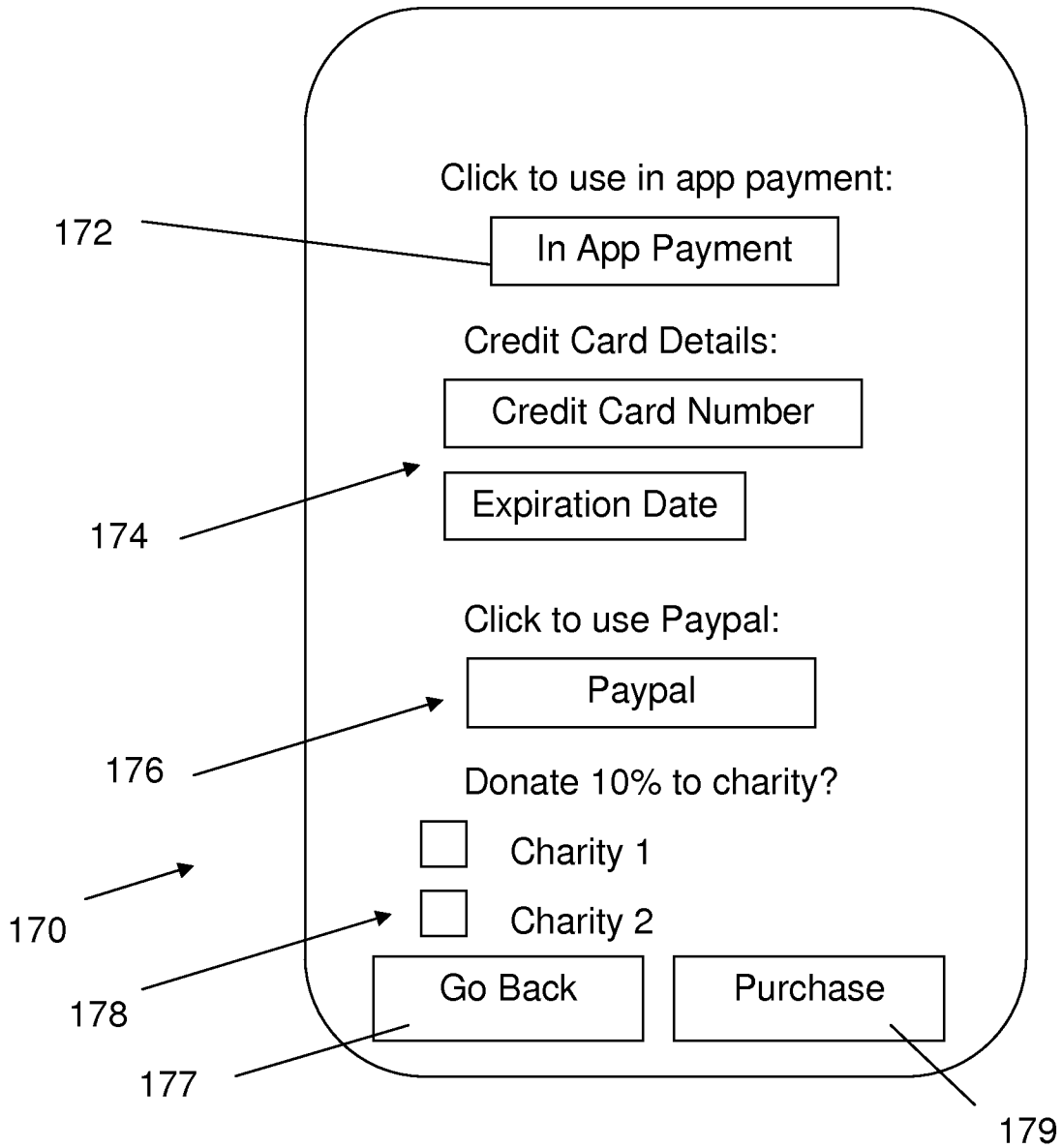
Click to use in app payment:
172
In App Payment
Credit Card Details:
Credit Card Number
Expiration Date
174
Click to use Paypal:
Paypal
176
Donate 10% to charity?
Charity 1
170
Charity 2
178
Go Back
Purchase
177
179

Figure 8

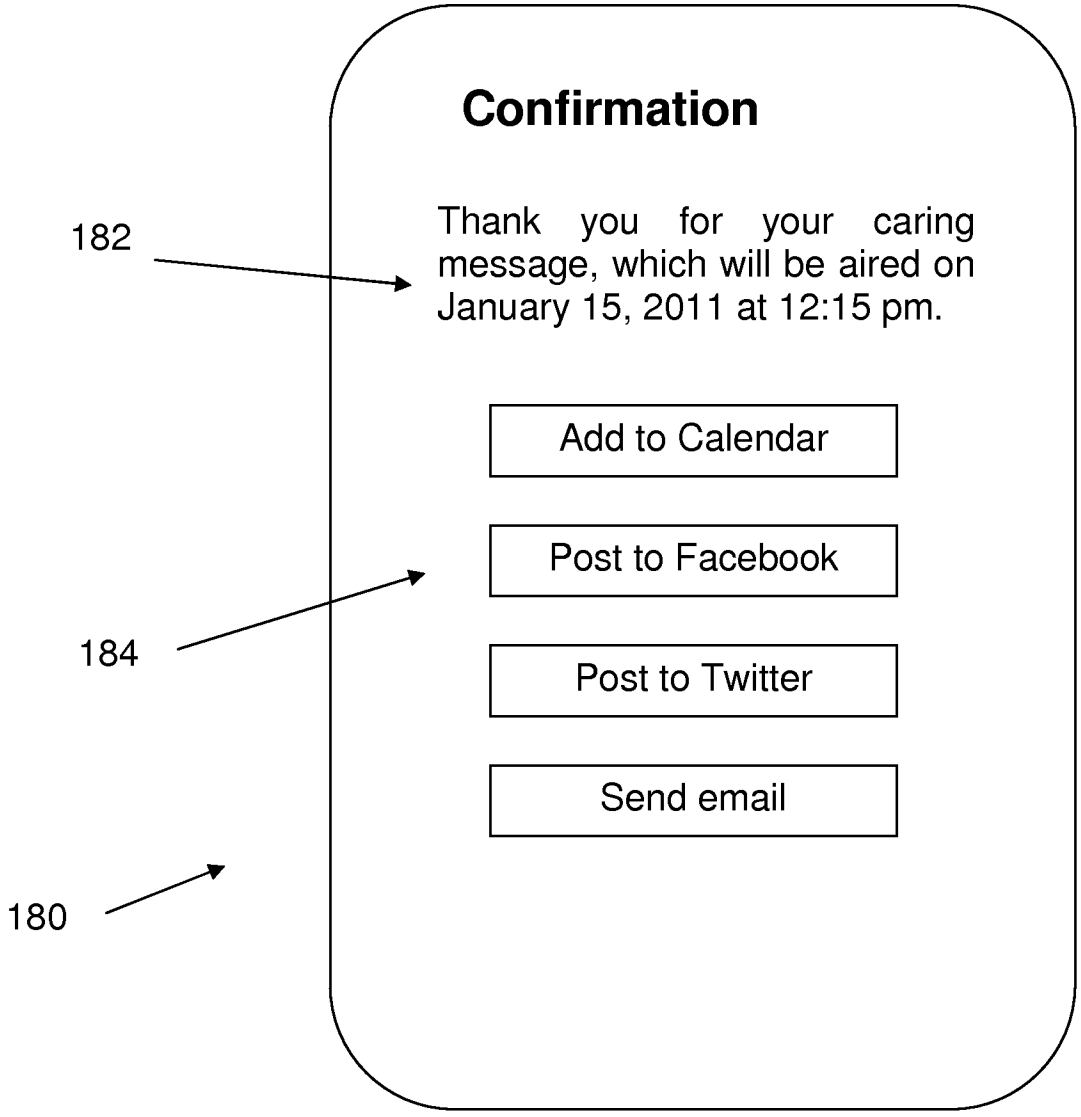
Confirmation
Thank you for your caring message, which will be aired on January 15, 2011 at 12:15 pm.
Add to Calendar
Post to Facebook
Post to Twitter
Send email
182
184
180

