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(54) **MULTIMEDIA AGGREGATION IN AN ONLINE SOCIAL NETWORK**

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(57) **ABSTRACT**

Multimedia content is featured on user pages of an online social network using embed codes that are generated using a configuration file associated with the source ID for the multimedia content and a content ID for the multimedia content. The configuration file, the source ID and the content ID are stored locally by the online social network so that any changes to the embed codes can be made by changing the configuration file associated with the source and regenerating the embed codes. By managing multimedia content in this manner, greater control can be exercised by the online social network over the multimedia content that are featured on its user pages.
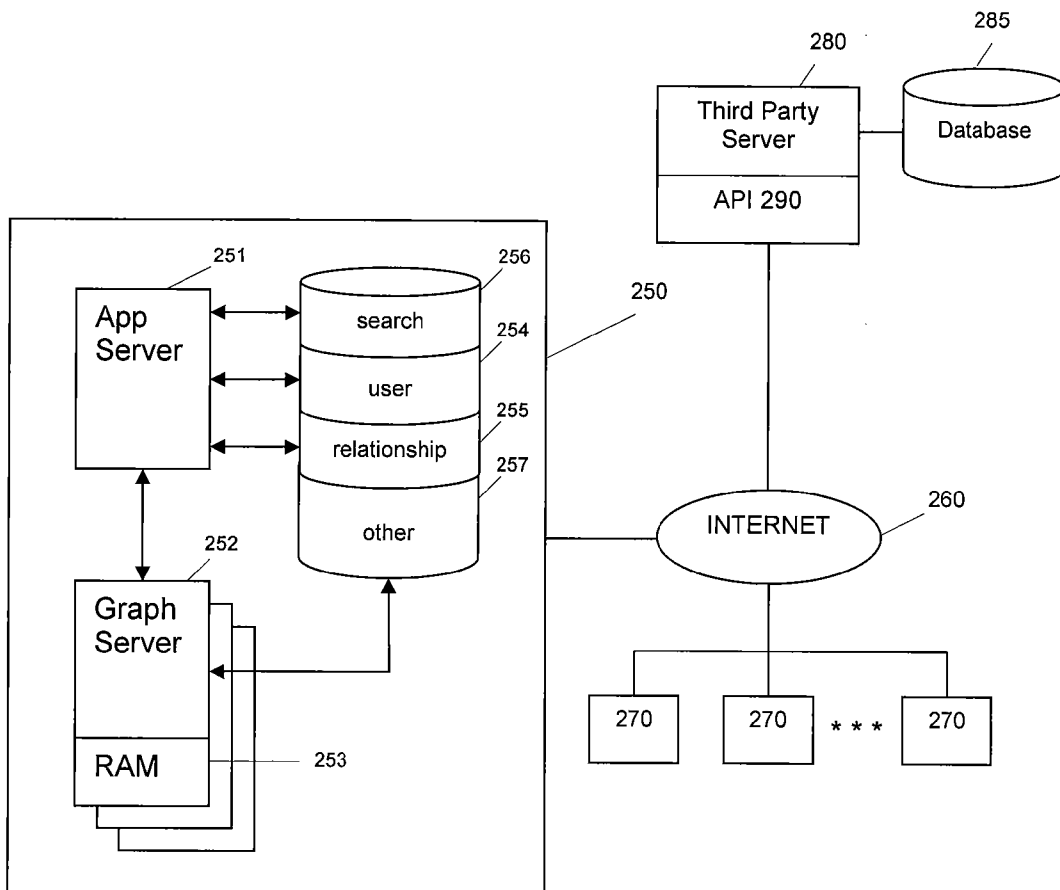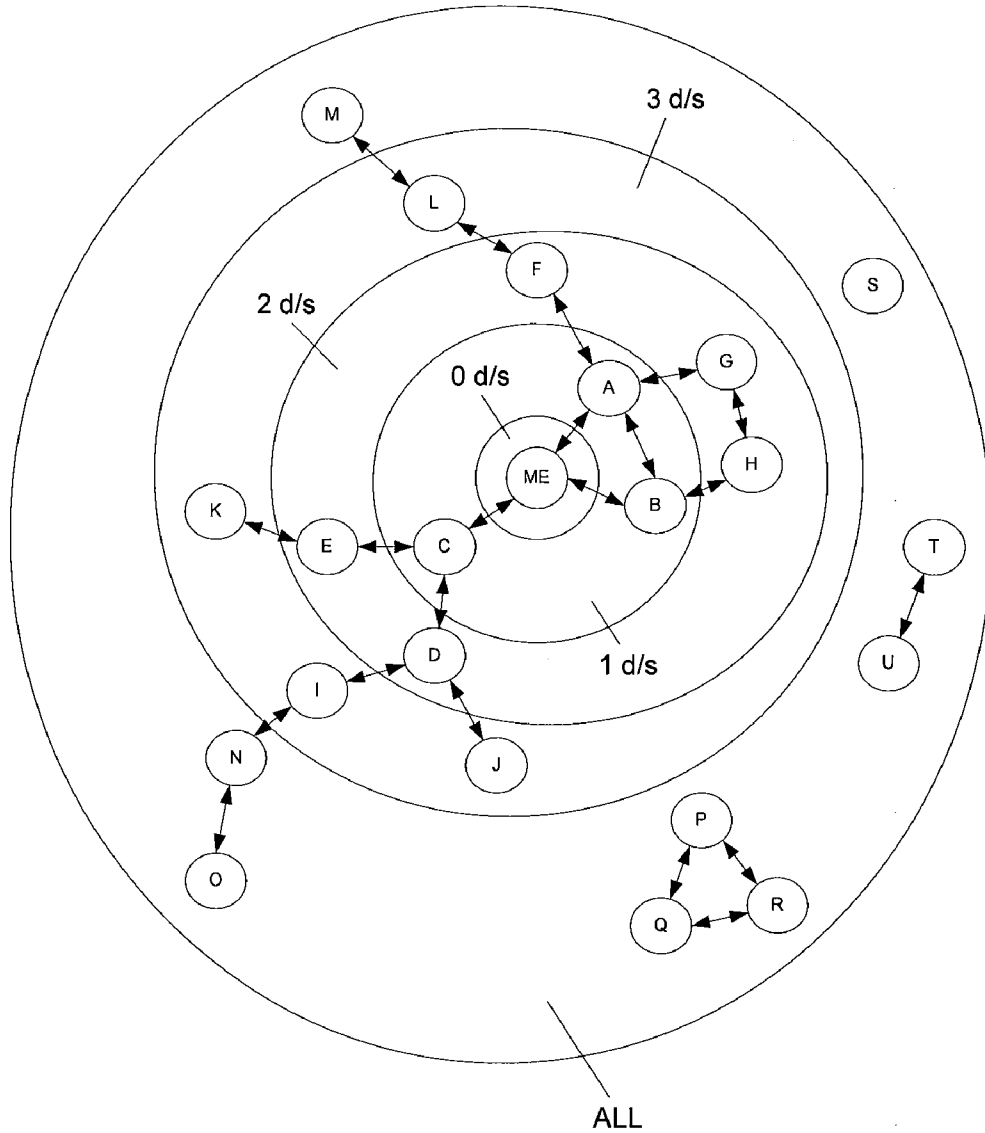
FIG. 1

