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(54) **TECHNIQUES TO BROADCAST LIVE EVENT DATA IN REAL-TIME**

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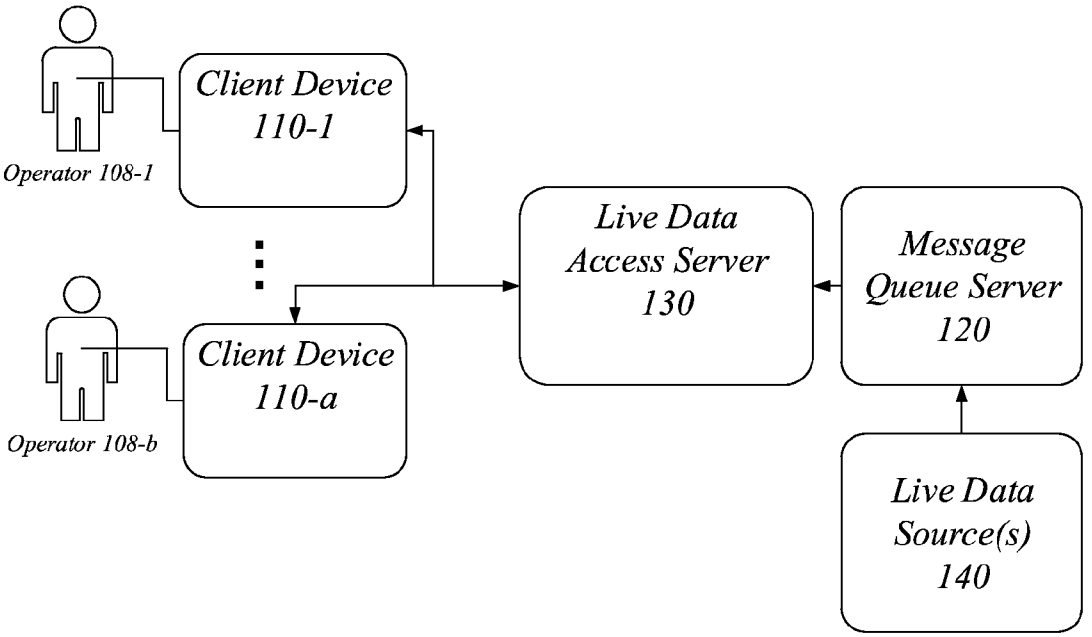
CPC ***H04L 67/1095*** (2013.01); ***H04L 65/4069*** (2013.01)

(57) **ABSTRACT**

An apparatus to broadcast live event data in real-time includes one or more processor circuits; and a subscription component operatively executing on a processor circuit to receive a topic entry from a message queue server, and to push the topic entry to a subscribed client device substantially simultaneously with the message queue server receiving the topic entry from a live data source. The apparatus may also include a communication component operatively coupled to a processor circuit to open a connection with the client device, and receive a request for a topic from the client device.

System 100



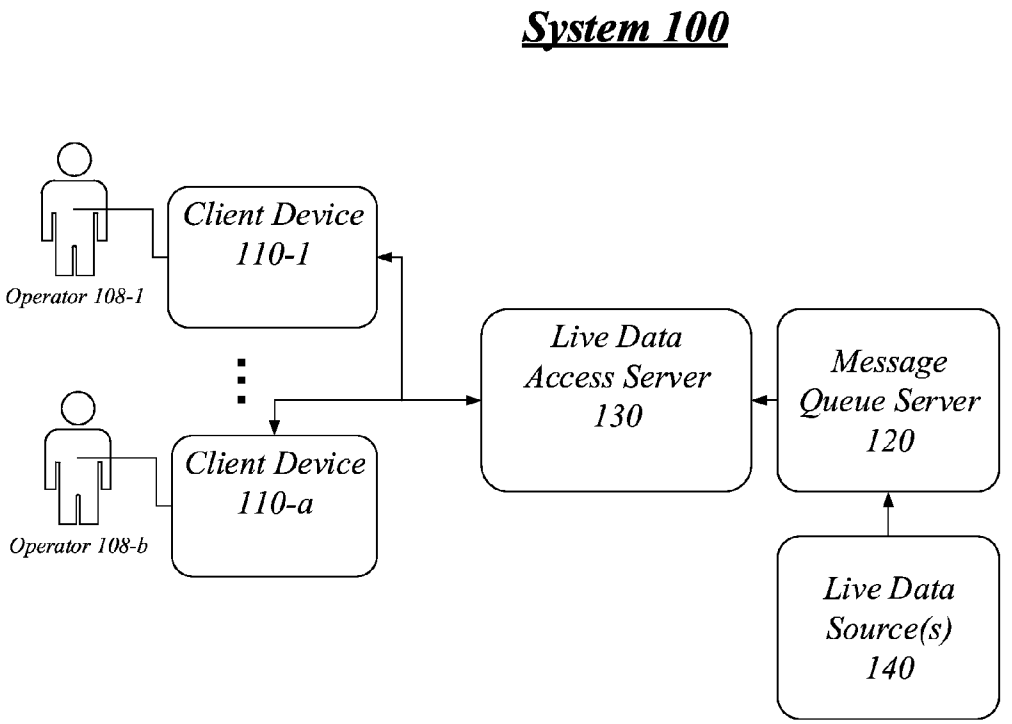

System 100
Operator 108-1
Client Device 110-1
Operator 108-b
Client Device 110-a
Live Data Access Server 130
Message Queue Server 120
Live Data Source(s) 140

FIG. 1

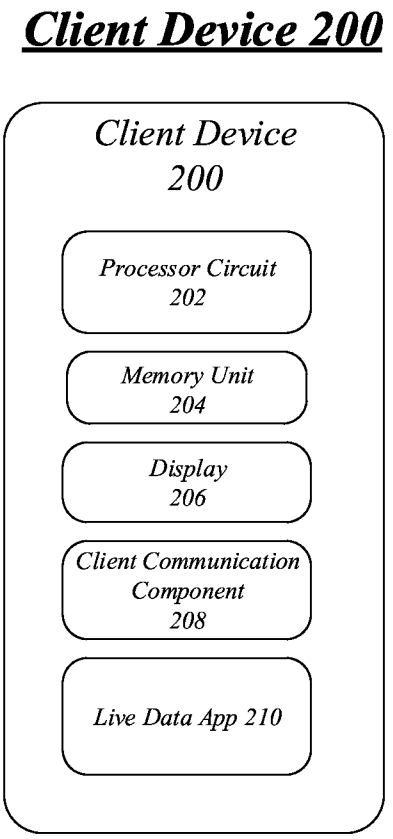

Client Device 200
Client Device
200
Processor Circuit
202
Memory Unit
204
Display
206
Client Communication
Component
208
Live Data App 210

FIG. 2

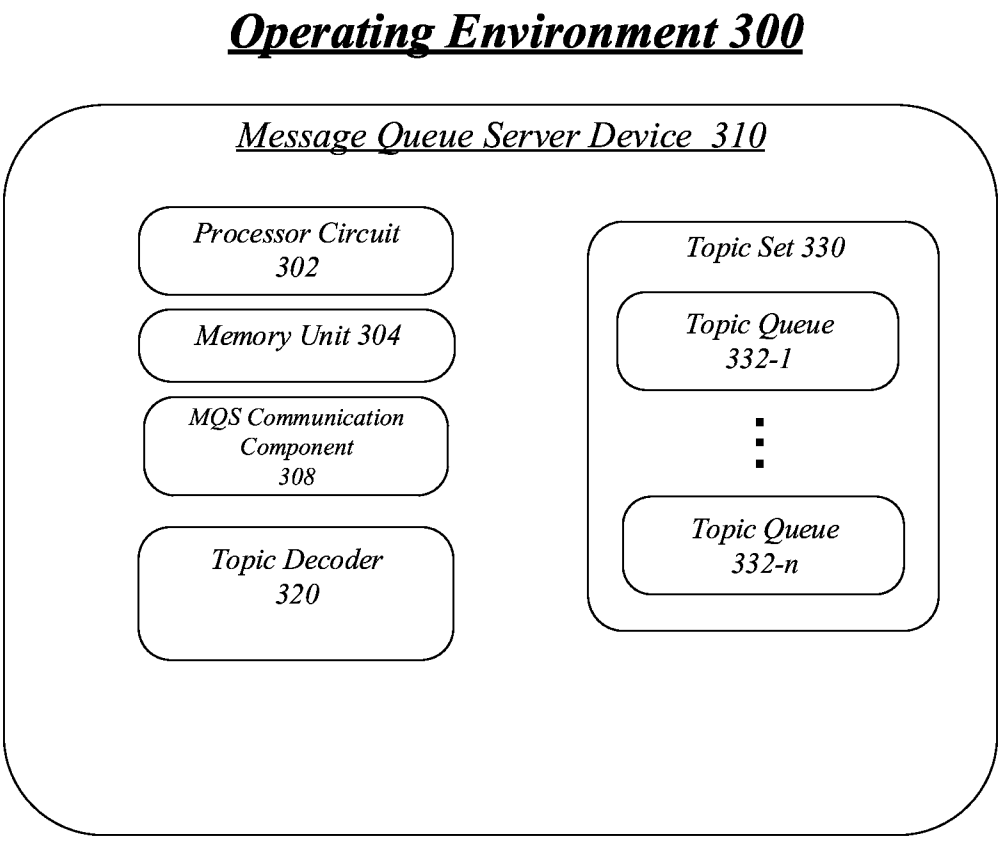

Operating Environment 300
Message Queue Server Device 310
Processor Circuit 302
Memory Unit 304
MQS Communication Component 308
Topic Decoder 320
Topic Set 330
Topic Queue 332-1
Topic Queue 332-n

FIG. 3

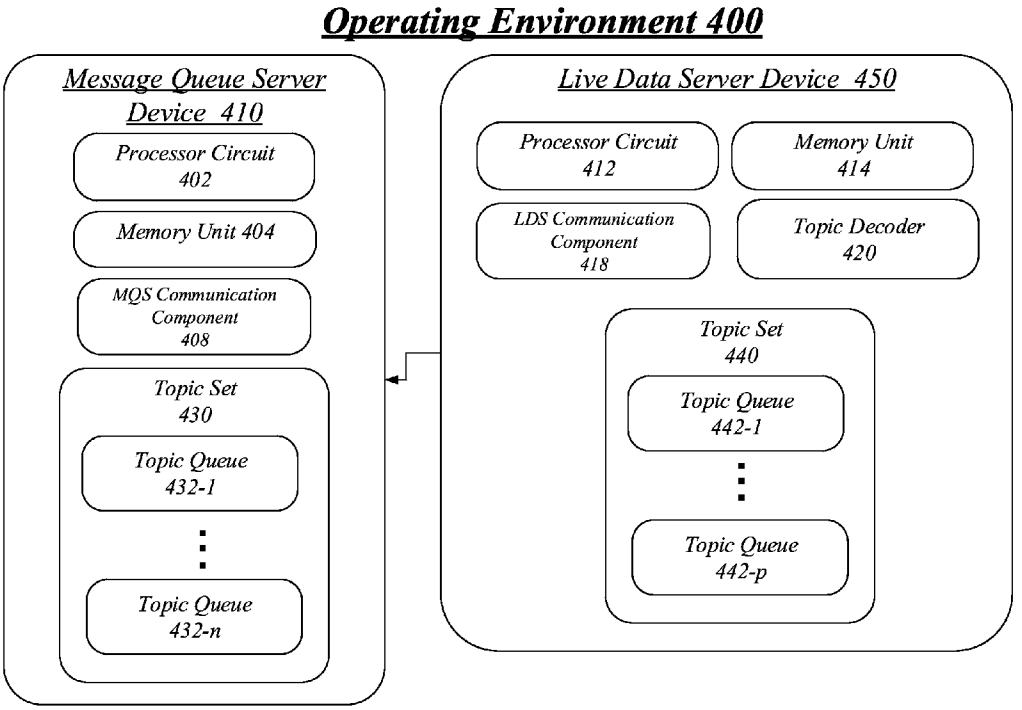

Operating Environment 400
Message Queue Server Device 410
Processor Circuit 402
Memory Unit 404
MQS Communication Component 408
Topic Set 430
Topic Queue 432-1
Topic Queue 432-n
Live Data Server Device 450
Processor Circuit 412
Memory Unit 414
LDS Communication Component 418
Topic Decoder 420
Topic Set 440
Topic Queue 442-1
Topic Queue 442-p

FIG. 4

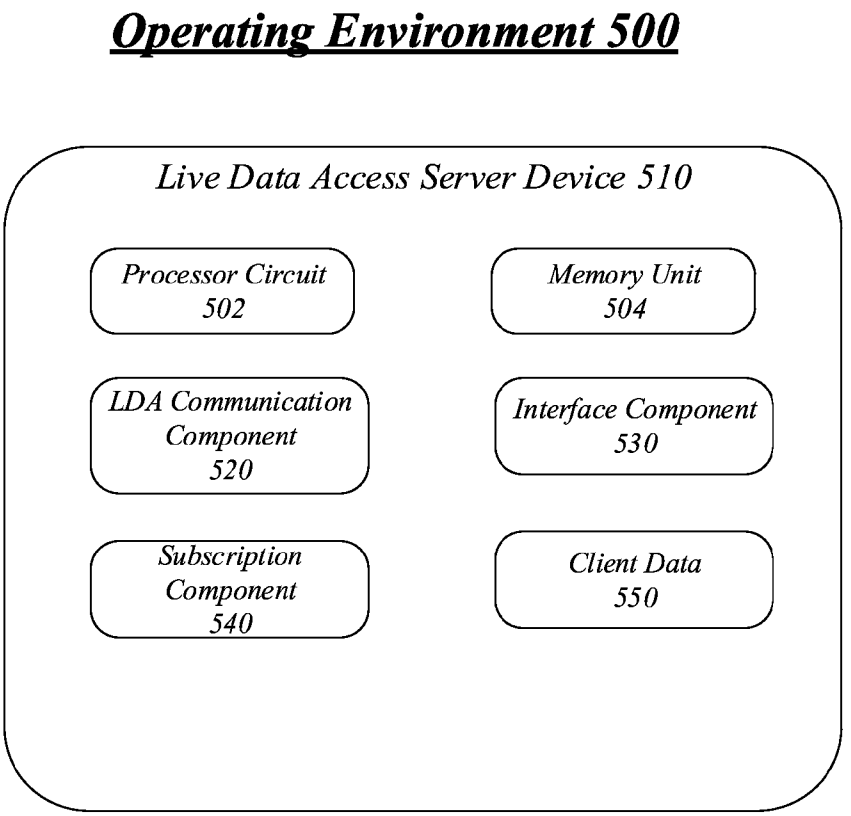

Operating Environment 500
Live Data Access Server Device 510
Processor Circuit 502
Memory Unit 504
LDA Communication Component 520
Interface Component 530
Subscription Component 540
Client Data 550

FIG. 5

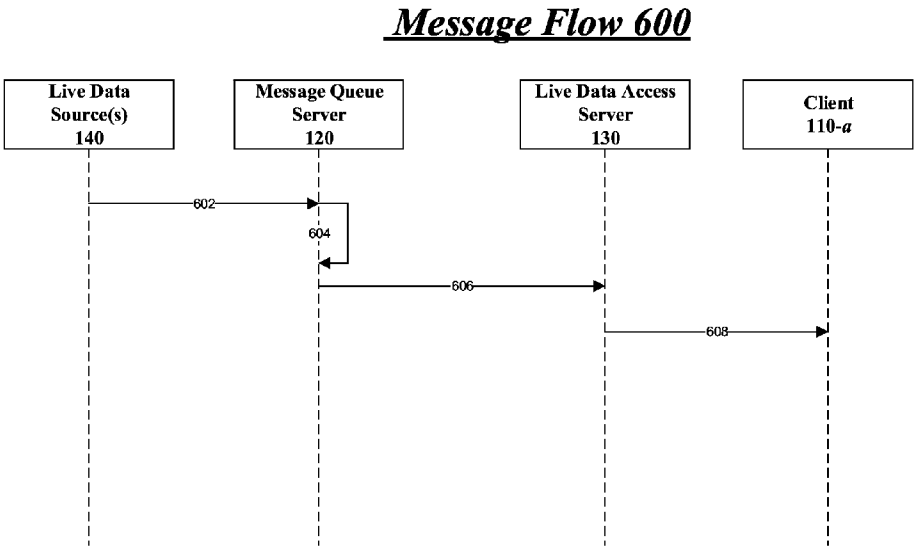

Message Flow 600
Live Data Source(s) 140
Message Queue Server 120
Live Data Access Server 130
Client 110-a
602
604
606
608