Figure 9

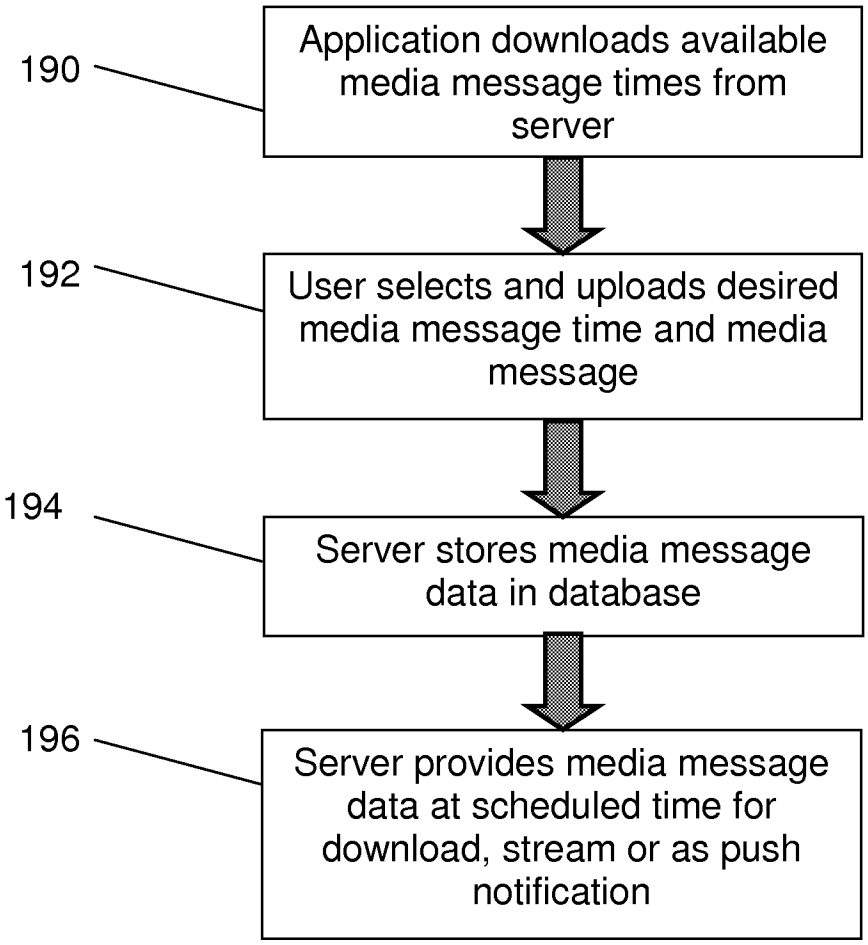
190
Application downloads available media message times from server
192
User selects and uploads desired media message time and media message
194
Server stores media message data in database
196
Server provides media message data at scheduled time for download, stream or as push notification

Figure 10

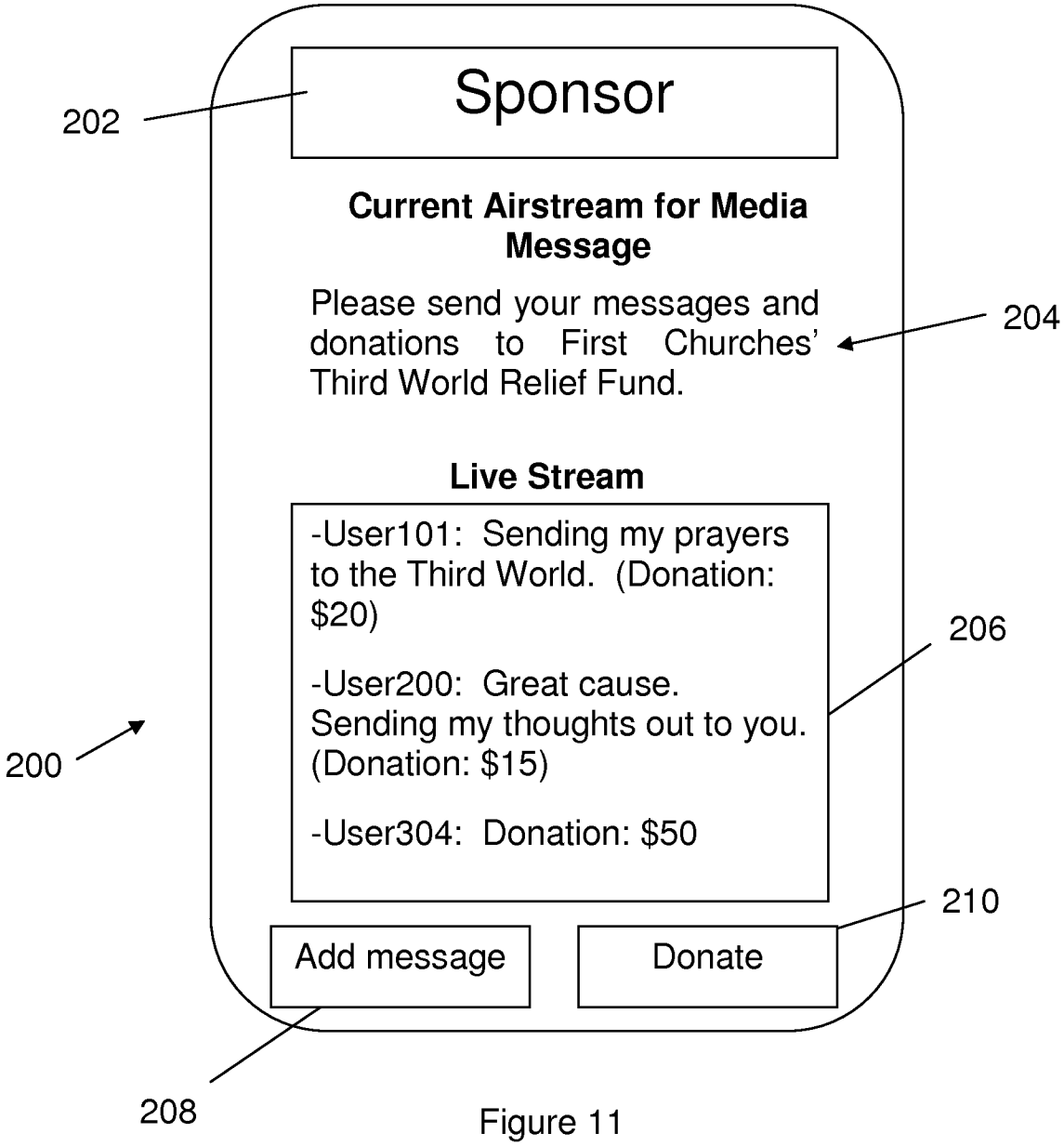
Sponsor
202
Current Airstream for Media Message
Please send your messages and donations to First Churches' Third World Relief Fund.
204
Live Stream
-User101: Sending my prayers to the Third World. (Donation: $20)
-User200: Great cause. Sending my thoughts out to you. (Donation: $15)
-User304: Donation: $50
206
200
210
Add message
Donate
208