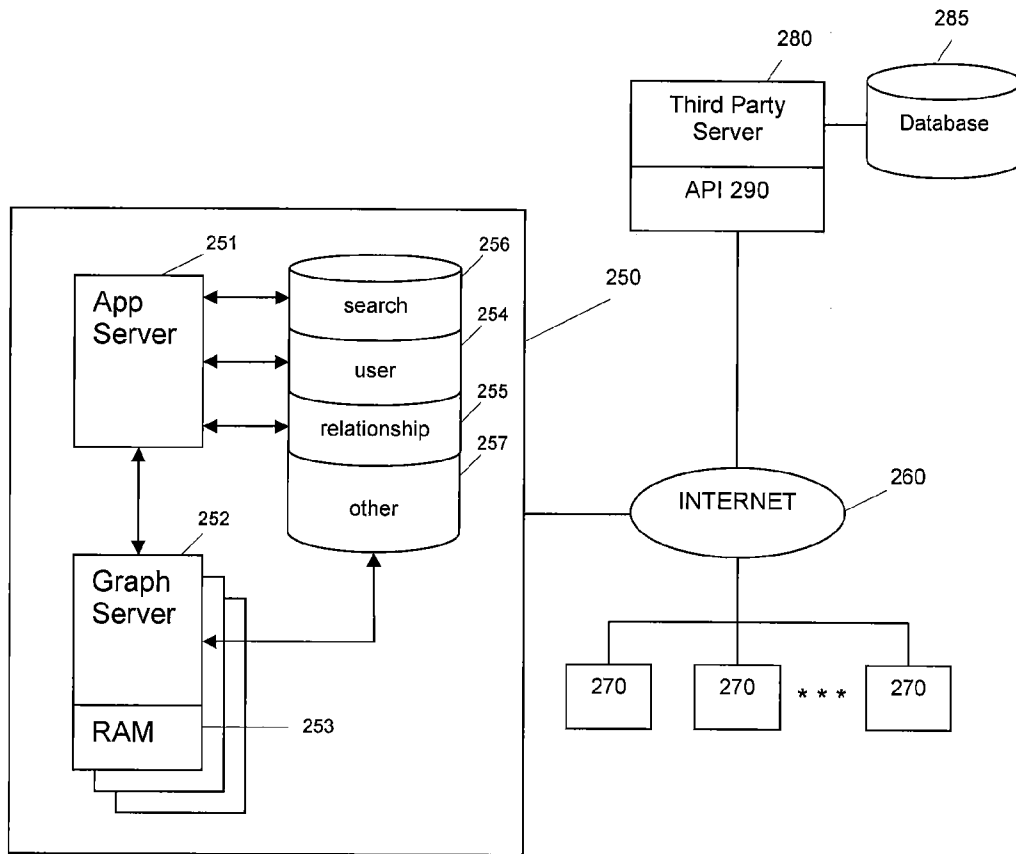**FIG. 2**

FIG. 3

William's Landing Page (http://www.friendster.com/william)