FIG. 6

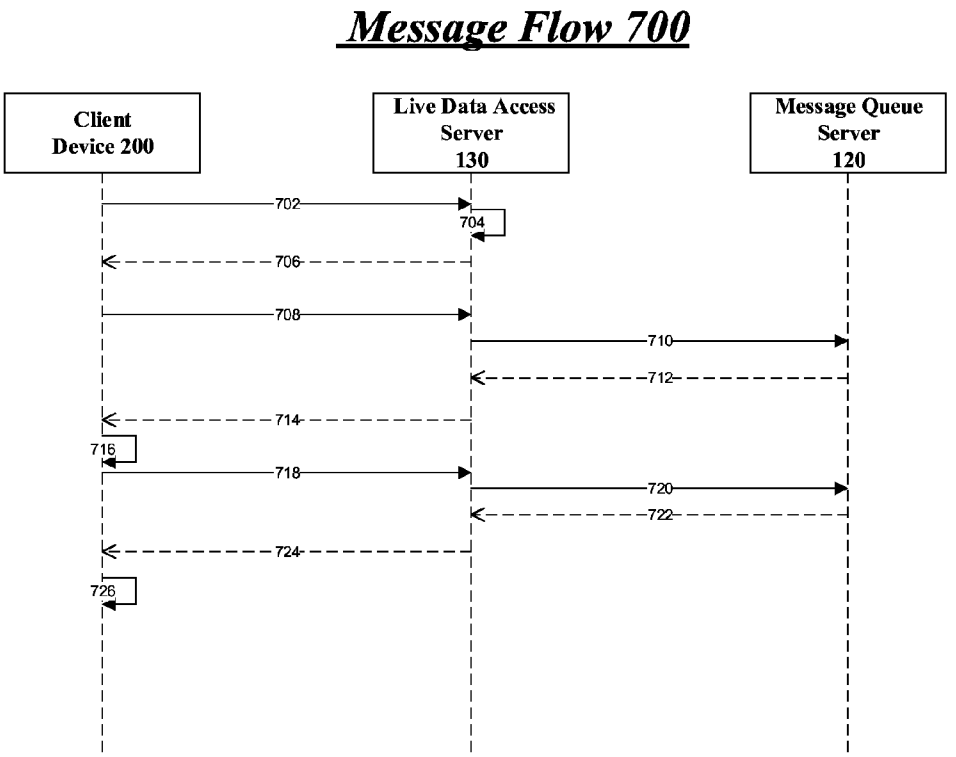

Message Flow 700
Client Device 200
Live Data Access Server 130
Message Queue Server 120
702
704
706
708
710
712
714
716
718
720
722
724
726

FIG. 7

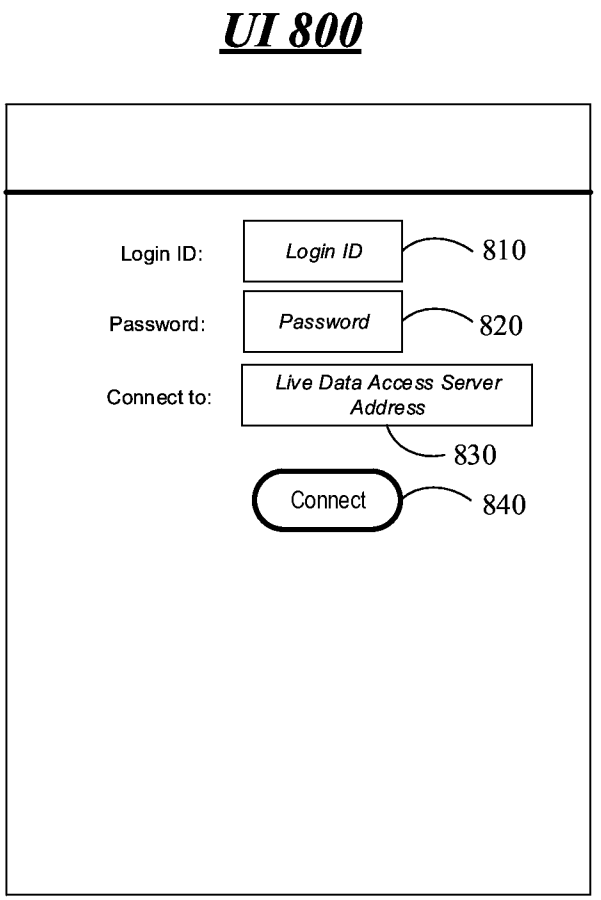

UI 800
Login ID:
Login ID
810
Password:
Password
820
Connect to:
Live Data Access Server Address
830
Connect
840

FIG. 8

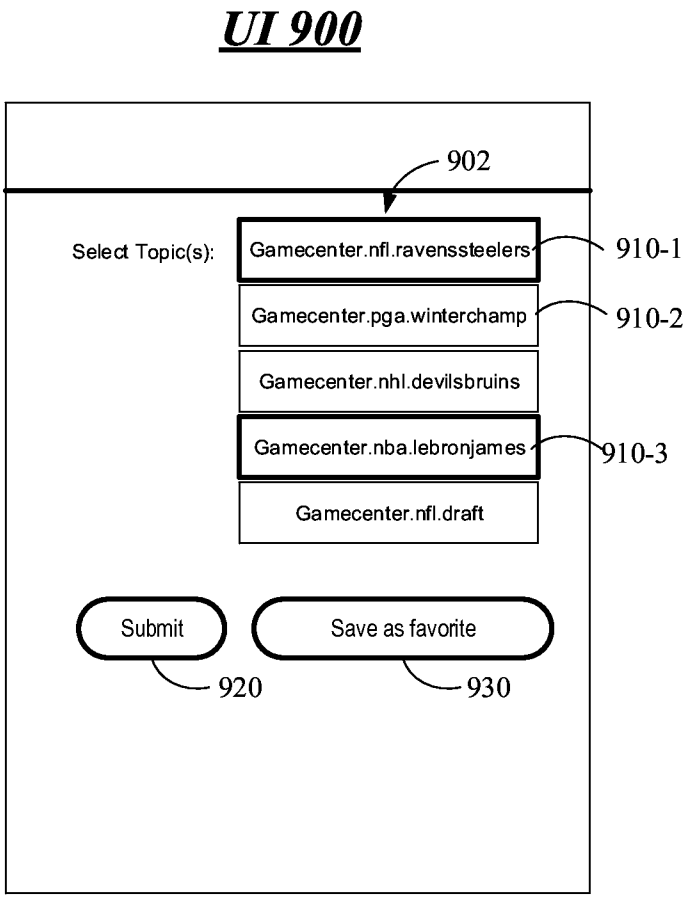

UI 900
902
Select Topic(s):
Gamecenter.nfl.ravenssteelers
910-1
Gamecenter.pga.winterchamp
910-2
Gamecenter.nhl.devilsbruins
Gamecenter.nba.lebronjames
910-3
Gamecenter.nfl.draft
Submit
Save as favorite
920
930

FIG. 9

UI 1000

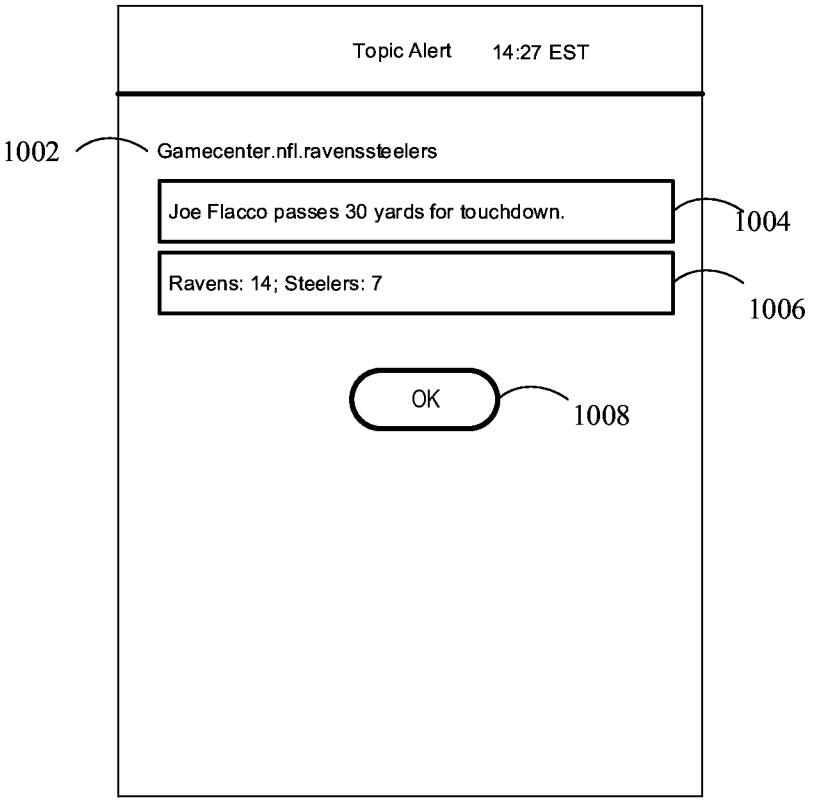


FIG. 10

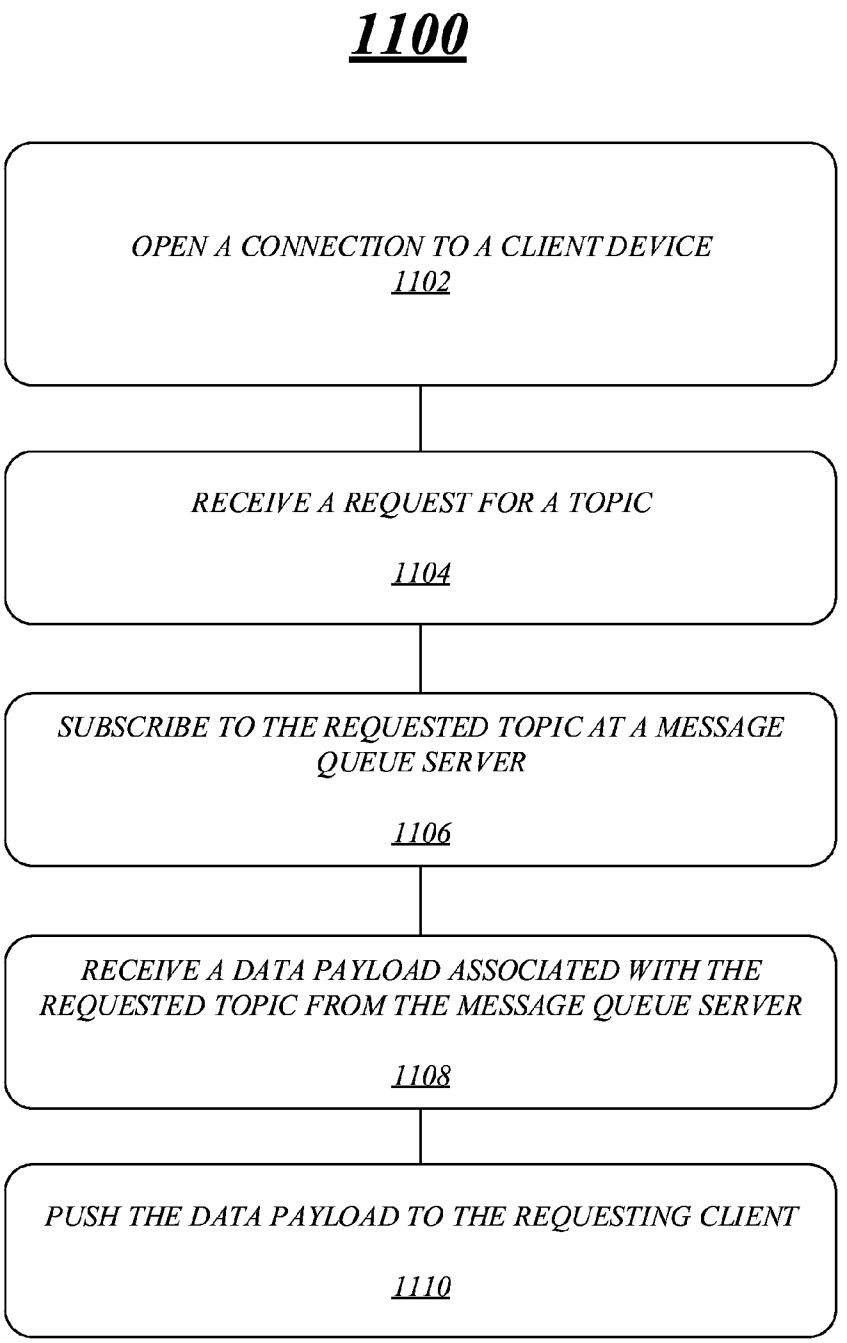

1100
OPEN A CONNECTION TO A CLIENT DEVICE
1102
RECEIVE A REQUEST FOR A TOPIC
1104
SUBSCRIBE TO THE REQUESTED TOPIC AT A MESSAGE QUEUE SERVER
1106
RECEIVE A DATA PAYLOAD ASSOCIATED WITH THE REQUESTED TOPIC FROM THE MESSAGE QUEUE SERVER
1108
PUSH THE DATA PAYLOAD TO THE REQUESTING CLIENT
1110

FIG. 11

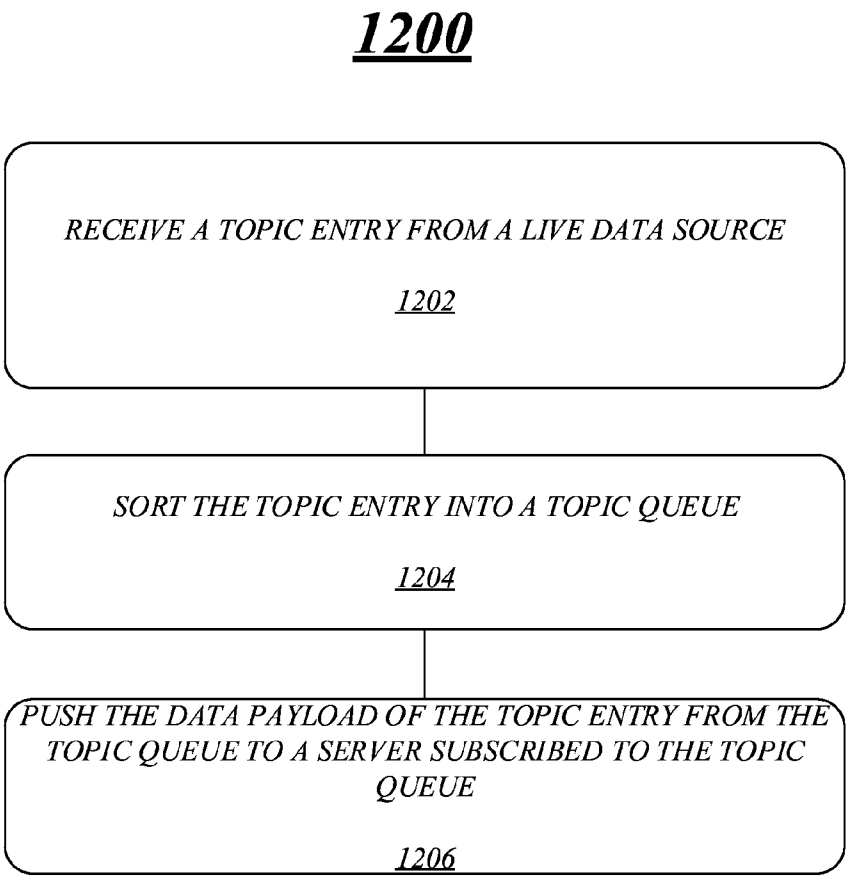

1200
RECEIVE A TOPIC ENTRY FROM A LIVE DATA SOURCE
1202
SORT THE TOPIC ENTRY INTO A TOPIC QUEUE
1204
PUSH THE DATA PAYLOAD OF THE TOPIC ENTRY FROM THE TOPIC QUEUE TO A SERVER SUBSCRIBED TO THE TOPIC QUEUE
1206

FIG. 12

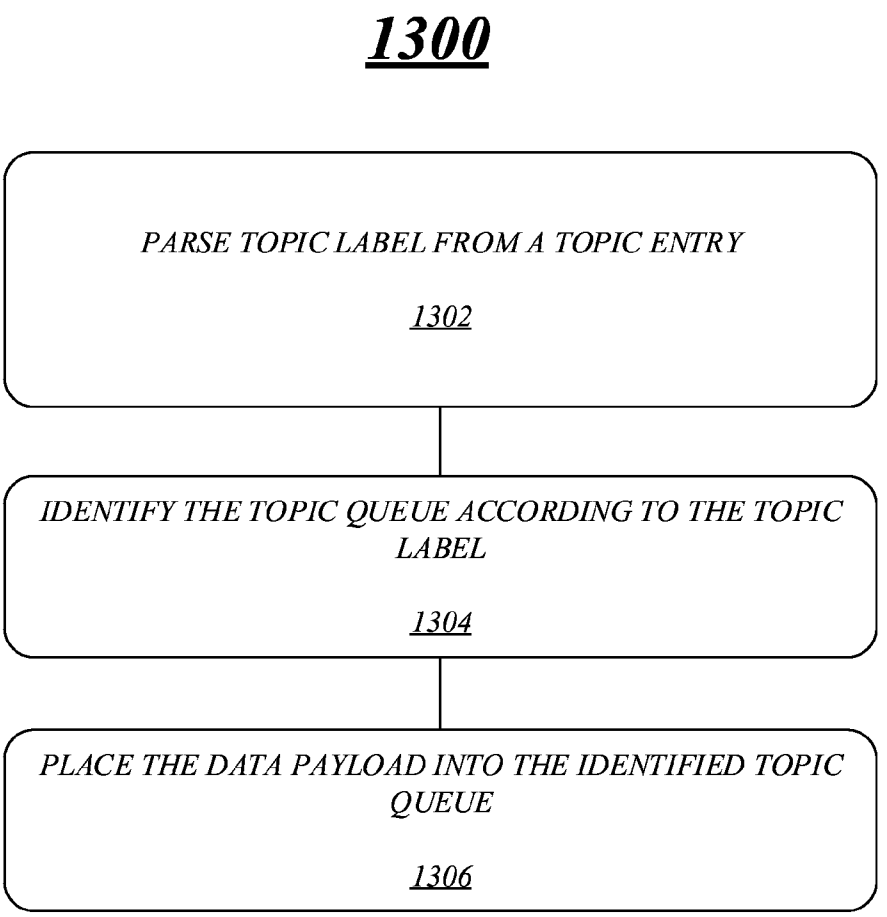

1300
PARSE TOPIC LABEL FROM A TOPIC ENTRY
1302
IDENTIFY THE TOPIC QUEUE ACCORDING TO THE TOPIC LABEL
1304
PLACE THE DATA PAYLOAD INTO THE IDENTIFIED TOPIC QUEUE
1306