Figure 11

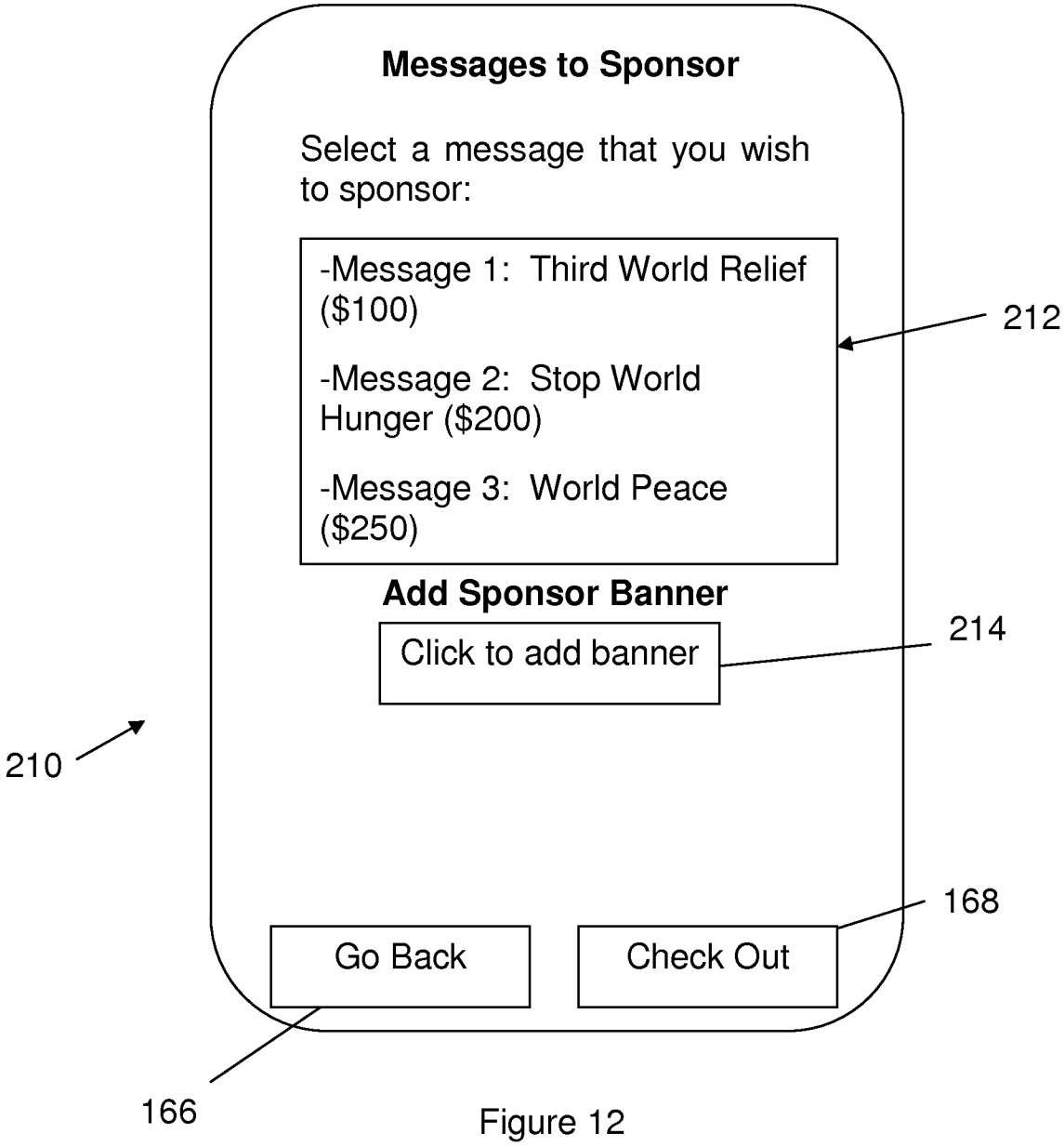
Messages to Sponsor
Select a message that you wish to sponsor:
-Message 1: Third World Relief ($100)
-Message 2: Stop World Hunger ($200)
-Message 3: World Peace ($250)
212
Add Sponsor Banner
Click to add banner
214
210
168
Go Back
Check Out
166