My Profile   310

My Friends   315

My Pictures   330

My Blogs   320

My Videos   340

Xanga.com   361
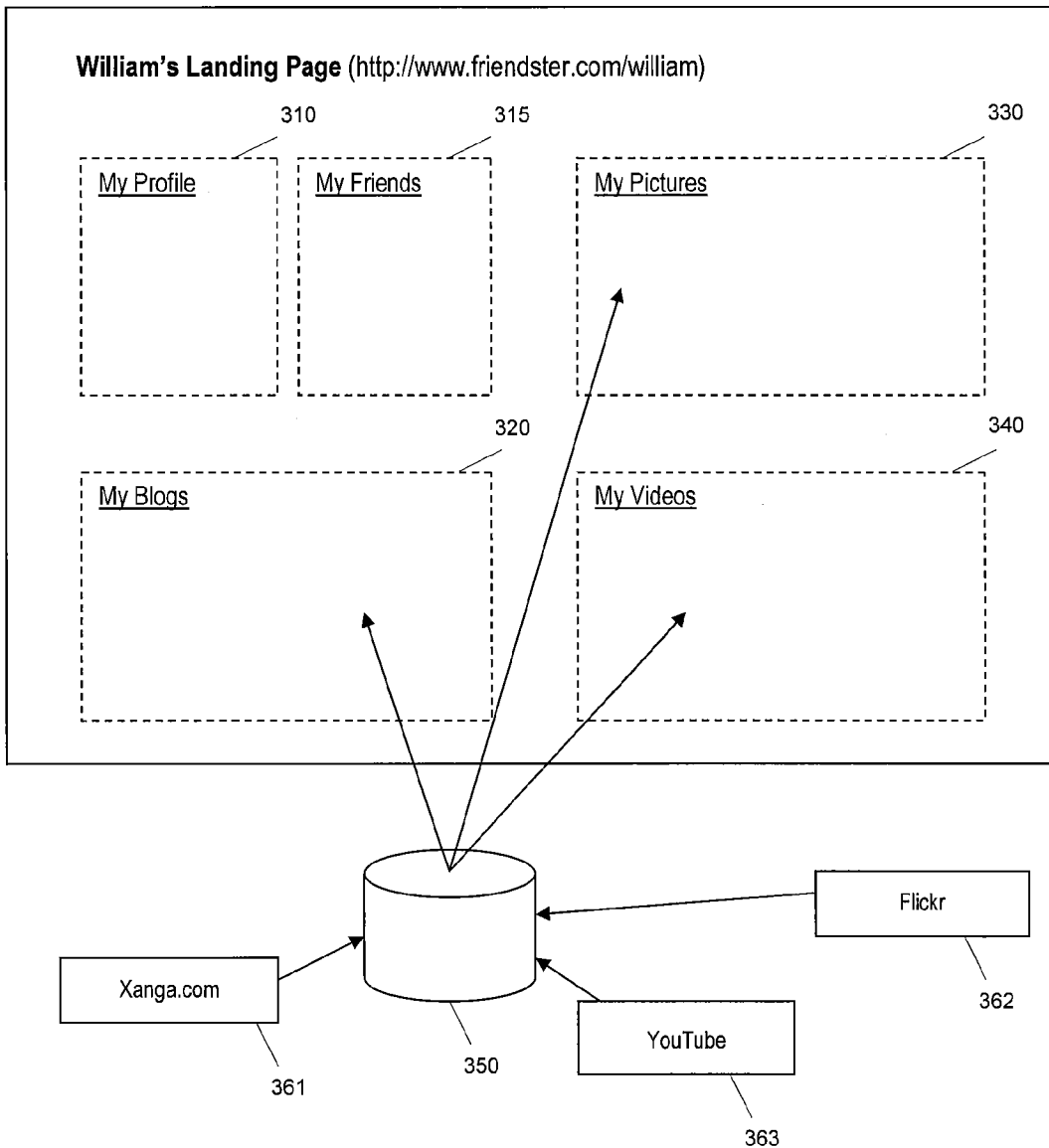