FIG. 13

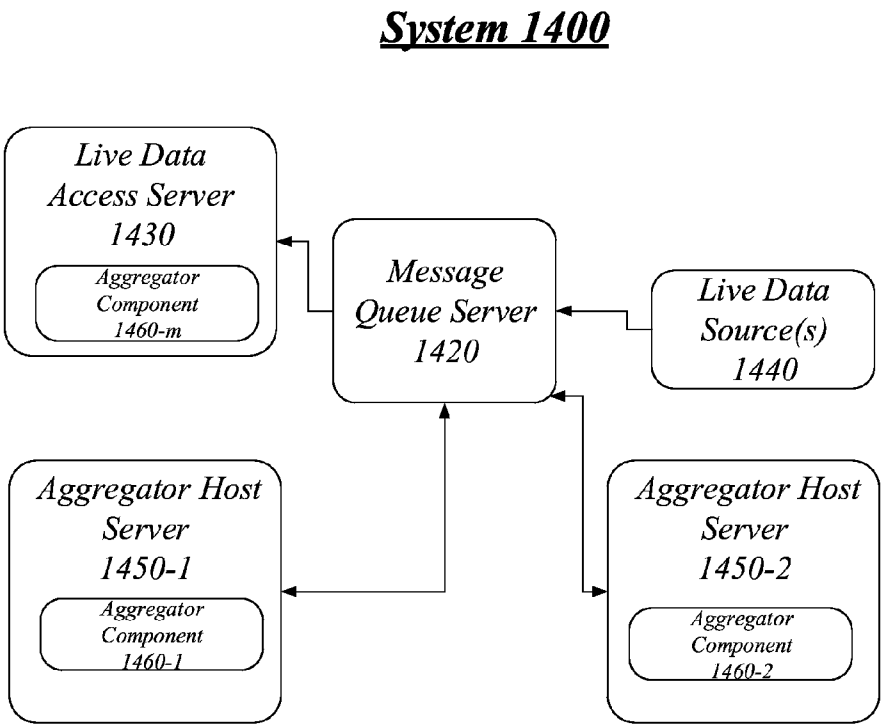

System 1400
Live Data Access Server 1430
Aggregator Component 1460-m
Message Queue Server 1420
Live Data Source(s) 1440
Aggregator Host Server 1450-1
Aggregator Component 1460-1
Aggregator Host Server 1450-2
Aggregator Component 1460-2

FIG. 14

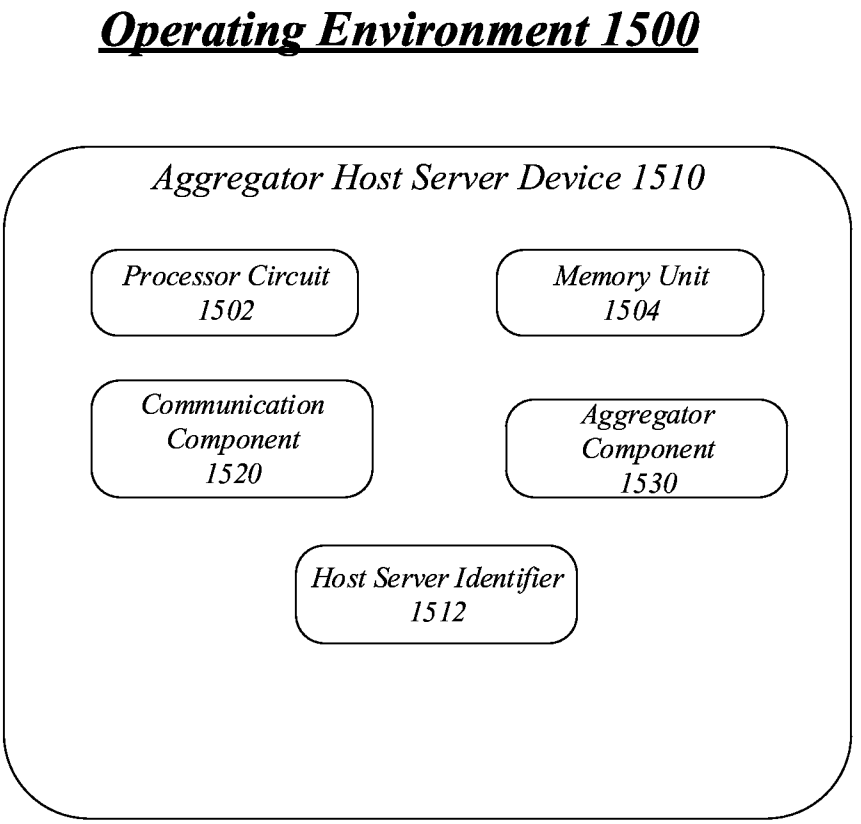

Operating Environment 1500
Aggregator Host Server Device 1510
Processor Circuit 1502
Memory Unit 1504
Communication Component 1520
Aggregator Component 1530
Host Server Identifier 1512

FIG. 15

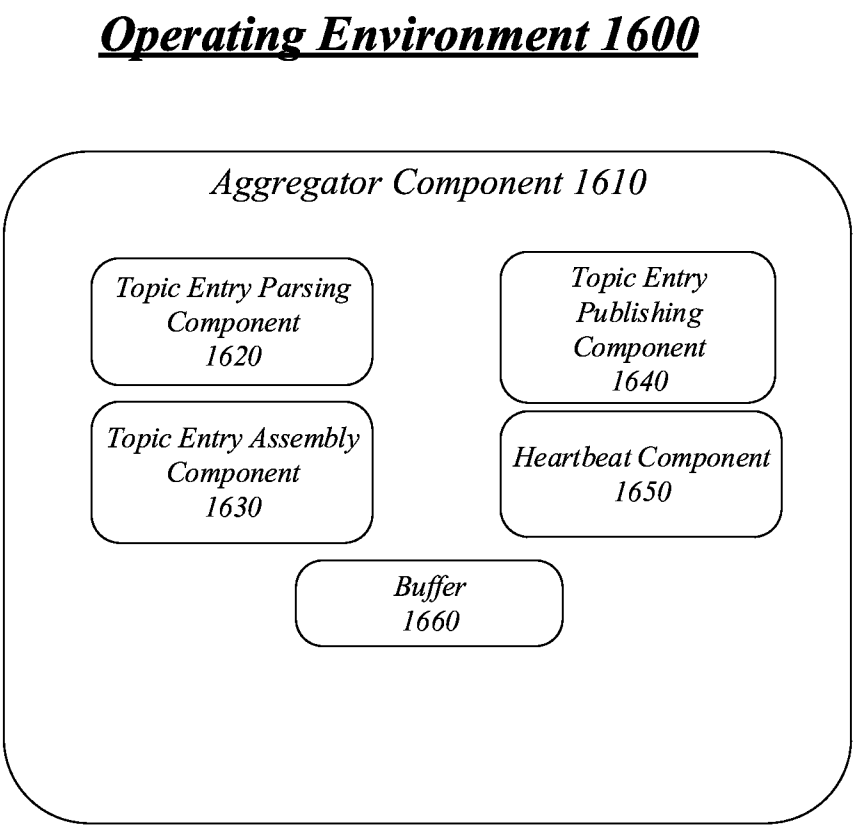

Operating Environment 1600
Aggregator Component 1610
Topic Entry Parsing Component 1620
Topic Entry Publishing Component 1640
Topic Entry Assembly Component 1630
Heartbeat Component 1650
Buffer 1660

FIG. 16

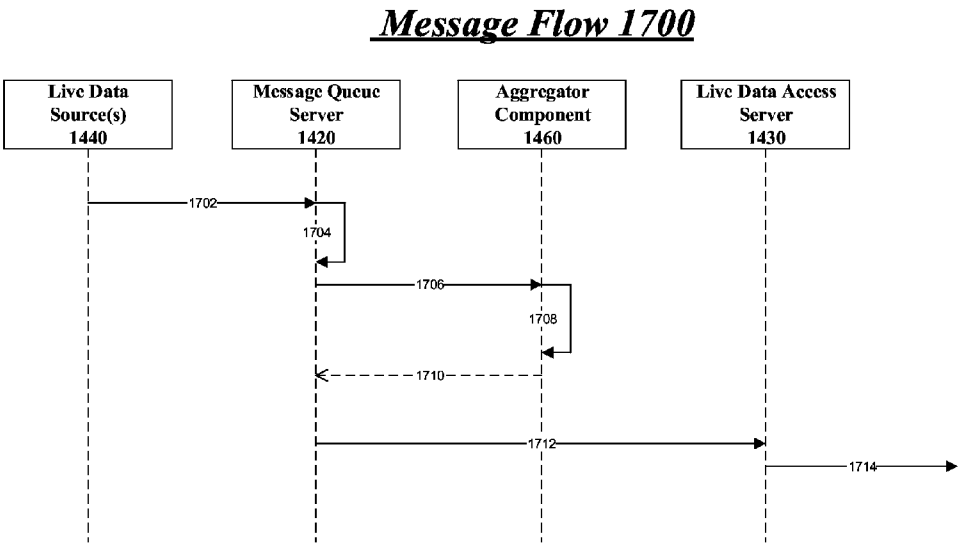

Message Flow 1700
Live Data Source(s) 1440
Message Queue Server 1420
Aggregator Component 1460
Live Data Access Server 1430
1702
1704
1706
1708
1710
1712
1714

FIG. 17

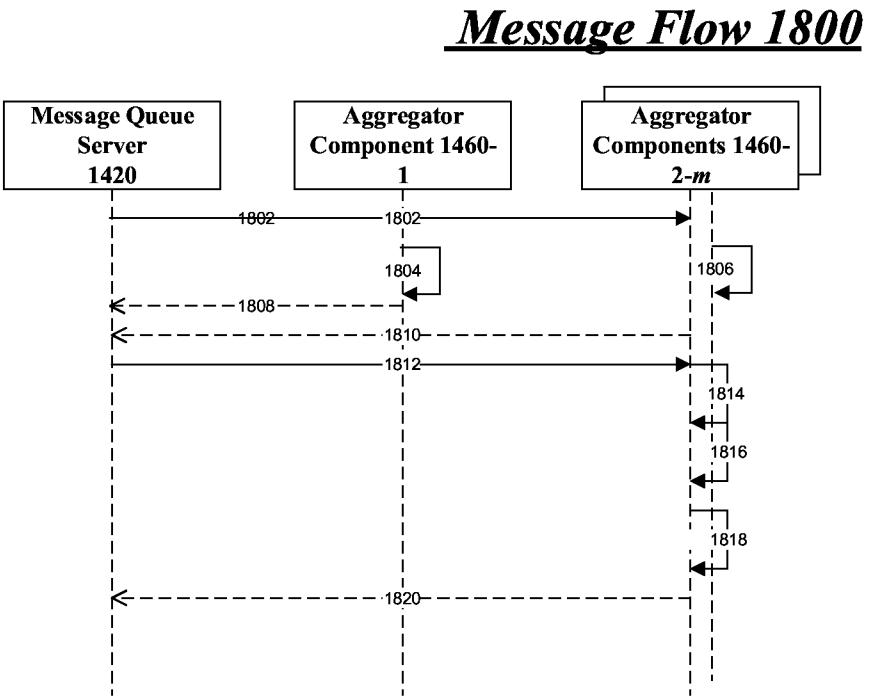

Message Flow 1800
Message Queue Server 1420
Aggregator Component 1460-1
Aggregator Components 1460-2-m
1802
1802
1804
1806
1808
1810
1812
1814
1816
1818
1820

FIG. 18

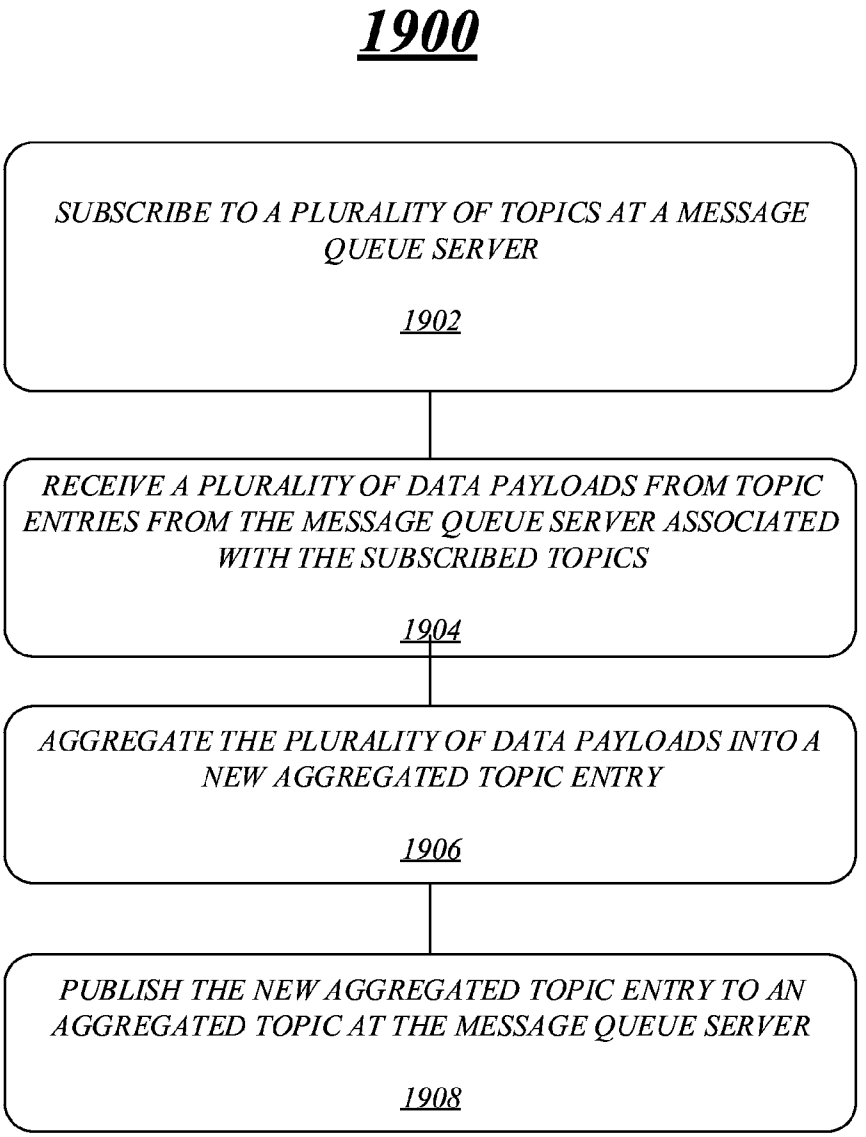

1900
SUBSCRIBE TO A PLURALITY OF TOPICS AT A MESSAGE QUEUE SERVER
1902
RECEIVE A PLURALITY OF DATA PAYLOADS FROM TOPIC ENTRIES FROM THE MESSAGE QUEUE SERVER ASSOCIATED WITH THE SUBSCRIBED TOPICS
1904
AGGREGATE THE PLURALITY OF DATA PAYLOADS INTO A NEW AGGREGATED TOPIC ENTRY
1906
PUBLISH THE NEW AGGREGATED TOPIC ENTRY TO AN AGGREGATED TOPIC AT THE MESSAGE QUEUE SERVER
1908