Figure 12

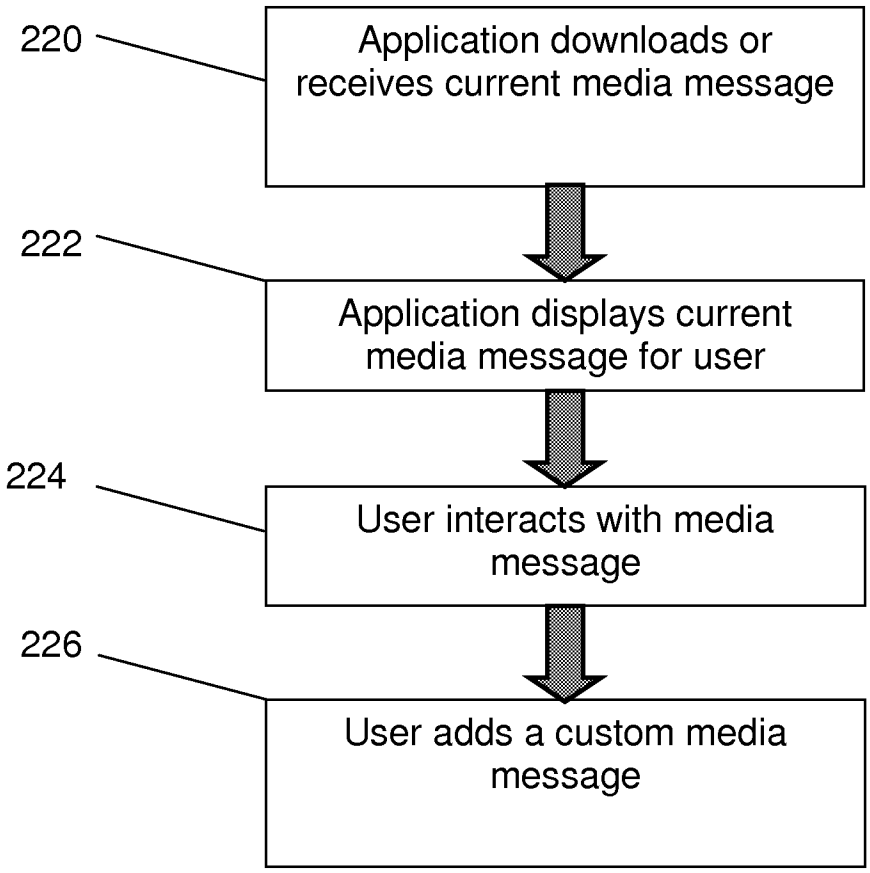
220
Application downloads or receives current media message
222
Application displays current media message for user
224
User interacts with media message
226
User adds a custom media message

Figure 13

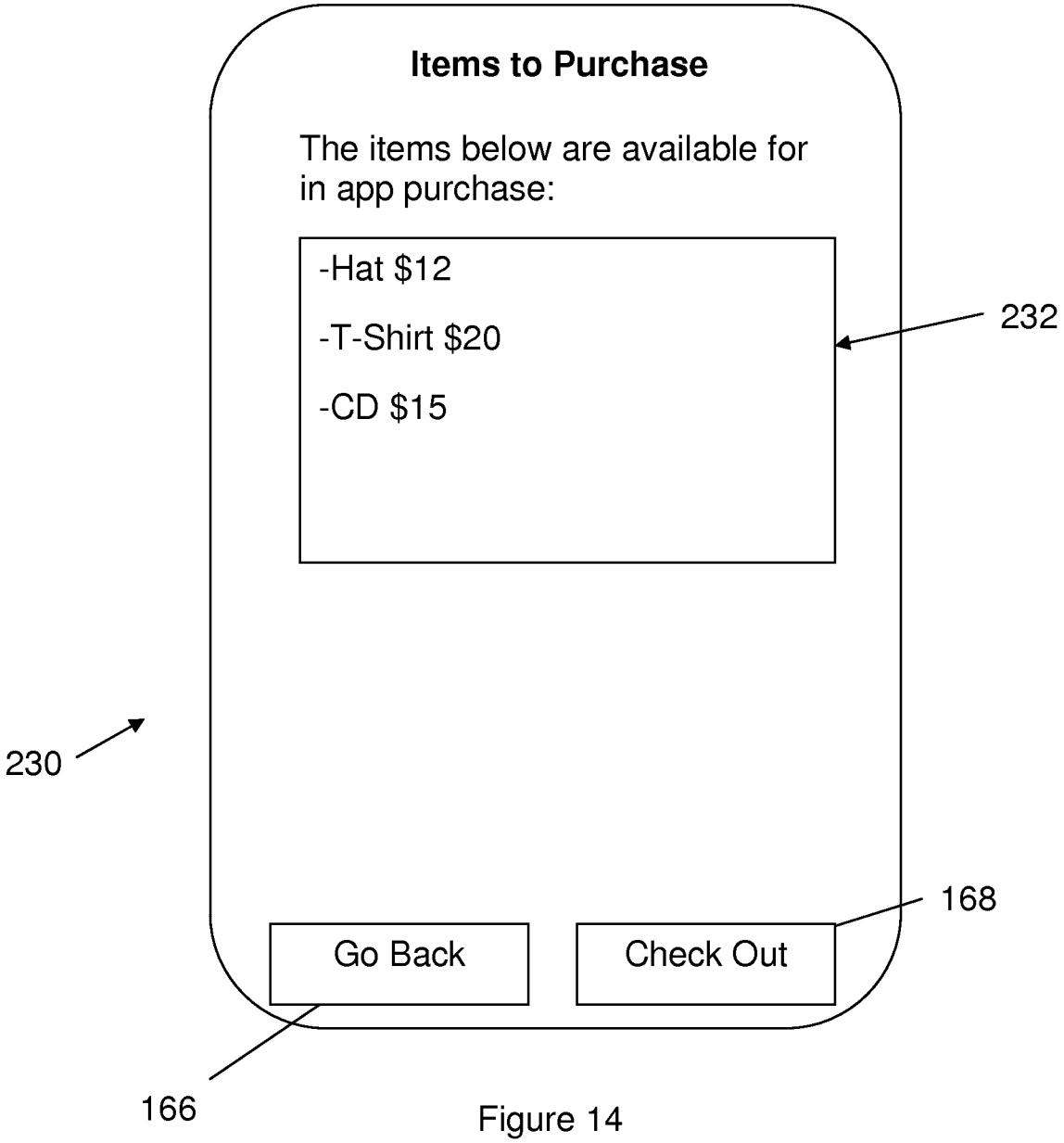
Items to Purchase
The items below are available for in app purchase:
-Hat $12
-T-Shirt $20
-CD $15
232
230
168
Go Back
Check Out
166