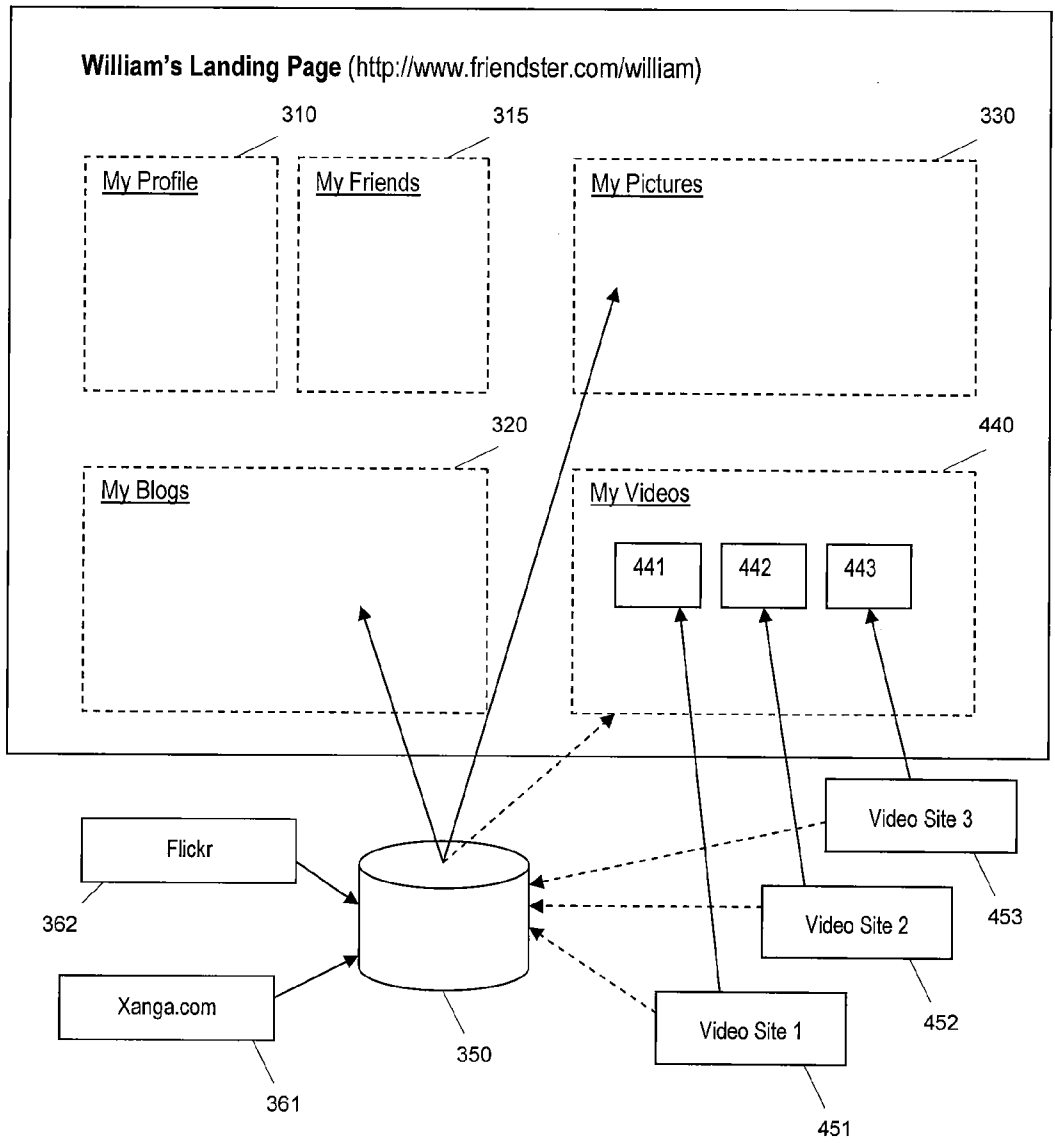
350

YouTube   363

Flickr   362

FIG. 4

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