FIG. 19

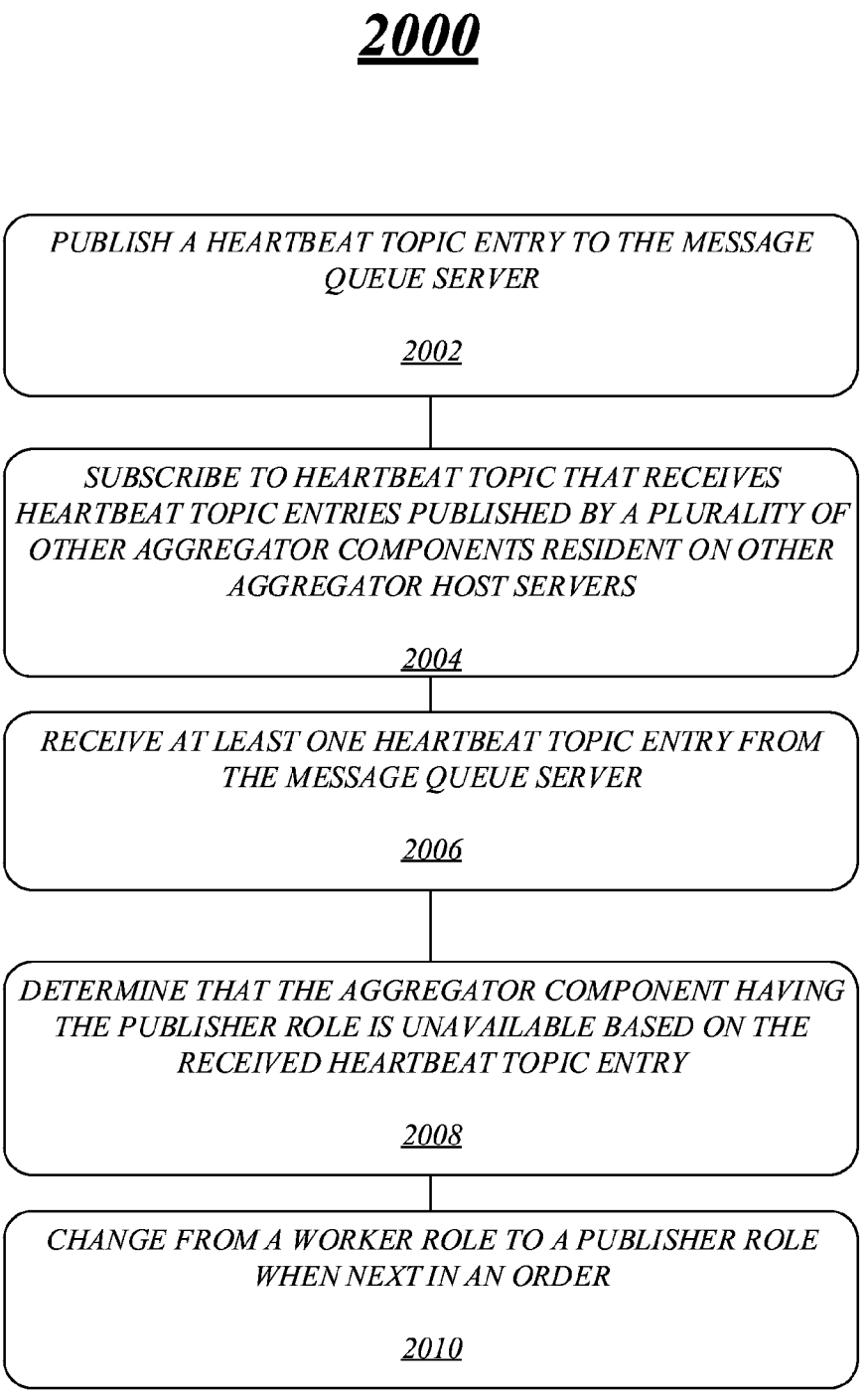

2000
PUBLISH A HEARTBEAT TOPIC ENTRY TO THE MESSAGE QUEUE SERVER
2002
SUBSCRIBE TO HEARTBEAT TOPIC THAT RECEIVES HEARTBEAT TOPIC ENTRIES PUBLISHED BY A PLURALITY OF OTHER AGGREGATOR COMPONENTS RESIDENT ON OTHER AGGREGATOR HOST SERVERS
2004
RECEIVE AT LEAST ONE HEARTBEAT TOPIC ENTRY FROM THE MESSAGE QUEUE SERVER
2006
DETERMINE THAT THE AGGREGATOR COMPONENT HAVING THE PUBLISHER ROLE IS UNAVAILABLE BASED ON THE RECEIVED HEARTBEAT TOPIC ENTRY
2008
CHANGE FROM A WORKER ROLE TO A PUBLISHER ROLE WHEN NEXT IN AN ORDER
2010

FIG. 20

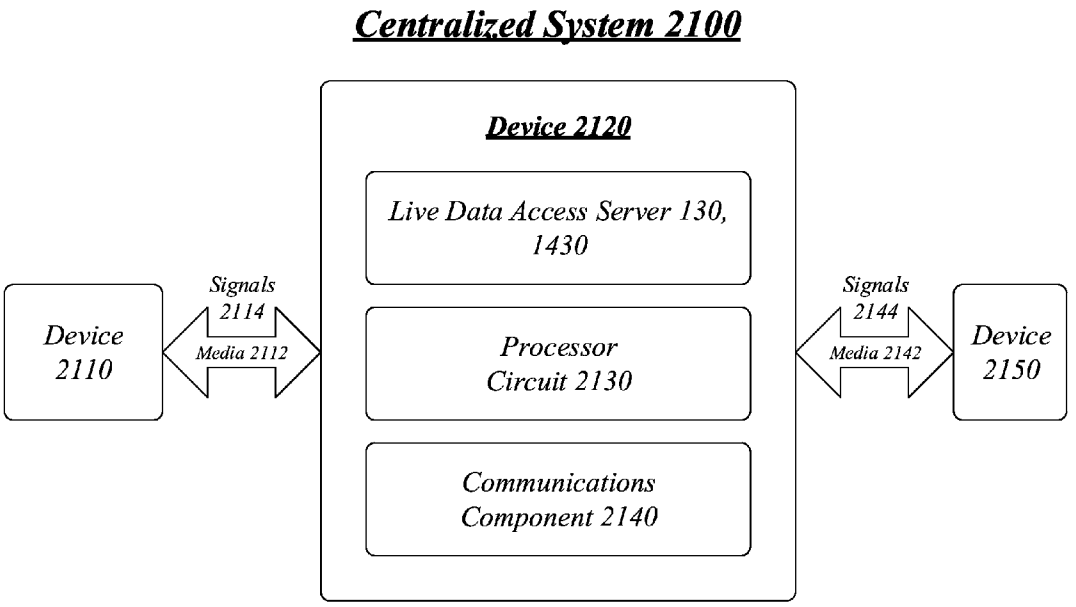

Centralized System 2100
Device 2120
Live Data Access Server 130, 1430
Processor Circuit 2130
Communications Component 2140
Device 2110
Signals 2114
Media 2112
Signals 2144
Media 2142
Device 2150

FIG. 21

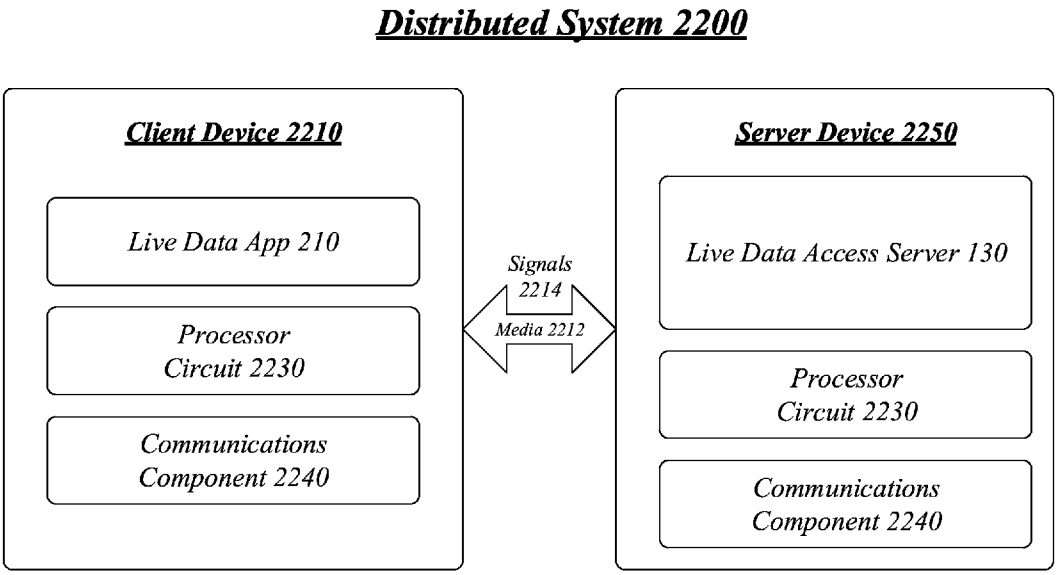

Distributed System 2200
Client Device 2210
Live Data App 210
Processor Circuit 2230
Communications Component 2240
Signals 2214
Media 2212
Server Device 2250
Live Data Access Server 130
Processor Circuit 2230
Communications Component 2240

FIG. 22

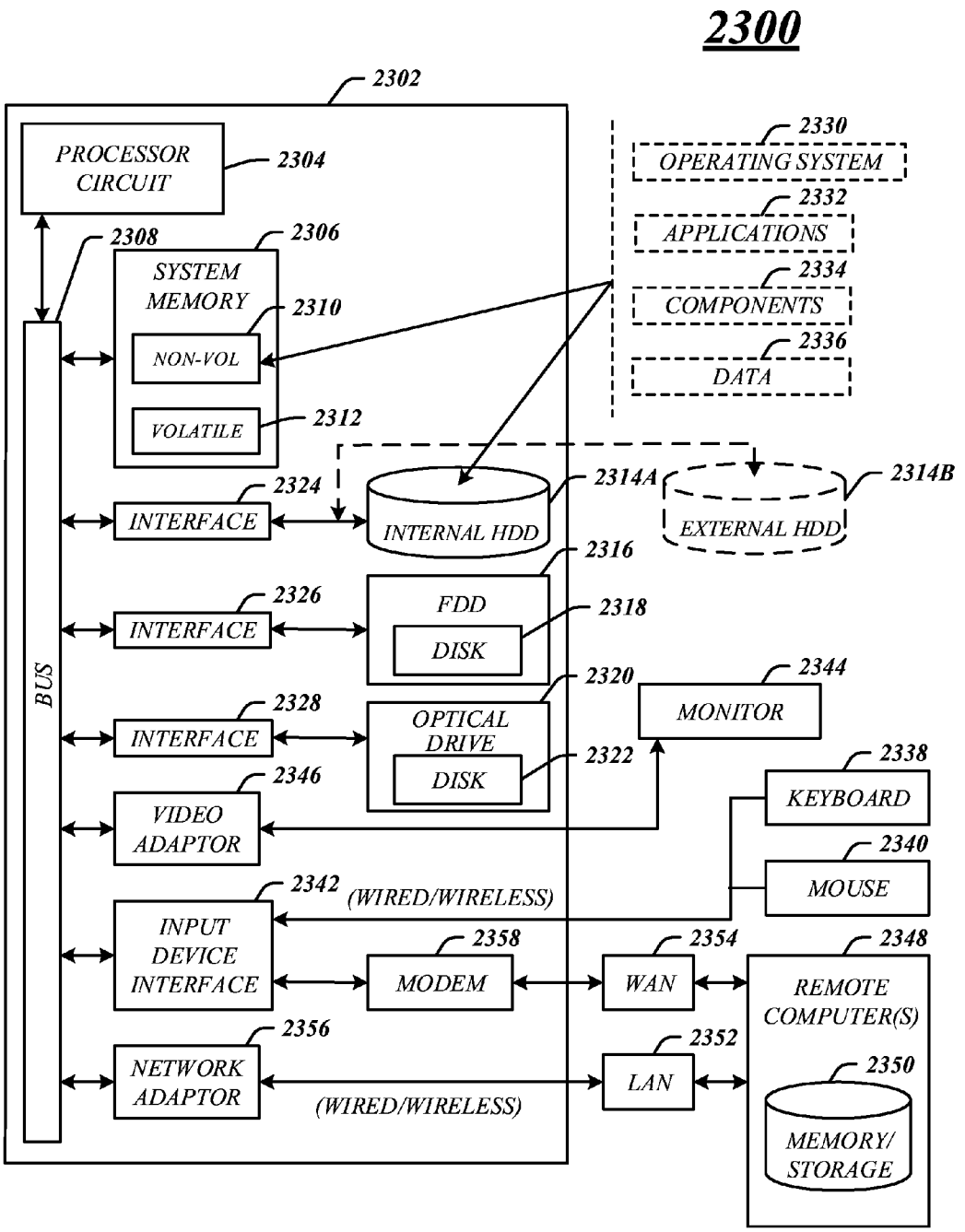

2300
2302
PROCESSOR CIRCUIT
2304
2308
2306
SYSTEM MEMORY
2310
NON-VOL
VOLATILE
2312
BUS
2330
OPERATING SYSTEM
2332
APPLICATIONS
2334
COMPONENTS
2336
DATA
2324
INTERFACE
INTERNAL HDD
2314A
EXTERNAL HDD
2314B
2316
2326
INTERFACE
FDD
DISK
2318
2320
2328
INTERFACE
OPTICAL DRIVE
DISK
2322
2344
MONITOR
2338
KEYBOARD
2346
VIDEO ADAPTOR
2340
MOUSE
2342
(WIRED/WIRELESS)
INPUT DEVICE INTERFACE
2358
MODEM
2354
WAN
2348
REMOTE COMPUTER(S)
2356
NETWORK ADAPTOR
(WIRED/WIRELESS)
2352
LAN
2350
MEMORY/ STORAGE

FIG. 23

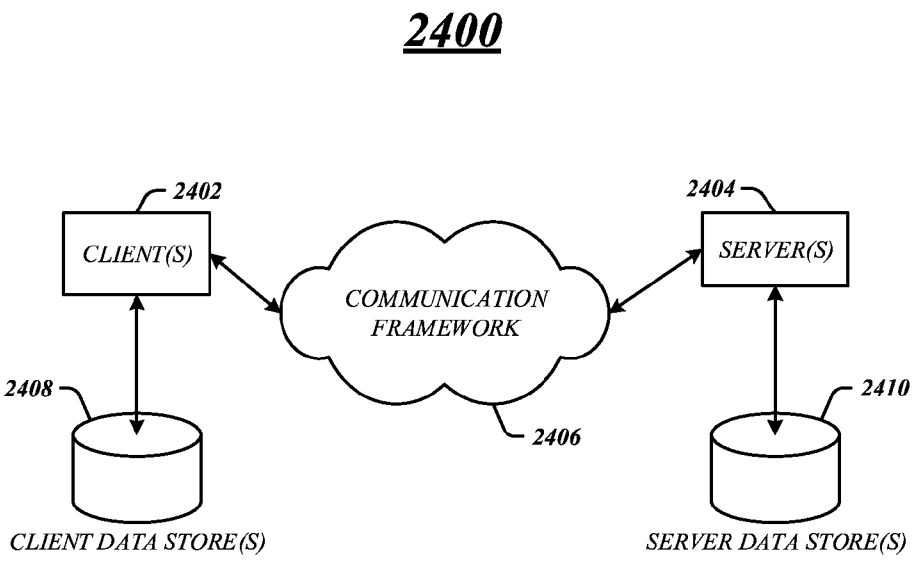

2400
2402
CLIENT(S)
2404
SERVER(S)
COMMUNICATION FRAMEWORK
2408
2406
2410
CLIENT DATA STORE(S)
SERVER DATA STORE(S)

FIG. 24

TECHNIQUES TO BROADCAST LIVE EVENT DATA IN REAL-TIME

CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] This application is related to concurrently filed, and co-owned, application Ser. No. _____ titled "Techniques to Aggregate and Broadcast Live Event Data in Real-Time" (Attorney Docket Number 1600C7287), which is hereby incorporated by reference in its entirety.

BACKGROUND

[0002] Some content providers, such as news and information services, provide data about live events to users who may not be present at the events. As technology allows users to receive such data away from desktop computers, the demand for live event data in real time on mobile devices has increased. However, the content providers may encounter obstacles to providing the data to mobile devices, in real-time, and with minimal delays.

BRIEF DESCRIPTION OF THE DRAWINGS

[0003] FIG. **1** illustrates an embodiment of a system for broadcasting live event data.

[0004] FIG. **2** illustrates an embodiment of a client device.

[0005] FIG. **3** illustrates an embodiment of an operating environment.

[0006] FIG. **4** illustrates an embodiment of a second operating environment.

[0007] FIG. **5** illustrates a second embodiment of a third operating environment.

[0008] FIG. **6** illustrates an embodiment of a message flow.

[0009] FIG. **7** illustrates an embodiment of a second message flow.

[0010] FIG. **8** illustrates an embodiment of a user interface.

[0011] FIG. **9** illustrates an embodiment of a second user interface.

[0012] FIG. **10** illustrates an embodiment of a third user interface.

[0013] FIG. **11** illustrates a logic flow for the system of FIG. **1**.

[0014] FIG. **12** illustrates a second logic flow for the system of FIG. **1**.

[0015] FIG. **13** illustrates a third logic flow for the system of FIG. **1**.

[0016] FIG. **14** illustrates an embodiment of a second system for aggregating and broadcasting real-time data.

[0017] FIG. **15** illustrates an embodiment of a fourth operating environment.

[0018] FIG. **16** illustrates an embodiment of a fifth operating environment.

[0019] FIG. **17** illustrates an embodiment of a third message flow.

[0020] FIG. **18** illustrates an embodiment of a fourth message flow.

[0021] FIG. **19** illustrates a logic flow for the system of FIG. **14**.

[0022] FIG. **20** illustrates a second logic flow for the system of FIG. **14**.

[0023] FIG. **21** illustrates an embodiment of a centralized system.

[0024] FIG. **22** illustrates an embodiment of a distributed system.

[0025] FIG. **23** illustrates an embodiment of a computing architecture.

[0026] FIG. **24** illustrates an embodiment of a communications architecture.