Figure 14

MOBILE DEVICE STREAMING MEDIA APPLICATION

CROSS-REFERENCE TO RELATED APPLICATIONS

This application is a continuation of U.S. patent application Ser. No. 18/346,318, filed Jul. 3, 2023, which is a continuation of U.S. patent application Ser. No. 17/705,331, filed Mar. 27, 2022, which is a continuation of U.S. patent application Ser. No. 17/384,911, filed Jul. 26, 2021, which is a continuation of U.S. patent application Ser. No. 16/812,495, filed Mar. 9, 2020, which is a continuation of U.S. patent application Ser. No. 16/790,953, filed Feb. 14, 2020, which is a continuation of U.S. patent application Ser. No. 16/157,269, filed Oct. 11, 2018, which is a continuation of U.S. patent application Ser. No. 15/273,335, filed Sep. 22, 2016, which is a continuation of U.S. patent application Ser. No. 15/041,422, filed Feb. 11, 2016, which is a continuation of U.S. patent application Ser. No. 14/512,353, filed Oct. 10, 2014, which is a continuation of U.S. patent application Ser. No. 13/967,414, filed Aug. 15, 2013, which is a continuation of U.S. patent application Ser. No. 13/027,191, filed Feb. 14, 2011, which claims priority to U.S. Provisional Patent Application No. 61/304,331, filed Feb. 12, 2010. The entireties of U.S. patent application Ser. No. 18/346,318, U.S. patent application Ser. No. 17/705,331, U.S. patent application Ser. No. 17/384,911, U.S. patent application Ser. No. 16/812,495, U.S. patent application Ser. No. 16/790,953, U.S. patent application Ser. No. 16/157,269, U.S. patent application Ser. No. 15/273,335, U.S. patent application Ser. No. 15/041,422, U.S. patent application Ser. No. 14/512,353, U.S. patent application Ser. No. 13/967,414, U.S. patent application Ser. No. 13/027,191, and U.S. Provisional Patent Application No. 61/304,331 are hereby incorporated by reference herein.

BACKGROUND OF THE INVENTION

Streaming media is multimedia that is constantly received by and presented to an end-user while being delivered by a streaming provider. The name refers to the delivery method of the medium rather than to the medium itself. The distinction is usually applied to media that are distributed over telecommunications networks, as most other delivery systems are either inherently streaming (e.g., radio, television) or inherently non-streaming (e.g., books, video cassettes, audio CDs). The verb "to stream" is also derived from this term, meaning to deliver media in this manner. Internet television is a commonly streamed medium.

Live streaming, more specifically, means taking the media and broadcasting it live over the Internet. The process involves a camera for the media, an encoder to digitize the content, a media publisher where the streams are made available to potential end-users and a content delivery network to distribute and deliver the content. The media can then be viewed by end-users live.

Consciousness is variously defined as subjective experience, awareness, the ability to experience "feeling," wakefulness, the understanding of the concept "self," or the executive control system of the mind. It is an umbrella term that may refer to a variety of mental phenomena. Although humans realize what everyday experiences are, consciousness itself resists being defined, philosophers note.

Consciousness is the subject of much research in philosophy of mind, psychology, neuroscience, cognitive science, and artificial intelligence. Issues of practical concern include how the presence of consciousness can be assessed in severely ill or comatose people; whether non-human consciousness exists and, if so, how it can be measured; at what point in fetal development consciousness begins; and whether computers can achieve a conscious state.

Prayer is a form of religious practice that seeks to activate a volitional rapport to a god or spirit through deliberate practice. Prayer may be either individual or communal and take place in public or in private.

It may involve the use of words or song. When language is used, prayer may take the form of a hymn, incantation, formal creedal statement, or a spontaneous utterance in the praying person. There are different forms of prayer such as petitionary prayers, prayers of supplication, thanksgiving, and worship/praise.

Prayer may be directed towards a deity, spirit, deceased person, or lofty idea, for the purpose of worshipping, requesting guidance, requesting assistance, confessing sins, or to express one's thoughts and emotions. Thus, people pray for many reasons such as personal benefit or for the sake of others.

Most major religions involve prayer in one way or another. Some ritualize the act of prayer, requiring a strict sequence of actions or placing a restriction on who is permitted to pray, while others teach that prayer may be practiced spontaneously by anyone at any time.

SUMMARY OF THE INVENTION

In one embodiment according to the present invention, a system and process for coordinating a programmed media stream is provided. Preferably, this content relates to consciousness messages such as prayers, requests for charity, thoughts, or similar messages. However, this content can also relate to breaking news, music videos, comedy, or similar content. A network-connected server maintains a database containing media content-related data, such as the text of a message, accompanying media, time of airing, payment, and related comments. A user can view these feeds or streams of these streams by downloading a mobile application or browsing to a website. The application or website can also be used to create, schedule, and pay for media content airtime for a message or program.

BRIEF DESCRIPTION OF THE DRAWINGS

These and other aspects, features, and advantages of which embodiments of the invention are capable of will be apparent and elucidated from the following description of embodiments of the present invention, reference being made to the accompanying drawings, in which:

FIG. **1** illustrates a media content coordination system according to an embodiment of the present invention;

FIG. **2** illustrates a current media content interface according to an embodiment of the present invention;

FIG. **3** illustrates an about us interface according to an embodiment of the present invention;

FIG. **4** illustrates an airtime purchase interface according to an embodiment of the present invention;

FIG. **5** illustrates an airtime date selection interface according to an embodiment of the present invention;

FIG. **6** illustrates an advanced airtime date selection interface according to an embodiment of the present invention;

FIG. **7** illustrates a media content preview interface according to an embodiment of the present invention;

FIG. **8** illustrates a payment interface according to an embodiment of the present invention;

FIG. **9** illustrates a confirmation interface according to an embodiment of the present invention;

FIG. **10** illustrates a process of coordinating media content times according to an embodiment of the present invention:

FIG. **11** illustrates a media content airstream interface according to an embodiment of the present invention;

FIG. **12** illustrates a media content sponsorship interface according to an embodiment of the present invention;

FIG. **13** illustrates a process of viewing and interacting with a current message according to an embodiment of the present invention; and,

FIG. **14** illustrates an interface for in app purchases of items according to an embodiment of the present invention.

DESCRIPTION OF EMBODIMENTS

Specific embodiments of the invention will now be described with reference to the accompanying drawings. This invention may, however, be embodied in many different forms and should not be construed as limited to the embodiments set forth herein; rather, these embodiments are provided so that this disclosure will be thorough and complete, and will fully convey the scope of the invention to those skilled in the art. The terminology used in the detailed description of the embodiments illustrated in the accompanying drawings is not intended to be limiting of the invention. In the drawings, like numbers refer to like elements.

Unless otherwise defined, all terms (including technical and scientific terms) used herein have the same meaning as commonly understood by one of ordinary skill in the art to which this invention belongs. It will be further understood that terms, such as those defined in commonly used dictionaries, should be interpreted as having a meaning that is consistent with their meaning in the context of the relevant art and will not be interpreted in an idealized or overly formal sense unless expressly so defined herein.

The terms message, media message, or program are used interchangeably in this specification and generally refer to text, audio, video, or still images sent across the internet. In one aspect of the present invention, the system can be used for any media content type, such as news, comedy, drama, environmental messages, offers to purchase related items, and similar messages. In another aspect of the present invention, the system is used for consciousness messages, such as prayers, collective thoughts, appeals to charity, and inspirational messages.

FIG. **1** illustrates an example media coordination system **100** according to the present invention which allows network connected devices, such as mobile devices **106** (cell phones, portable music players, tables, laptops, etc.), to coordinate times for specific media messages/programs to be streamed to other application users (e.g., a feed of message posts or a stream of real-time media data). Generally, a computer server **102** (e.g., a processor, RAM, a hard drive, an operating system, web serving software and database software) is connected to a wide area network **104** such as the internet or wireless cell phone data network. Mobile devices **106** are also connected to the network **104**, allowing for communication to and from the server **102**.

As seen in item **220** of the flow chart of FIG. **13**, a user either executes the mobile media application on their mobile device or uses a browser to browse to an internet page supplied by the server **102**. The application downloads the current media message/program (i.e., a thought or prayer video scheduled for airing at that time) from the server. Alternately, the server **102** may automatically push the current media message or link to the current media message via phone notifications, email, or text messages.

In one example, delivery of the current media message to the mobile device **106** is performed as a feed that is downloaded as requested by the user. In another example, delivery of the current media message is achieved with a live streaming media file (e.g., streaming audio/video) that provides images, text, and/or audio to the user's mobile device. In this respect, the media message stream is similar to a live television station having scheduled media messages as its programming.

In item **222**, the mobile application displays the media message data supplied by the server **102**. This data may include the text of a media message, an attached or linked-to media file, donation information, and media message expiration information (i.e., when the current media message expires causing the mobile application to download a new current media message). Alternately, the media message data may be a live media stream, previously rendered by the server **102**, which displays the images, text, audio, video, or other items in a common media format (e.g., h.264 mp4 video format). In one preferred embodiment, the media message is a prayer, collective consciousness message, request for charity, environmental, or similar message.

In item **224**, the user views the media message data in an interface of the mobile application and interacts with the interface. For example, the user may add a comment about the media message, a donation, a greeting card, or share a link to the media message via a social network, email, text message, or similar communication. The user may also make purchases within the application (e.g., in app purchases, credit cards, Pay Pal, etc.) to buy gift certificates for message airtime, greeting cards, or similar in-application items.

In item **226**, the user can design, upload, and pay for a custom media message that is stored and aired from the server **102**. The server will similarly air the custom media message at the specified time as the current media message, thereby distributing that media message out to other users of the mobile application and website.

FIG. **10** illustrates a flow chart of an example process for coordinating media messages. As seen in item **190**, the mobile application is executed on the mobile device **106** that can download available times that a media message can be scheduled. A user can request availability of a specific time or the mobile application can download a variety of free times.

In item **192**, the user selects a time that they would like to have their media message available, the text of their media message, any images, or videos that they would like to accompany the media message, and payment information. This data is uploaded to server **102** and stored in a database in item **194**.

As seen in item **196**, the sever **102** provides media message data according to the scheduled time. This data can be rendered and streamed as a live streaming format, made available for download to each mobile device **106** running the application or can be sent out via a push notification, email, or text message. Optionally, the push notification, email, or text message can include a link that opens the mobile media message application to that specific media message or to a webpage displaying that media message.

The current media message can also be displayed on any participating websites. For example, an otherwise nonaffiliated website could include code that displays the current

media message. In another example, the media message can be posted to a social media site, such as Facebook or Twitter, which allows users to subscribe. In this respect, people visiting websites otherwise unrelated to the server **102** can also view the current media message.

FIGS. **2-9** illustrate various example aspects and interfaces of the mobile media message application according to the present invention. FIG. **2** illustrates the current media message interface **110** that displays the media message currently scheduled by the server **102**. The current media message interface **110** preferably includes a media message text display **114** that displays the text of the media message specified by the person who created the current media message.

Optionally, the current media message interface includes an advertisement banner **112** for displaying advertisements from a downloaded source, such as from Google AdSense or Apple in-app advertising. Optionally, the mobile media message application can allow a user the option to include this banner **112** during the media message creation process to financially subsidize the price of posting the media message.

The interface **110** also includes a comments button **111** that displays a comment interface for leaving messages related to the current media message. A past media messages button **113** is also included for displaying a list of past media messages or bookmarked media messages.

Preferably, multiple feeds or streams are available to the mobile application. For example, some streams can be specific breaking news, religion, music, or pets. Selecting the switch stream button **115** allows the user to switch between these streams.

The donate button **117** allows the user to donate money to originator of the media message, thereby allowing users or entities to raise money in addition to soliciting media messages. The buy gift button **119** allows the user to buy items for the author of the current message or another user. Gifts can include virtual greeting cards, gift certificates, message airtime, and similar items. The buy airtime button **120** displays an interface for creating and purchasing a media message that will be displayed on the application and the learn more button **118** displays an about us interface **122** seen in FIG. **3**.

The about us interface **122** preferably includes information about the developer and information **124** about how to pray. A share button **128** allows the user to share specific media message tips with others (e.g., by emailing text of the media message information **124**). The go back button **126** returns the user to the previous screen.

If the user selects the buy airtime button **120** in interface **110**, the buy airtime interface **130** is displayed, as seen in FIG. **4**. Title input **132** allows a user to enter a text title for their media message, while text of the media message can be entered in message input **134**. Optionally, the user can attach or add a link to an image, audio, and/or video in the media input **136**. This media is uploaded to the server **102** and rendered into the stream for broadcast at the scheduled time. The next button **138** displays the airtime selection interface **140** as seen in FIG. **5**.

The airtime selection interface **140** preferably provides a plurality of selectable time ranges **142** (e.g., check boxes) and their accompanying cost. A minute input **144** allows the user to specify the amount of time the user would like their media message to be displayed as the current media message. Selecting the advanced button **148** displays the advanced airtime interface **150** seen in FIG. **6**.

The advanced airtime interface **150** allows the user more control over exactly when the media message will be shown as the current media message. For example, a date interface **152** allows the user to specify a specific day to air the media message, the time interface **154** provides more detailed time ranges, and the time interface allows input of the amount of time the media message will air as the current media message. Selecting the basic button **159** returns the user to the airtime selection interface **140** while selecting the find time button **158** attempts to find an unreserved free time for the media message.

Once the server **102** has found a free time according to the criteria selected by the user, the preview interface **160** is displayed, as seen in FIG. **7**. The proposed message date 162 is located at the top of the interface **160**, followed by the preview of the media message **164**. The user can select the go back button **166** to return to a previous interface to correct information or can select the checkout button **168** to display the payment interface **170**, seen in FIG. **8**.

The payment interface **170** allows the user to select their desired method of payment. This interface can be used for buying airtime on a stream or for any other activity that may require payment (e.g., purchasing gift certificates or greeting cards).