DETAILED DESCRIPTION

[0027] Various embodiments are generally directed to techniques for managing communications of electronic information for electronic devices, such as mobile devices, for example. Some embodiments are directed to techniques to broadcast media content in real-time. The media content may comprise, for example, data from a live event (e.g., news event, a gaming event, sporting event, etc.). In particular, various embodiments increase the speed at which live event data (e.g. sports scores and breaking news), are broadcast to mobile devices by using topic queues and open duplex communication connections, among other innovative techniques.

[0028] Conventional live event data content providers may receive data about a live event, such as a sporting event, from various sources. The received data may then need to be added to a database system, written to files, and/or propagated to servers. Clients may then need to ask for new data, whereupon the data may be read from the servers and provided to the requesting clients. In practice, this may cause latency or a delay from the time the data is received by the live event data content provider to when the client receives the data. In some cases, this delay may be on the order of seconds (e.g., 30 to 45 seconds) or minutes. The embodiments discussed herein may reduce that delay to an order of milliseconds (ms) (e.g., 100 ms) or less, providing a significant advantage over the conventional practices.

[0029] With general reference to notations and nomenclature used herein, the detailed descriptions which follow may be presented in terms of program procedures executed on a computer or network of computers. These procedural descriptions and representations are used by those skilled in the art to most effectively convey the substance of their work to others skilled in the art.

[0030] A procedure is here, and generally, conceived to be a self-consistent sequence of operations leading to a desired result. These operations are those requiring physical manipulations of physical quantities. Usually, though not necessarily, these quantities take the form of electrical, magnetic or optical signals capable of being stored, transferred, combined, compared, and otherwise manipulated. It proves convenient at times, principally for reasons of common usage, to refer to these signals as bits, values, elements, symbols, characters, terms, numbers, or the like. It should be noted, however, that all of these and similar terms are to be associated with the appropriate physical quantities and are merely convenient labels applied to those quantities.

[0031] Further, the manipulations performed are often referred to in terms, such as adding or comparing, which are commonly associated with mental operations performed by a human operator. No such capability of a human operator is necessary, or desirable in most cases, in any of the operations described herein which form part of one or more embodiments. Rather, the operations are machine operations. Useful machines for performing operations of various embodiments include general purpose digital computers or similar devices.

[0032] Various embodiments also relate to an apparatus or system for performing these operations. This apparatus may be specially constructed for the specified purpose or it may comprise a general purpose computer as selectively activated

or reconfigured by a computer program stored in the computer. The procedures presented herein are not inherently related to a particular computer or other apparatus. Various general purpose machines may be used with programs written in accordance with the teachings herein, or it may prove convenient to construct a more specialized apparatus to perform the required method steps. The structure for a variety of these machines will appear from the description given.

[0033] Reference is now made to the drawings, wherein like reference numerals are used to refer to like elements throughout. In the following description, for purposes of explanation, numerous specific details are set forth in order to provide a thorough understanding thereof. It may be evident, however, that the novel embodiments can be practiced without these specific details. In other instances, well-known structures and devices are shown in block diagram form in order to facilitate a description thereof. The intention is to cover all modifications, equivalents, and alternatives consistent with the claimed subject matter.

[0034] FIG. **1** illustrates a block diagram for a system **100** for broadcasting live data in real-time. In one embodiment, the system **100** may comprise a computer-implemented system **100** having various elements, such as a client devices **110-1** through **110-*a***, where a represents a positive integer, a message queue server **120**, and a live data access server **130**. The elements may be communicatively coupled via a one or more networks (not shown). Although the system **100** shown in FIG. **1** has a limited number of elements in a certain topology, it may be appreciated that the system **100** may include more or fewer elements in alternate topologies as desired for a given implementation.

[0035] The system **100** may include a message queue server **120**. Message queue server **120** may comprise one or more electronic devices capable of receiving, processing, and sending information for the system **100**. Examples of an electronic device may include, without limitation, an ultra-mobile device, a mobile device, a personal digital assistant (PDA), a mobile computing device, a smart phone, a telephone, a digital telephone, a cellular telephone, ebook readers, a handset, a one-way pager, a two-way pager, a messaging device, a computer, a personal computer (PC), a desktop computer, a laptop computer, a notebook computer, a netbook computer, a handheld computer, a tablet computer, a server, a server array or server farm, a web server, a network server, an Internet server, a work station, a mini-computer, a main frame computer, a supercomputer, a network appliance, a web appliance, a distributed computing system, multiprocessor systems, processor-based systems, consumer electronics, programmable consumer electronics, game devices, television, digital television, set top box, wireless access point, base station, subscriber station, mobile subscriber center, radio network controller, router, hub, gateway, bridge, switch, machine, or combination thereof. The embodiments are not limited in this context.

[0036] Message queue server **120** may receive live data from one or more live data sources **140**, and may process live data to provide live data quickly to the client devices **110-1** through **110-*a*** (collectively client devices **110**). In some embodiments, message queue server **120** is not accessible to clients over the network directly. For example, message queue server **120** may be behind a firewall (not shown). Embodiments and operations of message queue server **120** are discussed below with respect to FIGS. **3** and **4**.

[0037] Live data sources **140** may include data feeds, generated by computing devices associated with a live event, monitored by the message queue server **120**. Live data sources **140** may also include data gathered by human observers of a live event and entered into an interface that communicates the gathered data to message queue server **120** as live data.

[0038] The system **100** may include a live data access server **130**. Live data access server **130** may include any electronic device as described above. Live data access server **130** may provide a public interface between client devices **110** and message queue server **120**. For example, live data access server **130** may allow operators **108** of client devices **110** to select topics related to a live event to subscribe to, and may retrieve the topic information and push the information to the client devices **110**. Embodiments and functions of live data access server **130** are discussed below with respect to FIG. **5**. In an embodiment, message queue server **120** and live data access server **130** may be owned and/or under the control of the same content provider entity, such as CBS SPORTS INC., owned by CBS INTERACTIVE INC., San Francisco, Calif.

[0039] The system **100** may comprise a client device **110**. A client device, e.g. client device **110-1**, may be usable by an operator, e.g. operator **108-1**, to subscribe to and receive live data via live data access server **130**. Client device **110** may include any electronic device as described above.

[0040] FIG. **2** illustrates an embodiment of a client device **200**. Client device **200** may be a representative example of a client device **110**. Client device **200** may execute processing operations or logic using a processor circuit **202**. Processor circuit **202** may comprise various hardware elements. Examples of hardware elements may include devices, logic devices, components, processors, microprocessors, circuits, processor circuits, circuit elements (e.g., transistors, resistors, capacitors, inductors, and so forth), integrated circuits, application specific integrated circuits (ASIC), programmable logic devices (PLD), digital signal processors (DSP), field programmable gate array (FPGA), memory units, logic gates, registers, semiconductor device, chips, microchips, chip sets, and so forth.

[0041] Client device **200** may include one or more memory units **204**. A memory unit **204** may include various computer-readable storage devices, volatile and non-volatile, that store data and instructions for retrieval by processor circuit **202**. As used herein, a memory unit **204** does not include signals or carrier waves, such as electromagnetic or optical waves. Memory units are described further with respect to FIG. **23**.

[0042] Client device **200** may include a display **206**. Display **206** may be integrated into client device **200**, or may be separate but communicatively coupled to client device **200**. Display **206** may include a touch-sensitive surface that can detect a touch gesture or a proximity gesture, which may include contact with, or proximity to, items such as a human fingertip, a stylus, an electronic pen, and so forth. Display **206** may also include conventional computer monitors or integrated laptop computer screens.

[0043] Client **200** may include a client communication component **208**. Client communication component **208** may include hardware and/or software capable of connecting to another device, e.g. live data access server **130** and communicating electronic data across the connection. In an embodiment, for example, client communication component **208**

may request and participate in a websocket connection with live data access server **130**. The embodiments are not limited to these examples.

[0044] Client **200** may include a live data app **210**. Live data app **210** may include functions that allow an operator, e.g. operator **108**-*b*, to open a connection with live data access server **130**, request live data specific to selected topics, and view the live data on display **206** as it is received. In an embodiment, live data app **210** may be a stand-alone application executing on processor circuit **202**. In another embodiment, live data app **210** may be a web browser application executing on processor circuit **202** in communication with live data access server **130**.

[0045] FIG. **3** illustrates an embodiment of an operating environment **300**. Operating environment **300** may comprise an embodiment of a message queue server device **310**. Message queue server device **310** may be a representative example of message queue server **120**. Message queue server device **310** may include a processor circuit **302** and a memory unit **304**, which may be analogous to processor circuit **202** and memory unit **204**.

[0046] Message queue server **310** may include a message queue server (MQS) communication component **308**. MQS communication component **308** may include hardware and/or software that allows MQS device **310** to transmit and receive electronic data, for example live data, with other devices, such as live data access server **130**. In an embodiment, MQS communication component **308** may also receive requests to subscribe to topics in a topic set **330**, and may push data from topic queues **332-1**, **332**-*n* to the subscribers of the topics corresponding to those topic queues.

[0047] MQS device **310** may include a topic decoder **320**. Topic decoder **320** may include instructions that cause MQS device **310** to receive live data in the form of a topic entry, and sort the topic entry into one or more of a plurality of topic queues **332**.

[0048] A topic entry may include a unit of live data received from, for example, live data sources **140** such as a live data feed or a live data entry operator. The unit of live data may include any media information about at least one of a live event (e.g., news, game, sport, activity, and so forth), an occurrence within a live event (e.g., a play, an error, an injury, a substitution, and so forth), and/or a participant at the live event (e.g., a player, a coach, an official, and so forth). A topic entry may include a topic label and a data payload including one or more items of data about a moment in a live event. The topic label may correspond to a topic queue **332**. When the live event is a sporting event, such as a baseball game, the data payload may include, for example, a score, a play, an error, an injury, a player at-bat, and so forth.

[0049] Topic decoder **320** may remove the topic label from the topic entry, use the topic label to identify a topic queue **332**, and may place the data payload of the topic entry into the identified topic queue. MQS communication component **308** may then push the data payload from the topic queue to a live data access server that has subscribed to the topic of the topic queue. In some embodiments, topic decoder **320** may format the data payload, or otherwise alter the structure of the data payload prior to placing the data payload into the topic queue. For example, the data payload may be inserted into an eXtensible Markup Language (XML) structure or into a Javascript Object Notation (JSON) structure. The embodiments are not limited to these examples.

[0050] In an embodiment, topic set **330** may represent the whole collection of topics that have topic queues **332** on MQS device **310**. Topic set **330** may include a list or other data collection type that may be shared with, for example, a live data access server **130** so that the live data access server **130** can, in turn, share the list with clients for selection of topics of interest.

[0051] A topic queue **332** may be a queue data structure, in particular a first-in first-out queue, where data payloads are placed and immediately pushed to a subscribing live data access server. In an embodiment, the data payloads may not be stored on MQS device **310** once pushed out to the subscribing live data access server.

[0052] In some embodiments, topic queues **332** may be hierarchically related. For example, a topic "gamecenter.nfl" may apply to all data about the National Football League. A dependent topic may be "gamecenter.nfl.ravenssteelers" which may relate to a specific game between two NFL teams. A third topic may be "gamecenter.nfl.ravenssteelers.stats" which may relate to statistics about the specific game.

[0053] FIG. **4** illustrates an embodiment of an operating environment **400**. Operating environment **400** may illustrate a second embodiment of message queue server **120**. As shown in FIG. **4**, message queue server **120** may be implemented with at least two separate devices: a message queue server device **410** and a live data server device **450**.

[0054] Message queue server device **410** may be substantially similar to message queue server (MQS) device **310**, including a processor circuit **402**, memory unit **404**, and a MQS communication component **408**, which may be analogous, respectively, to processor circuit **302**, memory unit **304** and MQS communication component **308**. MQS device **410** may also include a topic set **430** and topic queues **432**, analogous to topic set **330** and topic queues **332**, respectively.

[0055] Live data server device **450** may be a separate computing device from MQS device **410**, and may have its own processor circuit **412** and memory unit **414**. Live data server device **450** may also include a live data server (LDS) communication component **418**. LDS communication component **418** may include hardware and/or software that allows live data server device **450** to receive live data and transmit the data payloads to MQS device **410**.

[0056] Live data server device **450** may include topic decoder **420**, which may operate analogously to topic decoder **320**. Live data server device **450** may have its own topic set **440** and topic queues **442**. In an embodiment, topic set **440** may include the same topic queues **442** as topic set **430** of MQS device **410**. In another embodiment, topic set **440** may also include other topic queues **442** that are not in topic set **430**. Topic set **430** may also include topic queues **432** that are not in topic set **440** of live data server device **450**.

[0057] Implementing a message queue server as two separate devices may be useful to protect proprietary data that may be stored on live data server device **450** and/or to limit potentially harmful access to the live data server device.

[0058] In an embodiment, message queue server device **410** may be implemented as a RABBITMQ™ server. RABBITMQ™ is open source message broker software provided by Pivotal Software, Inc. RABBITMQ™ facilitates topic queues that receive published messages and push the messages to clients that have subscribed to the topic queues. The embodiments are not limited to this implementation.

[0059] FIG. **5** illustrates an embodiment of an operating environment **500**. Operating environment **500** may comprise

a live data access server **510**, which may be a representative example of live data access server **130**. Live data access server **510** may include a processor circuit **502** and a memory unit **504**, analogous to processor circuit **202** and memory unit **204**.

[0060] Live data access server **510** may include one or more functional components, for example, a live data access (LDA) communication component **520**, an interface component **530**, and a subscription component **540**. Additional or other components may also be used.

[0061] LDA communication component **520** may include hardware and/or software that allows live data access server **510** to open and maintain connections with, for example, client devices **110** and message queue server **120**. In an embodiment, LDA communication component **520** may be able to listen for, accept, or otherwise open, and maintain a full-duplex connection, such as a websocket connection with a client device **110**. A websocket connection typically comprises a two-way connection between two entities, where each of the two entities can send and receive data simultaneously, analogously to a voice telephone connection where both parties can talk and listen at the same time. Alternatively, half-duplex connections may be utilized as well. The embodiments are not limited to these examples.

[0062] LDA communication component **520** may also operate to receive connection requests from client devices **110** and to authenticate the requesting client. In some embodiments, operators **108** may need to register with live data access server **510** in order to be able to subscribe to and receive the live data. Client data **550** may include registration information, including, but not limited to, user identifiers, user names, passwords, and payment information. In some embodiments, a failure to authenticate a client may result in the connection being denied.

[0063] Live data access server **510** may include an interface component **530**. Interface component **530** may provide user interface elements or supporting data for a client-side user interface. Interface **530** may generally provide an interface to allow an operator to request and authenticate a connection to live data access server **510**, to select one or more topics relating to live events for subscription, and to receive and display the live data as it is received by message queue server **120**. Examples of user interfaces are discussed with respect to FIGS. **8-10**.

[0064] Subscription component **540** may manage subscriptions to topics for currently connected clients. For example, subscription component **540** may receive the selected topic(s) from interface component **530** for a particular connected client. Subscription component **540** may then communicate with message queue server **120** to subscribe to the topic queues that correspond to the selected topics. In some embodiments, client data **550** may also store topic preferences for a registered operator, for example, favorite topics, favorite teams, players, event types, and so forth.

[0065] FIG. **6** illustrates an embodiment of a message flow **600**. Message flow **600** may represent messages communicated among the components of system **100**. In particular, message flow **600** may occur among one or more live data sources **140**, message queue server **120**, live data access server **130**, and a client device **110**-*a*. In message flow **600**, time flows from the top of the diagram toward the bottom. Message flow **600** may represent messages communicated while live data is generated and collected during a live event, and broadcasted to one or more client devices **110**-*a*. In some cases, the client devices **110**-*a* and/or users of the client devices **110**-*a* may enroll in a subscription to a live data service provider implementing the lived data access server **130**. Of note is that the message flow **600** assumes that client device **110**-*a* has already established an open connection with live data access server **130** and has selected at least one topic to subscribe to, and that live data access server **130** has already subscribed to the at least one selected topic at the message queue server **120**.

[0066] Message flow **600** begins when live data is received from live data source(s) **140** at message queue server **120** in message **602**. Message **602** may be in the form of a topic entry, which may include, at least, a topic label and a data payload. A topic label may be, for example and without limitation, a text string such as "gamecenter.nfl.ravenssteelers," which in this example identifies a content provider, a league, and a specific live event. A data payload may include one or more items of information about the live event in progress, such as a score, a name of the player that scored or made a play, an injury, a penalty, an error, a new record set, and so forth.

[0067] Message queue server **120**, upon receiving message **602**, may sort the data payload of message **602** into a topic queue, such as topic queue **332-1** or **442-1**, according to the topic label, in message **604**. In some embodiments, message queue server **120**, e.g. using topic decoder **320**, may format the data payload or otherwise alter the structure of the data payload. For example, the data payload may be inserted into an eXtensible Markup Language (XML) structure or into a Javascript Object Notation (JSON) structure. The embodiments are not limited to these implementations.

[0068] Once the data payload is inserted into a topic queue, message queue server **120** may push the data payload to live data access server **130** in message **606**. Again, this assumes that live data access server **130** has subscribed to the topic queue selected in message **604**.

[0069] Upon receipt of message **606**, live data access server **130** may push the data payload to client device **110**-*a* in message **608**, assuming both that client device **110**-*a* selected the topic corresponding to the topic queue of message **604** and that the connection between client device **110**-*a* and live data access server **130** is still open.