For example, the user can select the in-app payment button **172** to cause payment through an "in-app" payment system, such as Apple's in-app payment system. The user may also enter their credit card information in the credit card input **174** or can select the PayPal button **176** to bring up PayPal login credentials for payment via PayPal. Preferably, the interface **170** includes a plurality of charity inputs **178** (e.g., checkboxes) for specifying donations to specific charities. The user can return to previous interfaces via the go back button **177** or can submit the payment information via the purchase button **179**.

Once the payment information has been submitted and confirmed by the server **102**, the confirmation interface **180** is displayed, as seen in FIG. **9**. A confirmation message **182** is displayed at the top of the interface **180** to confirm the exact time the media message will be available. Additionally, a plurality of media message sharing buttons **184** are displayed to allow the user to easily share details (e.g., date, time, hypertext link) to the media message on various calendar, email, text message, or social media websites.

FIG. **11** illustrates an alternate media message interface **200** according to the present invention. The interface **200** allows a user or organization to post a media message, media (music, video, image, etc.), and/or request for donations, seen in the media message display **204**. This airstream media message can be purchased through an interface similar to those previously described in this specification. Optionally, an advertiser may sponsor such a stream and post their ad banner in the banner display **202**.

The interface **200** also displays live or regularly updated comments and media messages from users in the live stream display **206**. If a user wishes to comment, add a greeting card (or similar link), or add a message, the add message button **208** can be selected, prompting the user for a text comments and an optional donation amount. Alternately, the user can select the donate button **210** to donate money without adding a comment (e.g., utilizing the payment interface **170**). These comments and donation amounts are transmitted to the server **102**, processed, and then displayed in the live stream display **206** for all users to view.

FIG. **12** illustrates a sponsor interface **210** that allows an advertiser or user to sponsor a specific current media message or airstream media message. A media message selec-

tion input **212** downloads and displays from the server **102** a list of media messages and sponsor prices that are available for sponsorship. A specific media message can be selected and the sponsor's ad banner can be uploaded to the server **102** by clicking the add banner button **214**. Once the user is satisfied by their selection, the check out button **168** can be used to pay.

FIG. **14** illustrates an item purchase interface **230** that allows the user to make in-app purchases of items via the item selection interface **232**. This allows the user to select a desired item (real or virtual) for purchase, then select the check out button **168**, which leads to the previously described payment interface **170**.

In one specific example, the present invention can be particularly used to facilitate prayer or collective consciousness. For example, users can purchase airtime to display a prayer or collective thought. In another example, a request for donations (e.g., from a person or charity) can be uploaded to the stream to allow users to donate money within the mobile application.

In another specific example, the present invention can be used to purchase airtime and upload ongoing news or informational video. In this respect, a stream may be directed to eye-witness news or similar breaking new.

In another specific example, a stream can be directed to music videos. Hence, a user can purchase airtime and upload their own music videos that will stream at a specific time and date.

In another example, a stream can be directed to short films. Users can produce their own films, purchase airtime, and then upload the films to air on the channel at a specific time.

In another example according to the present invention, the server can provide a user or company with their own media stream to control. In this respect, the other users can post messages on this third party controlled stream, allowing the stream creator to designate airtime price, which uploads are approved and additional items for purchase.

Although the invention has been described in terms of particular embodiments and applications, one of ordinary skill in the art, in light of this teaching, can generate additional embodiments and modifications without departing from the spirit of or exceeding the scope of the claimed invention. Accordingly, it is to be understood that the drawings and descriptions herein are proffered by way of example to facilitate comprehension of the invention and should not be construed to limit the scope thereof.

What is claimed is:

1. A method, comprising:

receiving, at one or more servers, a plurality of media messages from one or more mobile applications executable on a corresponding one or more mobile devices;

storing the plurality of media messages on the one or more servers, wherein one or more stored media messages are associated with expiration information to determine when the one or more stored media messages can no longer be provided in a feed;

selecting, for inclusion in respective ones of a first feed and a second, corresponding ones of a first subset and a second subset of media messages from among the plurality of media messages stored on the one or more servers, wherein the respective selections of the first subset and the second subset of media messages are based at least in part on the expiration information, wherein the second feed differs from the first feed;

providing the first feed from the one or more servers to a mobile application executable on a mobile device, the mobile application configured to present the first feed, wherein presentation of the first feed by the mobile application includes presentation of a sharing prompt with a media message included in the first feed, wherein interaction with the sharing prompt via the mobile application facilitates generation of a link configured to enable access to the media message; and

providing the second feed from the one or more servers to the mobile application, the mobile application configured to present the second feed, wherein the mobile application is further configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the mobile application.

2. The method of claim **1**, wherein respective ones of the plurality of media messages received at the one or more servers include an image or video captured by the one or more mobile applications via a corresponding one or more cameras of the corresponding one or more mobile devices.

3. The method of claim **2**, wherein the media message included in the first feed includes one or more of an attached image or attached audio that is not native to the image or video captured by the one or more mobile applications via the corresponding one or more cameras of the corresponding one or more mobile devices.

4. The method of claim **1**, wherein the link is a first link, wherein the media message included in the first feed is encoded with a second link, wherein interaction with the second link via the mobile application enables access to a webpage.

5. The method of claim **1**, wherein presentation of the first feed by the mobile application includes presentation of a comment prompt with the media message included in the first feed, wherein interaction with the comment prompt via the mobile application enables a comment to be associated with the media message.

6. The method of claim **1**, wherein presentation of the first feed by the mobile application includes presentation of an advertisement prompt with the media message included in the first feed, wherein interaction with the advertisement prompt via the mobile application causes presentation of an advertisement.

7. The method of claim **1**, wherein presentation of the first feed by the mobile application includes presentation of an item purchase prompt with the media message included in the first feed, wherein interaction with the item purchase prompt via the mobile application enables presentation of information to initiate purchase of an item.

8. The method of claim **1**, wherein the one or more stored media messages are associated with corresponding scheduled airtimes to determine when the one or more stored media messages can first be provided in a feed.

9. A method, comprising:

generating a plurality of media messages at one or more mobile applications executable on a corresponding one or more mobile devices, wherein respective ones of the plurality of media messages include an image or video captured by the one or more mobile applications via a corresponding one or more cameras of the corresponding one or more mobile devices;

receiving, at one or more servers, the plurality of media messages from the one or more mobile applications;

storing the plurality of media messages on the one or more servers, wherein one or more stored media messages are associated with expiration information to determine when the one or more stored media messages can no longer be provided in a feed;

selecting, for inclusion in respective ones of a first feed and a second, corresponding ones of a first subset and a second subset of media messages from among the plurality of media messages stored on the one or more servers, wherein the respective selections of the first subset and the second subset of media messages are based at least in part on the expiration information, wherein the second feed differs from the first feed;

providing the first feed from the one or more servers to a mobile application executable on a mobile device, the mobile application configured to present the first feed, wherein presentation of the first feed by the mobile application includes presentation of a sharing prompt with a media message included in the first feed, wherein interaction with the sharing prompt via the mobile application facilitates generation of a link configured to enable access to the media message; and

providing the second feed from the one or more servers to the mobile application, the mobile application configured to present the second feed, wherein the mobile application is further configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the mobile application.

10. The method of claim **9**, wherein the link is a first link, wherein the media message included in the first feed is encoded with a second link, wherein interaction with the second link via the mobile application enables access to a webpage.

11. The method of claim **9**, wherein presentation of the first feed by the mobile application includes presentation of a comment prompt with the media message included in the first feed, wherein interaction with the comment prompt via the mobile application enables a comment to be associated with the media message.

12. The method of claim **9**, wherein presentation of the first feed by the mobile application includes presentation of an advertisement prompt with the media message included in the first feed, wherein interaction with the advertisement prompt via the mobile application causes presentation of an advertisement.

13. The method of claim **9**, wherein presentation of the first feed by the mobile application includes presentation of an item purchase prompt with the media message included in the first feed, wherein interaction with the item purchase prompt via the mobile application enables presentation of information to initiate purchase of an item.

14. The method of claim **9**, wherein the media message included in the first feed includes one or more of an attached image or attached audio that is not native to the image or video captured by the one or more mobile applications via the corresponding one or more cameras of the corresponding one or more mobile devices.

15. The method of claim **9**, wherein the one or more stored media messages are associated with corresponding scheduled airtimes to determine when the one or more stored media messages can first be provided in a feed.

16. A system, comprising:

one or more servers including memory, machine-readable instructions, and one or more processors, the one or more processors configured to execute the machine-readable instructions to perform operations comprising:

receiving, at the one or more servers, a plurality of media messages from one or more mobile applications executable on a corresponding one or more mobile devices;

storing the plurality of media messages on the one or more servers, wherein one or more stored media messages are associated with expiration information to determine when the one or more stored media messages can no longer be provided in a feed;

selecting, for inclusion in respective ones of a first feed and a second, corresponding ones of a first subset and a second subset of media messages from among the plurality of media messages stored on the one or more servers, wherein the respective selections of the first subset and the second subset of media messages are based at least in part on the expiration information, wherein the second feed differs from the first feed;

providing the first feed from the one or more servers to a mobile application executable on a mobile device, the mobile application configured to present the first feed, wherein presentation of the first feed by the mobile application includes presentation of a sharing prompt with a media message included in the first feed, wherein interaction with the sharing prompt via the mobile application facilitates generation of a link configured to enable access to the media message; and

providing the second feed from the one or more servers to the mobile application, the mobile application configured to present the second feed, wherein the mobile application is further configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the mobile application.

17. The system of claim **16**, wherein respective ones of the plurality of media messages received at the one or more servers include an image or video captured by the one or more mobile applications via a corresponding one or more cameras of the corresponding one or more mobile devices.

18. The system of claim **17**, wherein the media message included in the first feed includes one or more of an attached image or attached audio that is not native to the image or video captured by the one or more mobile applications via the corresponding one or more cameras of the corresponding one or more mobile devices.

19. The system of claim **16**, wherein the link is a first link, wherein the media message included in the first feed is encoded with a second link, wherein interaction with the second link via the mobile application enables access to a webpage.

20. The system of claim **16**, wherein presentation of the first feed by the mobile application includes presentation of a comment prompt with the media message included in the first feed, wherein interaction with the comment prompt via the mobile application enables a comment to be associated with the media message.

21. The system of claim **16**, wherein presentation of the first feed by the mobile application includes presentation of an advertisement prompt with the media message included in the first feed, wherein interaction with the advertisement prompt via the mobile application causes presentation of an advertisement.

22. The system of claim **16**, wherein presentation of the first feed by the mobile application includes presentation of an item purchase prompt with the media message included in the first feed, wherein interaction with the item purchase prompt via the mobile application enables presentation of information to initiate purchase of an item.

23. The system of claim **16**, wherein the one or more stored media messages are associated with corresponding

scheduled airtimes to determine when the one or more stored media messages can first be provided in a feed.

24. A system, comprising:

one or more mobile applications executable on a corresponding one or more mobile devices, the one or more mobile applications configured to create a plurality of media messages, wherein respective ones of the plurality of media messages include an image or video captured via a corresponding one or more cameras of the corresponding one or more mobile devices; and

one or more servers including memory, machine-readable instructions, and one or more processors, the one or more processors configured to execute the machine-readable instructions to perform operations comprising:

receiving, at the one or more servers, the plurality of media messages from the one or more mobile applications;

storing the plurality of media messages on the one or more servers, wherein one or more stored media messages are associated with expiration information to determine when the one or more stored media messages can no longer be provided in a feed;

selecting, for inclusion in respective ones of a first feed and a second, corresponding ones of a first subset and a second subset of media messages from among the plurality of media messages stored on the one or more servers, wherein the respective selections of the first subset and the second subset of media messages are based at least in part on the expiration information, wherein the second feed differs from the first feed;

providing the first feed from the one or more servers to a mobile application executable on a mobile device, the mobile application configured to present the first feed, wherein presentation of the first feed by the mobile application includes presentation of a sharing prompt with a media message included in the first feed, wherein interaction with the sharing prompt via the mobile application facilitates generation of a link configured to enable access to the media message; and

providing the second feed from the one or more servers to the mobile application, the mobile application configured to present the second feed, wherein the mobile application is further configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the mobile application.

25. The system of claim **24**, wherein the link is a first link, wherein the media message included in the first feed is encoded with a second link, wherein interaction with the second link via the mobile application enables access to a webpage.

26. The system of claim **24**, wherein presentation of the first feed by the mobile application includes presentation of a comment prompt with the media message included in the first feed, wherein interaction with the comment prompt via the mobile application enables a comment to be associated with the media message.

27. The system of claim **24**, wherein presentation of the first feed by the mobile application includes presentation of an advertisement prompt with the media message included in the first feed, wherein interaction with the advertisement prompt via the mobile application causes presentation of an advertisement.

28. The system of claim **24**, wherein presentation of the first feed by the mobile application includes presentation of an item purchase prompt with the media message included in the first feed, wherein interaction with the item purchase prompt via the mobile application enables presentation of information to initiate purchase of an item.

29. The system of claim **24**, wherein the media message included in the first feed includes one or more of an attached image or attached audio that is not native to the image or video captured by the one or more mobile applications via the corresponding one or more cameras of the corresponding one or more mobile devices.

30. The system of claim **24**, wherein the one or more stored media messages are associated with corresponding scheduled airtimes to determine when the one or more stored media messages can first be provided in a feed.

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