[0070] Of note is that the elapsed time between the receipt of message **602** by message queue server **120** and the receipt of message **608** by client device **110**-*a* may be on the order of, for example, 900 milliseconds, or less.

[0071] FIG. **7** illustrates an embodiment of a message flow **700**. Message flow **700** may represent messages communicated among the components of system **100**. In particular, message flow **700** may occur among a client device **200**, message queue server **120**, and live data access server **130**. In message flow **700**, time flows from the top of the diagram toward the bottom. Message flow **700** may represent messages communicated as a client connects, subscribes to, and receives live data.

[0072] Message flow **700** begins when client device **200** requests a connection to live data access server **130** with message **702**. Message **702** may be issued, for example, from a user interface element in live data app **210** selected by an operator **108**, or automatically when live data app **210** is opened or launched on client device **200**. In an embodiment, message **702** may include authentication information for the operator **108**, for example, a user name and password.

[0073] Live data access server **130** may authenticate the client at message **704**. For example, live data access server

130 may compare the authentication information to the information in client data **550**. If the client device **200** does not have any information in client data **550**, the client operator may be prompted to create an account as part of the authentication (not shown).

[0074] If the authentication succeeds, then a connection between client device **200** and live data access server **130** may be opened or accepted via message **706**. The connection, for example, may be a full-duplex connection, such as a web-socket connection.

[0075] In an embodiment, client device **200** may optionally request a topic list from live data access server **210** in message **708**. For example, the live data app **210** may request the topic list in order to be able to display a selection user interface element to allow the operator to select one or more topics to subscribe to.

[0076] In response to optional message **708**, live data access server **130** may request or look up a topic list from message queue server **120** in message **710**. Message queue server **120** may provide, for example, topic set **330** as a response in message **712**. Live data access server **130** may then provide the topic list to client device **200** in message **714**.

[0077] The operator of client device **200** may select, in message **716**, one or more topics from the topic list and client device **200** may then send the selected topic(s) to live data access server **130** in message **718**. The topic list may, for example, be displayed in a graphical user interface element, displayed as text, or otherwise made viewable to the operator **108**. The operator may select the topics using user interface elements, such as check boxes, radio buttons and so forth, or may enter the topics as text, for example, from a keyboard or touch interface.

[0078] In response to receiving the selected topic(s) in message **718**, live data access server **130** may then subscribe to the selected topic(s) with message **720** to message queue server **120**. Subscribing to a topic may include registering with message queue server **120** that live data access server **130** is to receive any data payload placed in a topic queue for that topic.

[0079] Message flow **700** may continue when message queue server **120** receives a data payload in the subscribed-to topic queue (not shown), as discussed with respect to message flow **600**. Message queue server **130** may push the data payload to live data access server **130** in message **722**. Live data access server **130** may then push the data payload to client device **200** in message **724**.

[0080] Upon receiving message **724**, client device **200** may parse the data payload and present the live data in message **726**. For example, live data app **210** may parse an XML or JSON data payload and present the live data in a user interface element so that the data is human-readable. In some embodiments, the data payloads may contain some elements of old data or data unchanged from the data received in a previous data payload. For example, the more recent data payload may include an unchanged score, but also include data about a new play, or player substitution. In some embodiments, data that is unchanged from a previous data payload may stripped from the data presented to the operator so that only new information is presented. The embodiments are not limited to these examples.

[0081] FIG. **8** illustrates an embodiment of a user interface (UI) **800**. UI **800** may be presented by live data app **210**. UI **800** may include various UI elements that allow an operator **108** of a client device **110** to request a live data connection with a live data access server. For example, and without limitation, UI **800** may include a login ID UI element **810** and a password UI element **820** to allow the operator to enter, respectively, an identifier, such as a user name, email address, and so forth, and a password or other authentication means.

[0082] UI **800** may also include an address UI element **830** to allow the operator to select or enter the address or connection information to a particular live data access server. The address may resemble a uniform resource locator (URL), for example, "torq.cbssports.com/torq." In an embodiment, address UI element **830** may be a text field or a pull-down menu pre-populated with addresses of live data access servers available to live data app **210**. The embodiments are not limited to these examples.

[0083] UI **800** may further include a connect UI element **840**, that when selected, causes live data app **210** to send the entered login ID and password to the entered or selected address to request a connection.

[0084] FIG. **9** illustrates an embodiment of a user interface (UI) **900**. UI **900** may be presented by live data app **210**. UI **900** may include various UI elements that allow an operator **108** of a client device **110** to view and select topics of live data to subscribe to. For example, and without limitation, UI **900** may list the topics available from a message queue server in a topic selection list **902**. Topic selection list **902** may be, for example, a drop-down or pop-up menu, a list of selectable buttons, a text list having selectable buttons corresponding to the topic text, and so forth. The embodiments are not limited to these examples.

[0085] As shown in UI **900**, topic list **902** shows five possible topics for selection, including topic **910-1** corresponding to a National Football League (NFL) game between the Baltimore Ravens and the Pittsburgh Steelers. Topic **910-2** corresponds to a Professional Golf Association event for their winter championship. Topic **910-3** corresponds to a National Basketball Association topic about player LeBron James. The embodiments are not limited to these examples.

[0086] UI **900** may change the visual representation of a topic when it is selected. For example, topics **910-1** and **910-3** have darker bolder lines surrounding them to indicate that they have been selected. Other methods of visually indicating a selection are also possible, including but not limited to, bolding text, changing a background color, changing a text color, checking a check box, and so forth.

[0087] UI **900** may provide a submit button **920** that when selected by the operator causes the live data app **210** to send the selected topic(s) to live data access server **130**. UI **900** may also provide a save button **930** that when selected by the operator causes the live data app **210** to indicate to live data access server **130** that the selections of topics can be saved to client data **550**. Having saved favorites may allow live data access server **130** to subscribe automatically to the saved topics whenever a connection is opened with that client. Saved favorite information may also be used for marketing and advertising purposes to customize ads shown to that operator on that client. The embodiments are not limited to these examples.

[0088] FIG. **10** illustrates an embodiment of a user interface (UI) **1000**. UI **1000** may be presented by live data app **210**. UI **1000** may be one example of a display of a received live data payload. UI **1000** may appear as a full screen alert brought to the foreground of any other running applications on client device **110**. UI **1000** may indicate the topic **1002** that generated the data. The data from the payload may be presented, for example, as lines of text, such as text **1004** and text **1006**. In

some embodiments, the live data app **210** may only display new data, and may omit unchanged data. For example, if instead of a touchdown, text **1004** were about a 30 yard pass, and the score was unchanged, then text **1006** might not be displayed. UI **1000** may include an OK button **1008** to allow the operator to dismiss the displayed live data.

[0089] Received live data may be displayed in other ways without departing from the intent of the embodiments. For example, instead of a full-screen alert, the live data may be displayed in a smaller area at the top or bottom of the client device display and may be removed from the screen after a delay absent action from the operator. The live data could be received as a text message or other instant message format. The embodiments are not limited to these examples.

[0090] Included herein is a set of flow charts representative of exemplary methodologies for performing novel aspects of the disclosed architecture. While, for purposes of simplicity of explanation, the one or more methodologies shown herein, for example, in the form of a flow chart or flow diagram, are shown and described as a series of acts, it is to be understood and appreciated that the methodologies are not limited by the order of acts, as some acts may, in accordance therewith, occur in a different order and/or concurrently with other acts from that shown and described herein. For example, those skilled in the art will understand and appreciate that a methodology could alternatively be represented as a series of interrelated states or events, such as in a state diagram. Moreover, not all acts illustrated in a methodology may be required for a novel implementation.

[0091] FIG. **11** illustrates a logic flow **1100**. The logic flow **1100** may be representative of some or all of the operations executed by one or more embodiments described herein. In particular, the logic flow **1100** may represent the operations executed by a live data access server, e.g. live data access server **130**, **510**.

[0092] In the illustrated embodiment shown in FIG. **11**, the logic flow **1100** may open a connection with a client device at block **1102**. For example, live data access server **130** may receive a request from client device **110**. The request may include a user identifier such as a login ID or username, and a password or other authentication means. The live data access server may open or accept a connection to the client such that the client and the live data access server can send and receive data to each other simultaneously. The connection may be a websocket connection.

[0093] The logic flow **1100** may receive a request for a topic from the client device at block **1104**. For example, the client device **110** may send one or more topics, which an operator has selected to follow, to live data access server **130**. In an embodiment, the topics may be selected from a topic set provided to the client device **110** by the live data access server **130**.

[0094] The logic flow **1100** may subscribe to the requested topic at a message queue server at block **1106**. For example, live data access server **130** may subscribe to the requested topic at a message queue server **120**. Subscribing may include, for example, registering with message queue server **120** to receive any data for the requested topic, or providing an address or connection to message queue server **120** to receive any data for the requested topic. The embodiments are not limited to these examples.

[0095] The logic flow **1100** may receive a data payload of a topic entry associated with the requested topic from the message queue server at block **1108**. For example, live data access server **130** may receive a data payload from message queue server **120**.

[0096] The logic flow **1100** may push the data payload of the topic entry to the client device via the connection at block **1110**. For example, live data access server **130** may push the data payload to client device **110**, and to any other connected client devices that also requested that topic. In various embodiments, the data payload of the topic entry may be pushed to the subscribed connected client devices substantially simultaneously with the message queue server receiving the topic entry from a live data source, e.g. with a time delay of 100 milliseconds or less. In the embodiments described herein, a set of actions described as taking place "substantially simultaneously" means that the set of actions execute within the same defined period of time. The defined period of time may be of any length as suitable for a given implementation. In one embodiment, for example, the defined period of time is at least two orders of magnitude shorter than conventional time periods of legacy devices. For example, conventional time periods for legacy devices may be on the order of 30 to 45 seconds. The set of actions may be executed sequentially, in parallel, or some combination thereof within the defined time period.

[0097] FIG. **12** illustrates a logic flow **1200**. The logic flow **1200** may be representative of some or all of the operations executed by one or more embodiments described herein. In particular, the logic flow **1200** may represent the operations executed by message queue server **120**.

[0098] In the illustrated embodiment shown in FIG. **12**, the logic flow **1200** may receive a topic entry from a live data source at block **1202**. For example, message queue server **120** may receive a topic entry having a topic label and a data payload from a live data source **140**. The topic entry data payload may include data received from live data feeds and/or topic entry operators. The live data may be about a live event in progress, such as a sporting event, breaking news, a professional sports draft, a tournament, and so forth.

[0099] The logic flow **1200** may sort the topic entry into one or more of a plurality of topic queues at block **1204**. For example, message queue server **120** may determine what topic the topic entry pertains to and may place at least the data payload into a topic queue **332** for that topic.

[0100] The logic flow **1200** may push a data payload of a topic entry from a topic queue to a live data access server that has subscribed to the topic of the topic queue at block **1206**. For example, message queue server **120** may push the data payload from a topic queue to any live data access server **130** that has subscribed to the topic of a topic queue **332**.

[0101] In various embodiments, blocks **1202**, **1204** and **1206** may take place sequentially within a defined time period, e.g. within an elapsed time of 200 milliseconds or less.

[0102] FIG. **13** illustrates a logic flow for the system of FIG. **1**. The logic flow **1300** may be representative of some or all of the operations executed by one or more embodiments described herein. In particular, the logic flow **1300** may represent the operations corresponding to block **1204** of logic flow **1200**, and executed by topic decoder **320**, **420**.

[0103] In the illustrated embodiment, shown in FIG. **13**, the logic flow **1300** may parse the topic label from the topic entry at block **1302**. For example, the topic entry may include a topic label that identifies the topic of the received data. The topic label may be in a variety of forms. For example, the topic label may be in a known section of an XML structured

topic entry, or may be in a known position of a comma-delimited (or tab, space, semi-colon delimited) text string, and so forth. The topic decoder **320**, **420** may know where to look for the topic in the topic entry and may include instructions for extracting the topic label from the topic entry.

[0104] The logic flow **1300** may identify a topic queue according to the topic label at block **1304**. For example, topic decoder **320**, **420** may compare the topic label to the topics in topic set **330**, **440**, or directly to the names of the topic queues **332**, **442** to identify at least one topic queue corresponding to the topic of the topic entry. In an embodiment where topic queues are hierarchically related, topic decoder **320**, **420** may place a copy of a data payload in multiple topic queues. For example, if the topic entry topic label is "gamecenter.nfl.ravenssteelers.statistics" as in an earlier example, the data payload may be placed in each of the topic queues: gamecenter.nfl, and gamecenter.nfl.ravenssteelers, and gamecenter.nfl.ravenssteelers.statistics. If there were a fourth topic queue "gamecenter.nfl.ravenssteelers.plays", i.e. a topic at the same hierarchical level as gamecenter.nfl.ravenssteelers.statistics, the data payload for gamecenter.nfl.ravenssteelers.statistics would not be placed in this fourth topic queue. In other embodiments, topic decoder **320**, **420** may place the data payload only in the topic queue exactly matching the topic label.

[0105] The logic flow **1300** may place the data payload of the topic entry into the identified topic queue at block **1306**. For example, topic decoder **320**, **420** may write the data payload into a first-in first-out topic queue, such as topic queue **332** or **442**.

[0106] In some embodiments, a live event may have many topics associated with it. For example, a tournament or player draft event may have topics for the multiple games, or draft rounds, as well as for players, teams, and so forth. Subscribing to each individual topic may overwhelm the operator with information, and may negatively affect processing resources on a client device. Additionally, system **100** may be vulnerable to losing data if, for example, the live data server device **450** becomes unavailable and stops placing data payloads into topic queues.

[0107] Accordingly, FIG. **14** illustrates a system **1400** for aggregating multiple topics and for providing scalable redundancy so that no live data is lost. System **1400** may include some or all of the components of system **100**. For example, system **1400** may include a message queue server **1420**, a live data access server **1430**, and live data source(s) **1440**, which may be embodiments of message queue server **120**, live data access server **130**, and live data source(s) **140**, respectively. Client devices **110** are not shown for brevity. Although the system **1400** shown in FIG. **14** has a limited number of elements in a certain topology, it may be appreciated that the system **100** may include more or fewer elements in alternate topologies as desired for a given implementation.

[0108] In addition to the components of system **100**, system **1400** may include a plurality of aggregator components, such as aggregator components **1460-1**. **1460-2** . . . **1460-*m***, where m is a positive integer, executing on a plurality of aggregator host servers, such as aggregator host servers **1450-1**, **1450-2** . . . **1450-*m***. In an embodiment, live data access server **1430** may act as an aggregator host server. An aggregator component **1460** may simultaneously subscribe to a plurality of topics associated with one live event at message queue server **1420** and may consolidate the data from the plurality of topics into an aggregated topic entry which the aggregator component **1460** may then publish to message queue server **1420** so that client devices **110**, via live data access server **1430**, can subscribe to the aggregated topic. In an embodiments, the aggregated topic may be created by an operator of the content provider entity for use by subscribing operators. In some embodiments, subscribing operators may be permitted to suggest or create their own aggregated topics.

[0109] In an embodiment, each of the aggregator components **1460-1**, **140-2**, . . . **1460-*m***, may subscribe to the same plurality of topics and may consolidate the data into identical aggregated topic entries. However, only one of the aggregator components **1460**, e.g. aggregator component **1460-1**, may have a publisher role, where the remaining aggregator components **1460** may have worker roles. Only the aggregator component **1460** with the publisher role may publish the aggregated topic entry to message queue server **1420**. The worker aggregator components **1460** may temporarily store their respective copies of the aggregated topic entry. The temporarily stored copies from one aggregator components may be published to the message queue server in the event that the publisher aggregator component become unavailable, as will be described below.

[0110] FIG. **15** illustrates an embodiment of an operating environment **1500**. Operating environment **1500** may comprise an embodiment of an aggregator host server device **1510**. Aggregator host server device **1510** may be a representative example of an aggregator host server such as aggregator host server **1450-1**, or **1450-2**. An aggregator host server device **1510** may be a computing device as described above, and may include various hardware components such as a processor circuit **1502** and a memory unit **1504**, which may be analogous to processor circuit **202** and memory unit **204**.

[0111] Aggregator host server device **1510** may include various functional components, such as, but not limited to a communication component **1520**, and an aggregator component **1530**, which may be a representative embodiment of an aggregator component **1460**. Aggregator host server device **1510** may also have a host server identifier **1512**, which may be stored on memory unit **1504** or elsewhere within the elements of a computing device. Host server identifier **1512** may uniquely identify the aggregator host server device **1510** to the other aggregator host servers of system **1400**.

[0112] Communication component **1520** may be hardware and/or software that allows aggregator host server **1520** to connect and exchange information with, for example, message queue server **1420**.

[0113] Aggregator host component **1530** may include instructions that when executed on processor circuit **1502**, cause aggregator host server device **1510** to subscribe to a plurality of topics associated with a live event at message queue server **1420**; receive a plurality of data payloads of topic entries associated with the subscribed topics from message queue server **1420** from the subscribed topics; and aggregate the plurality of data payloads into a new aggregated topic entry. When aggregator component **1530** has the publisher role, aggregator component **1530** may publish the new aggregated topic entry to an aggregated topic back to the message queue server.

[0114] While the aggregator host server device **1510** is shown with a specific number and arrangement of elements, more, fewer, or other elements may also be used to perform the functions described herein.

[0115] FIG. **16** illustrates an embodiment of an operating environment **1600**. Operating environment **1600** may com-

prise an embodiment of an aggregator component **1610**. Aggregator component **1610** may be a representative example of an aggregator component such as aggregator component **1460-1**, **1460-2**, or **1530**.

[0116] Aggregator component **1610** may include various functional components such as, but not limited to, a topic entry parsing component **1620**, a topic entry assembly component **1630**, a topic entry publishing component **1640** and a heartbeat component **1650**. Aggregator component **1610** may also have a buffer **1660**, which may use a portion of memory unit **1504**. Aggregator component **1610** may include more, fewer, or a different set of functional components to perform the operations discussed herein.

[0117] Topic entry parsing component **1620** may include instructions for receiving a plurality of data payloads from a plurality of topic queues. Topic entry parsing component **1620** may extract data from the data payloads. When a data payload includes multiple data units, e.g., a score, a player name, a play, and so forth, topic entry parsing component **1620** may separate each data payload into individual data units.

[0118] Topic entry parsing component **1620** may then determine whether any of the parsed data is new. For example, for each data payload received within a time window, e.g. the last five seconds, topic entry parsing component **1620** may compare the received data payload for a topic to an earlier received data payload for the topic to identify changed data. Alternatively, each data payload may be compared to a previous data payload for the same topic to determine whether any data has changed, regardless of when the topic entry was received.

[0119] Topic entry assembly component **1630** may include instructions for receiving the parsed data from topic entry parsing component **1620** and may assemble the parsed data from the plurality of topics into one, new aggregated topic entry. In an embodiment, unchanged data may be discarded, while new, or updated, data may be placed into the new aggregated topic entry. The new aggregated topic entry may include a topic label, e.g. "gamecenter.nfl.draft". In some embodiments, each new aggregated topic entry may also have a sequence number, where each new aggregated topic entry's sequence number is greater, e.g. by one, than the sequence number of the aggregated topic entry assembled previously.

[0120] Topic entry publishing component **1640** may receive the new aggregated topic entry from topic entry assembly component **1630** and may publish the new aggregated topic entry to message queue server **1420**. Publishing may include, for example, providing the data payload of the new topic entry to message queue server **1420** for placement in the topic queue for the aggregated topic. Publishing may alternatively include placing the new aggregated topic entry directly into the topic queue on message queue server **1420**. In some embodiments, topic entry assembly component **1630** and topic entry publishing component **1640** may be combined into one functional component. In some embodiments, publishing may bypass the use of a topic decoder, e.g. topic decoder **320**, **420**, by placing the data payload of the new aggregated topic entry directly into the topic queue for the aggregated topic. The embodiments are not limited to these examples.

[0121] Heartbeat component **1650** may publish a heartbeat topic entry to message queue server **1420**. A heartbeat topic entry may include, at least the host server identifier **1512** for the aggregator server host **1510** of aggregator component **1610**. The heartbeat topic entry may optionally include other information, such as a time stamp and/or a role indication, e.g., "publisher" or "worker". The heartbeat topic entry may indicate to other aggregator components that aggregator component **1610** is still connected to the communication network and still operational.

[0122] Heartbeat component **1650** may also subscribe to heartbeat topics published by the other aggregator components. When heartbeat topic entries of the other aggregator components **1460** are received from message queue server **1420**, heartbeat component **1650** may determine, based on the received heartbeat topic entries, that the aggregator component having the publisher role is unavailable. For example, the heartbeat entry for the publisher may be missing for a specified time period during which a plurality of topic entries were received for aggregation.

[0123] Heartbeat component **1650** may determine whether aggregator component **1610** is next in line to become the publisher, and if so, may change from the worker role to the publisher role. Heartbeat component **1650** may, for example, sort the host server identifiers, and compare its host server identifier **1512** to the host server identifier next in order after the host server identifier of the missing publishing aggregator component. The embodiments are not limited to these examples.

[0124] Buffer **1660** may be used to store the aggregated topic entries when aggregator component **1610** has a worker role. In the event that aggregator component **1610** assumes the publisher role, topic entry publishing component **1640** may publish any aggregated topic entries in buffer **1660** that are newer than a last published aggregated topic entry to the aggregated topic at the message queue server. For example, topic entry publishing component **1640** may compare the sequence number of the last topic entry published by message queue server **1420** to the sequence number(s) of the topic entries in buffer **1660** and may publish all of the topic entries in buffer **1660** having larger sequence numbers than the last published topic entry. Alternatively, topic entry publishing component **1640** may compare a time stamp of a last published topic entry to the time stamps of the topic entries in buffer **1660** and publish all of the topic entries in buffer **1660** having time stamps after the time stamp of the last published entry.

[0125] FIG. **17** illustrates an embodiment of a message flow **1700**. Message flow **1700** may represent messages communicated among the components of system **1400**. In particular, message flow **1700** may occur among one or more live data sources **1440**, message queue server **1420**, aggregator component **1460**, and live data access server **1430**. In message flow **1700**, time flows from the top of the diagram toward the bottom. Message flow **1700** may represent messages communicated while live data is generated, collected, aggregated, re-published, and broadcast to subscribed clients. Of note is that aggregator component **1460** has the publisher role for the example of message flow **1700**.

[0126] Message flow **1700** may begin similarly to message flow **600**, when live data is received from live data source(s) **1440** at message queue server **1420** in message **1702**. Message **1702** may be in the form of a topic entry, which may include, at least, a topic label and a data payload, as described above.

[0127] Message queue server **1420**, upon receiving message **1702**, may sort the data payload of message **1702** into a topic queue, such as topic queue **332-1** or **442-1**, according to

the topic label, in message **1704**. In some embodiments, message queue server **1420**, e.g. using a topic decoder **320**, may format the data payload or otherwise alter the structure of the data payload. For example, the data payload may be inserted into an eXtensible Markup Language (XML) structure or into a Javascript Object Notation (JSON) structure. The embodiments are not limited to these implementations.

[0128] Once the data payload is inserted into a topic queue, message queue server **1420** may push the data payload to subscribers of the topic, e.g. to aggregator component **1460**, in message **1706**. Message **1706** may also be pushed (not shown) to live data access server **1430**, when live data access server **1430** has subscribed to the topic queue selected in message **1704**.

[0129] Aggregator component **1460**, upon receipt of at least two messages **1706** for at least two different topics may parse and aggregate the at least two messages into one aggregated topic entry in message **1708**. For example, aggregator component **1460** may extract data from a topic entry and separate each topic entry into individual data units. Aggregator component **1460** may then determine whether any of the parsed data is new and may assemble any new parsed data into one, new aggregated topic entry.

[0130] Aggregator component **1460** may publish the new aggregated topic entry back to message queue server **1420** in message **1710**. Publishing may include passing the topic entry to message queue server **1420** for placement into the topic queue for the aggregated topic, or may include placing the data payload of the new aggregated topic entry directly into the topic queue for the aggregated topic.

[0131] Message queue server **1420** upon receipt of message **1710** may immediately push the new aggregated topic entry to any subscribers to the aggregated topic queue, e.g. live data access server **1430**, in message **1712**. In some embodiments, the other aggregator components, e.g. the worker-role aggregator components, may also be subscribers to the aggregated topic for the purpose of determining which topic entry was last published.

[0132] Live data access server **1430** may then immediately pass the topic entry received in message **1712** to any subscribing clients (not shown) in message **1714**, as described above with respect to message flow **600**.

[0133] FIG. **18** illustrates an embodiment of a message flow **1800**. Message flow **1800** may represent messages communicated among the components of system **1400**. In particular, message flow **1800** may occur among message queue server **1420**, and a plurality of aggregator components, including aggregator component **1460-1**, and aggregator components **1460-2** through **1460-*m***. In message flow **1800**, time flows from the top of the diagram toward the bottom. Message flow **1800** may represent messages communicated while maintaining an active publisher aggregator component. Of note is that aggregator component **1460-1** has the publisher role at the beginning of message flow **1800**.

[0134] Message flow **1800** may begin when message queue server **1420** pushes data payloads to subscribers of the topics in message **1802**, as described above with respect to message flow **600**. The subscribers may include the aggregator components **1460**.

[0135] Each aggregator component **1460** may, upon receipt of a message **1802**, parse and aggregate the data payloads into one aggregated topic entry as discussed above with respect to message flow **1700**. Aggregator component **1460-1**, the publisher, may perform these operations as message **1804**. The other aggregator components, e.g., aggregator components **1460-2** through **1460-*m***, may additionally store the one aggregated topic entry in their respective buffers **1660**. The parsing, aggregating and storing operations may be performed as message **1806**.

[0136] Aggregator component **1460-1**, the publisher, may then publish the one aggregated topic entry back to message queue server **1420** in message **1808**, as described with respect to message flow **1700**.

[0137] Each of the aggregator components **1460** may publish a heartbeat topic entry to message queue server **1420** as messages **1810**. A heartbeat topic entry may include, at least the host server identifier **1512** for the aggregator server host **1510** of an aggregator component **1460**. The heartbeat topic entry may optionally include other information, such as a time stamp and/or a role indication, e.g. "publisher" or "worker". For the purpose of the example of message flow **1800**, assume that aggregator component **1460-1** does not publish a heartbeat topic entry. For example, aggregator component **1460-1** may have stopped operating on its aggregator host server, or its aggregator host server may have lost its connection to a communication network used by the system **1400**.

[0138] Message queue server **1420** may immediately push the heartbeat topic entries to the subscribing aggregator components in message **1812**. One or more of the remaining aggregator components **1460-2** through **1460-*m*** may detect, in message **1814**, that the heartbeat topic entry for aggregator component **1460-1** is missing. The one or more of the remaining aggregator components **1460-2** through **1460-*m*** may determine, in message **1816**, whether it is next in line in a specified order. The one aggregator component **1460** that is next in line, e.g. aggregator component **1460-2**, may promote itself to be publisher as part of the operation of message **1816**.

[0139] Aggregator component **1460-2**, now the publisher, may determine whether any aggregated topic entries from its buffer **1660** have not been published yet in message **1818**. For example, aggregator component **1460-2** may compare the sequence numbers or time stamps of a last topic entry published by message queue server **1420** to the sequence number (s) or time stamp(s) of the topic entries in its buffer **1660** and may publish all of the topic entries in buffer **1660** having larger sequence numbers or later time stamps than the last published topic entry.

[0140] When there are unpublished aggregated topic entries in its buffer **1160**, aggregator component **1460-2** may publish the aggregated topic entries from its buffer **1660** to message queue server **1420** in message **1820**.

[0141] FIG. **19** illustrates a logic flow **1900**. The logic flow **1900** may be representative of some or all of the operations executed by one or more embodiments described herein. In particular, the logic flow **1900** may represent the operations executed by an aggregator component, e.g. aggregator component **1610**.

[0142] In the illustrated embodiment shown in FIG. **19**, the logic flow **1900** may subscribe to a plurality of topics at a message queue server at block **1902**. For example, an aggregator component **1460** may subscribe to a plurality of topics at message queue server **1420**. Generally, the plurality of topics may be related to one live data event, such as, without limitation, a professional sports league draft, a multi-game tournament, an election, an on-going news story, and so forth.

[0143] The logic flow **1900** may receive a plurality of topic entries from the message queue server from the subscribed

topics at block **1904**. For example, an aggregator component **1460** may then receive topic entries from the topics subscribed to in block **902**. The topic entries may include topic labels and data payloads that describe an aspect of the live data event.

[0144] The logic flow **1900** may aggregate the plurality of topic entries into a new aggregated topic entry at block **1906**. For example, aggregator component **1460** may parse the plurality of topic entries to retrieve individual data units, and may assemble the parsed data into one, new aggregated topic entry. In an embodiment, unchanged data may be discarded, while new, or updated, data may be placed into the new topic entry.

[0145] The logic flow **1900** may publish the new aggregated topic entry to an aggregated topic at the message queue server at block **1908**. For example aggregator component **1610** may provide the new aggregated topic entry to message queue server **1420** for placing into a topic queue for the aggregated topic, when the aggregator component **1460** has the publisher role.

[0146] FIG. **20** illustrates a logic flow **2000**. The logic flow **2000** may be representative of some or all of the operations executed by one or more embodiments described herein. In particular, the logic flow **2000** may represent the operations executed by an aggregator component, e.g. aggregator component **1610**, in a coordinated group of aggregator components to maintain an active publishing aggregator component at all times.

[0147] In the illustrated embodiment shown in FIG. **20**, the logic flow **2000** may publish a heartbeat topic entry to the message queue server at block **2002**. For example, an aggregator component **1610** may publish a heartbeat topic entry comprising an aggregator host server identifier **1512** of the aggregator host server device **1510** on which aggregator component **1610** is operating, to message queue server **1420**. The heartbeat topic entry may be placed into a heartbeat topic queue directly by aggregator component **1610** or may be provided to message queue sever **1420** for placement in the heartbeat topic queue.

[0148] The logic flow **2000** may subscribe to a heartbeat topic published by a plurality of other aggregator components resident in other aggregator host servers at block **2004**. For example, each of the aggregator components **1460-1**, **1460-2** through **1460-*m*** may subscribe to the heartbeat topic queue at message queue server **1420**.

[0149] The logic flow **2000** may receive at least one heartbeat topic entry from the message queue server at block **2006**. For example, the heartbeat topic entry may be received by aggregator component **1610**. In some embodiments, the at least one heartbeat topic entry may, itself, be an aggregated topic, aggregated from the plurality of heartbeat topic entries from each aggregator component in system **1400**.

[0150] The logic flow **2000** may determine, based on the received at least one heartbeat topic entry, that the aggregator component having the publisher role is unavailable at block **2008**. For example, the receiving aggregator component **1610** may determine that the heartbeat for the publisher aggregator component is missing.

[0151] The logic flow **2000** may change from the worker role to the publisher role when the aggregator component is next in an order determined according to a sorting of the host server identifiers at block **2010**. For example, aggregator component **1610**, if it has a worker role, may sort the host server identifiers, and may determine which host server identifier comes next after the host server identifier of the aggregator host server of the unavailable aggregator component. If the next host server identifier matches the host server identifier for the aggregator host server of the aggregator component, then the aggregator component may assume the publisher role.

[0152] The embodiments therefore provide a quick, robust and efficient way to collect and transfer live event data to subscribed operators in substantially real-time.

[0153] FIG. **21** illustrates a block diagram of a centralized system **2100**. The centralized system **2100** may implement some or all of the structure and/or operations for the system **2100** in a single computing entity, such as entirely within a single device **2120**.

[0154] The device **2120** may comprise some or all of the components of live data access server **130** or **1430**, and may also include a processor circuit **2130** and a communications component **2140**.

[0155] The device **2120** may execute communications operations or logic for the system **2100** using communications component **2140**. The communications component **2140** may implement any well-known communications techniques and protocols, such as techniques suitable for use with packet-switched networks (e.g., public networks such as the Internet, private networks such as an enterprise intranet, and so forth), circuit-switched networks (e.g., the public switched telephone network), or a combination of packet-switched networks and circuit-switched networks (with suitable gateways and translators). The communications component **2140** may include various types of standard communication elements, such as one or more communications interfaces, network interfaces, network interface cards (NIC), radios, wireless transmitters/receivers (transceivers), wired and/or wireless communication media, physical connectors, and so forth. By way of example, and not limitation, communication media **2112**, **2142** include wired communications media and wireless communications media. Examples of wired communications media may include a wire, cable, metal leads, printed circuit boards (PCB), backplanes, switch fabrics, semiconductor material, twisted-pair wire, co-axial cable, fiber optics, a propagated signal, and so forth. Examples of wireless communications media may include acoustic, radio-frequency (RF) spectrum, infrared and other wireless media.

[0156] The device **2120** may communicate with other devices **2110**, **2150** over communications media **2112**, **2142**, respectively, using communications signals **2114**, **2144**, respectively, via the communications component **2140**. The devices **2110**, **2150** may be internal or external to the device **2120** as desired for a given implementation. Devices **2110**, **2150** may include, for example, client devices **110**, and message queue servers **120**, **1420**.

[0157] FIG. **22** illustrates a block diagram of a distributed system **2200**. The distributed system **2200** may distribute portions of the structure and/or operations for the system **220** across multiple computing entities. Examples of distributed system **2200** may include without limitation a client-server architecture, a **3**-tier architecture, an N-tier architecture, a tightly-coupled or clustered architecture, a peer-to-peer architecture, a master-slave architecture, a shared database architecture, and other types of distributed systems. The embodiments are not limited in this context.

[0158] The distributed system **2200** may comprise a client device **2210** and a server device **2250**. In general, the client device **2210** may be the same or similar to the client device

210, and the server device **2250** may be the same or similar to live data access server **130**, **1430**, message queue server **120**, **1420**, and/or aggregator host server **1450** as described with reference to FIGS. **1**, **2**, and **14**. For instance, the client system **2210** and the server system **2250** may each comprise a processor circuit **2230** and a communications component **2240** which are the same or similar to the processor circuit **202** and the communications components **208**, **308**, **408**, and **418**, respectively, as described with reference to FIGS. **1-4**. In another example, the devices **2210**, **2250** may communicate over a communications media **2212** using communications signals **2214** via the communications components **2240**.

[0159] The client device **2210** may comprise or employ one or more client programs that operate to perform various methodologies in accordance with the described embodiments. In one embodiment, for example, the client device **2210** may implement live data app **210**.

[0160] The server device **2250** may comprise or employ one or more server programs that operate to perform various methodologies in accordance with the described embodiments. In one embodiment, for example, the server device **2250** may implement at least live data access server **130**. The server device **2250** may also implement some or all of the components of server devices such as message queue server device **310** or **410**, live data server device **450**, and/or live access server device **510**. The server device **2250** may implement message queue server **120**, **1420**, live data access server **130**, **1430**, and/or aggregator host server **1450**. Client device **2210** may request and receive live data for various selected topics from server device **2250**.

[0161] FIG. **23** illustrates an embodiment of an exemplary computing architecture **2300** suitable for implementing various embodiments as previously described. In one embodiment, the computing architecture **2300** may comprise or be implemented as part of an electronic device. Examples of an electronic device may include those described with reference to FIGS. **1-5**, among others. The embodiments are not limited in this context.

[0162] As used in this application, the terms "system" and "component" are intended to refer to a computer-related entity, either hardware, a combination of hardware and software, software, or software in execution, examples of which are provided by the exemplary computing architecture **2300**. For example, a component can be, but is not limited to being, a process running on a processor, a processor, a hard disk drive, multiple storage drives (of optical and/or magnetic storage medium), an object, an executable, a thread of execution, a program, and/or a computer. By way of illustration, both an application running on a server and the server can be a component. One or more components can reside within a process and/or thread of execution, and a component can be localized on one computer and/or distributed between two or more computers. Further, components may be communicatively coupled to each other by various types of communications media to coordinate operations. The coordination may involve the uni-directional or bi-directional exchange of information. For instance, the components may communicate information in the form of signals communicated over the communications media. The information can be implemented as signals allocated to various signal lines. In such allocations, each message is a signal. Further embodiments, however, may alternatively employ data messages. Such data messages may be sent across various connections. Exemplary connections include parallel interfaces, serial interfaces, and bus interfaces.

[0163] The computing architecture **2300** includes various common computing elements, such as one or more processors, multi-core processors, co-processors, memory units, chipsets, controllers, peripherals, interfaces, oscillators, timing devices, video cards, audio cards, multimedia input/output (I/O) components, power supplies, and so forth. The embodiments, however, are not limited to implementation by the computing architecture **2300**.

[0164] As shown in FIG. **23**, the computing architecture **2300** comprises a processing unit **2304**, a system memory **2306** and a system bus **2308**. The processing unit **2304** can be any of various commercially available processors, including without limitation an AMD® Athlon®, Duron® and Opteron® processors; ARM® application, embedded and secure processors; IBM® and Motorola® DragonBall® and PowerPC® processors; IBM and Sony® Cell processors; Intel® Celeron®, Core (**2**) Duo®, Itanium®, Pentium®, Xeon®, and XScale® processors; and similar processors. Dual microprocessors, multi-core processors, and other multi-processor architectures may also be employed as the processing unit **2304**.

[0165] The system bus **2308** provides an interface for system components including, but not limited to, the system memory **2306** to the processing unit **2304**. The system bus **2308** can be any of several types of bus structure that may further interconnect to a memory bus (with or without a memory controller), a peripheral bus, and a local bus using any of a variety of commercially available bus architectures. Interface adapters may connect to the system bus **2308** via a slot architecture. Example slot architectures may include without limitation Accelerated Graphics Port (AGP), Card Bus, (Extended) Industry Standard Architecture ((E)ISA), Micro Channel Architecture (MCA), NuBus, Peripheral Component Interconnect (Extended) (PCI(X)), PCI Express, Personal Computer Memory Card International Association (PCMCIA), and the like.

[0166] The computing architecture **2300** may comprise or implement various articles of manufacture. An article of manufacture may comprise a computer-readable storage medium to store logic. Examples of a computer-readable storage medium may include any tangible media capable of storing electronic data, including volatile memory or non-volatile memory, removable or non-removable memory, erasable or non-erasable memory, writeable or re-writeable memory, and so forth. Examples of logic may include executable computer program instructions implemented using any suitable type of code, such as source code, compiled code, interpreted code, executable code, static code, dynamic code, object-oriented code, visual code, and the like. Embodiments may also be at least partly implemented as instructions contained in or on a non-transitory computer-readable medium, which may be read and executed by one or more processors to enable performance of the operations described herein.

[0167] The system memory **2306** may include various types of computer-readable storage media in the form of one or more higher speed memory units, such as read-only memory (ROM), random-access memory (RAM), dynamic RAM (DRAM), Double-Data-Rate DRAM (DDRAM), synchronous DRAM (SDRAM), static RAM (SRAM), programmable ROM (PROM), erasable programmable ROM (EPROM), electrically erasable programmable ROM (EE-

PROM), flash memory, polymer memory such as ferroelectric polymer memory, ovonic memory, phase change or ferroelectric memory, silicon-oxide-nitride-oxide-silicon (SONOS) memory, magnetic or optical cards, an array of devices such as Redundant Array of Independent Disks (RAID) drives, solid state memory devices (e.g., USB memory, solid state drives (SSD) and any other type of storage media suitable for storing information. In the illustrated embodiment shown in FIG. **23**, the system memory **2306** can include non-volatile memory **2310** and/or volatile memory **2312**. A basic input/output system (BIOS) can be stored in the non-volatile memory **2310**.

[0168] The computer **2302** may include various types of computer-readable storage media in the form of one or more lower speed memory units, including an internal (or external) hard disk drive (HDD) **2314**A and **2314**B, respectively, a magnetic floppy disk drive (FDD) **2316** to read from or write to a removable magnetic disk **2318**, and an optical disk drive **2310** to read from or write to a removable optical disk **2322** (e.g., a CD-ROM or DVD). The HDD **2314**, FDD **2316** and optical disk drive **2310** can be connected to the system bus **2308** by a HDD interface **2324**, an FDD interface **2326** and an optical drive interface **2328**, respectively. The HDD interface **2324** for external drive implementations can include at least one or both of Universal Serial Bus (USB) and IEEE 2394 interface technologies.

[0169] The drives and associated computer-readable storage media provide volatile and/or nonvolatile storage of data, data structures, computer-executable instructions, and so forth. For example, a number of program components can be stored in the drives and memory units **2310**, **2312**, including an operating system **2330**, one or more application programs **2332**, other program components **2334**, and program data **2336**. In one embodiment, the one or more application programs **2332**, other program components **2334**, and program data **2336** can include, for example, the various applications and/or components of the system **100**.

[0170] An operator can enter commands and information into the computer **2302** through one or more wire/wireless input devices, for example, a keyboard **2338** and a pointing device, such as a mouse **2340**. Other input devices may include microphones, infra-red (IR) remote controls, radio-frequency (RF) remote controls, game pads, stylus pens, card readers, dongles, finger print readers, gloves, graphics tablets, joysticks, keyboards, retina readers, touch screens (e.g., capacitive, resistive, etc.), trackballs, trackpads, sensors, styluses, and the like. These and other input devices are often connected to the processing unit **2304** through an input device interface **2342** that is coupled to the system bus **2308**, but can be connected by other interfaces such as a parallel port, IEEE 1394 serial port, a game port, a USB port, an IR interface, and so forth.

[0171] A monitor **2344** or other type of display device is also connected to the system bus **2308** via an interface, such as a video adaptor **2346**. The monitor **2344** may be internal or external to the computer **2302**. In addition to the monitor **2344**, a computer typically includes other peripheral output devices, such as speakers, printers, and so forth.

[0172] The computer **2302** may operate in a networked environment using logical connections via wire and/or wireless communications to one or more remote computers, such as a remote computer **2348**. The remote computer **2348** can be a workstation, a server computer, a router, a personal computer, portable computer, microprocessor-based entertainment appliance, a peer device or other common network node, and typically includes many or all of the elements described relative to the computer **2302**, although, for purposes of brevity, only a memory/storage device **2350** is illustrated. The logical connections depicted include wire/wireless connectivity to a local area network (LAN) **2352** and/or larger networks, for example, a wide area network (WAN) **2354**. Such LAN and WAN networking environments are commonplace in offices and companies, and facilitate enterprise-wide computer networks, such as intranets, all of which may connect to a global communications network, for example, the Internet.

[0173] When used in a LAN networking environment, the computer **2302** is connected to the LAN **2352** through a wire and/or wireless communication network interface or adaptor **2356**. The adaptor **2356** can facilitate wire and/or wireless communications to the LAN **2352**, which may also include a wireless access point disposed thereon for communicating with the wireless functionality of the adaptor **2356**.

[0174] When used in a WAN networking environment, the computer **2302** can include a modem **2358**, or is connected to a communications server on the WAN **2354**, or has other means for establishing communications over the WAN **2354**, such as by way of the Internet. The modem **2358**, which can be internal or external and a wire and/or wireless device, connects to the system bus **2308** via the input device interface **2342**. In a networked environment, program components depicted relative to the computer **2302**, or portions thereof, can be stored in the remote memory/storage device **2350**. It will be appreciated that the network connections shown are exemplary and other means of establishing a communications link between the computers can be used.

[0175] The computer **2302** is operable to communicate with wire and wireless devices or entities using the IEEE 802 family of standards, such as wireless devices operatively disposed in wireless communication (e.g., IEEE 802.11 over-the-air modulation techniques). This includes at least Wi-Fi (or Wireless Fidelity), WiMax, and Bluetooth™ wireless technologies, among others. Thus, the communication can be a predefined structure as with a conventional network or simply an ad hoc communication between at least two devices. Wi-Fi networks use radio technologies called IEEE 802.11x (a, b, g, n, etc.) to provide secure, reliable, fast wireless connectivity. A Wi-Fi network can be used to connect computers to each other, to the Internet, and to wire networks (which use IEEE 802.3-related media and functions).

[0176] FIG. **24** illustrates a block diagram of an exemplary communications architecture **2400** suitable for implementing various embodiments as previously described. The communications architecture **2400** includes various common communications elements, such as a transmitter, receiver, transceiver, radio, network interface, baseband processor, antenna, amplifiers, filters, power supplies, and so forth. The embodiments, however, are not limited to implementation by the communications architecture **2400**.

[0177] As shown in FIG. **24**, the communications architecture **2400** comprises includes one or more clients **2402** and servers **2404**. The clients **2402** may implement the client device **110**. The servers **2404** may implement any of server devices **310**, **410**, **450**, **510**. The clients **2402** and the servers **2404** are operatively connected to one or more respective client data stores **2408** and server data stores **2410** that can be

employed to store information local to the respective clients **2402** and servers **2404**, such as cookies and/or associated contextual information.

[0178] The clients **2402** and the servers **2404** may communicate information between each other using a communication framework **2406**. The communications framework **2406** may implement any well-known communications techniques and protocols. The communications framework **2406** may be implemented as a packet-switched network (e.g., public networks such as the Internet, private networks such as an enterprise intranet, and so forth), a circuit-switched network (e.g., the public switched telephone network), or a combination of a packet-switched network and a circuit-switched network (with suitable gateways and translators).

[0179] The communications framework **2406** may implement various network interfaces arranged to accept, communicate, and connect to a communications network. A network interface may be regarded as a specialized form of an input output interface. Network interfaces may employ connection protocols including without limitation direct connect, Ethernet (e.g., thick, thin, twisted pair 10/100/1000 Base T, and the like), token ring, wireless network interfaces, cellular network interfaces, IEEE 802.11a-x network interfaces, IEEE 802.16 network interfaces, IEEE 802.20 network interfaces, and the like. Further, multiple network interfaces may be used to engage with various communications network types. For example, multiple network interfaces may be employed to allow for the communication over broadcast, multicast, and unicast networks. Should processing requirements dictate a greater amount speed and capacity, distributed network controller architectures may similarly be employed to pool, load balance, and otherwise increase the communicative bandwidth required by clients **2402** and the servers **2404**. A communications network may be any one and the combination of wired and/or wireless networks including without limitation a direct interconnection, a secured custom connection, a private network (e.g., an enterprise intranet), a public network (e.g., the Internet), a Personal Area Network (PAN), a Local Area Network (LAN), a Metropolitan Area Network (MAN), an Operating Missions as Nodes on the Internet (OMNI), a Wide Area Network (WAN), a wireless network, a cellular network, and other communications networks.

[0180] Some embodiments may be described using the expression "one embodiment" or "an embodiment" along with their derivatives. These terms mean that a particular feature, structure, or characteristic described in connection with the embodiment is included in at least one embodiment. The appearances of the phrase "in one embodiment" in various places in the specification are not necessarily all referring to the same embodiment. Further, some embodiments may be described using the expression "coupled" and "connected" along with their derivatives. These terms are not necessarily intended as synonyms for each other. For example, some embodiments may be described using the terms "connected" and/or "coupled" to indicate that two or more elements are in direct physical or electrical contact with each other. The term "coupled," however, may also mean that two or more elements are not in direct contact with each other, but yet still co-operate or interact with each other.

[0181] It is emphasized that the Abstract of the Disclosure is provided to allow a reader to quickly ascertain the nature of the technical disclosure. It is submitted with the understanding that it will not be used to interpret or limit the scope or meaning of the claims. In addition, in the foregoing Detailed Description, it can be seen that various features are grouped together in a single embodiment for the purpose of streamlining the disclosure. This method of disclosure is not to be interpreted as reflecting an intention that the claimed embodiments require more features than are expressly recited in each claim. Rather, as the following claims reflect, inventive subject matter lies in less than all features of a single disclosed embodiment. Thus the following claims are hereby incorporated into the Detailed Description, with each claim standing on its own as a separate embodiment. In the appended claims, the terms "including" and "in which" are used as the plain-English equivalents of the respective terms "comprising" and "wherein," respectively. Moreover, the terms "first," "second," "third," and so forth, are used merely as labels, and are not intended to impose numerical requirements on their objects.

[0182] What has been described above includes examples of the disclosed architecture. It is, of course, not possible to describe every conceivable combination of components and/or methodologies, but one of ordinary skill in the art may recognize that many further combinations and permutations are possible. Accordingly, the novel architecture is intended to embrace all such alterations, modifications and variations that fall within the spirit and scope of the appended claims.

1. An apparatus, comprising:

one or more processor circuits; and

a subscription component operatively executing on a processor circuit to receive a topic entry from a message queue server, and to push the topic entry to a subscribed client device substantially simultaneously with the message queue server receiving the topic entry from a live data source, wherein a topic entry comprises data associated with a topic that is associated with a live event.

2. The apparatus of claim **1**, further comprising:

a communication component operatively coupled to a processor circuit to open a connection with the client device, and receive a request for a topic from the client device.

3. The apparatus of claim **2**, wherein the communication component comprises a websocket server component and listens for websocket connection from the client device.

4. The apparatus of claim **2**, the communication component further to authenticate the client device before opening the connection.

5. The apparatus of claim **1**, the subscription component further to:

receive a selection of a topic for subscription from the client device.

6. The apparatus of claim **1**, the subscription component further to:

subscribe to a requested topic at the message queue server.

7. A computer-implemented method, comprising:

opening a connection with a client device;

receiving a request for a topic from the client device; and

subscribing to the requested topic at a message queue server.

8. The computer-implemented method of claim **7**, wherein the connection is a websocket connection.

9. The computer-implemented method of claim **7**, comprising:

receiving a selection of a topic for subscription from the client device.

10. The computer-implemented method of claim **7**, wherein a topic is associated with a live event.

11. The computer-implemented method of claim **10**, wherein the live event is a sporting event and a topic entry includes information about at least one of: a play, a score, a player injury, an error, a record, a substitution, a statistic, a player, a roster, and penalty.

12. The computer-implemented method of claim **7**, comprising:

receiving a data payload of a topic entry associated with the requested topic from the message queue server; and

pushing the data payload to the client device via the connection substantially simultaneously with the message queue server receiving the topic entry from a live data source.

13. At least one computer-readable storage memory unit comprising instructions that, when executed, cause a system to:

receive a topic entry from a live data source;

sort the topic entry into one or more of a plurality of topic queues; and

push a data payload from the topic entry from a topic queue to a live data access server that has subscribed to the topic of the topic queue.

14. The computer-readable storage medium of claim **13**, wherein the topic entry comprises a topic label and a data payload including information about a live event.

15. The computer-readable storage medium of claim **14**, comprising instructions that when executed cause the system to:

parse the topic label from the topic entry;

identify a topic queue according to the topic label; and

place the data payload of the topic entry into the identified topic queue.

16. The computer-readable storage medium of claim **15**, comprising instructions that when executed cause the system to:

place the data payload into the identified topic queue substantially simultaneously with the identifying of the topic queue.

17. The computer-readable storage medium of claim **15**, wherein the live data source comprises at least one of: a live data feed and a live data entry interface receiving data entered by a data observer of a live event.

18. The computer-readable storage medium of claim **17**, wherein the live event is a sporting event and a data payload includes information about at least one of: a play, a score, a player injury, an error, a record, a substitution, a statistic, a player, a roster, and penalty.

19. A computer-implemented method, comprising:

receiving, at a live data access server, a data payload of a topic entry associated with a requested topic from a message queue server; and

pushing the data payload to a subscribed client device, via an open connection between the subscribed client device and the live data access server, substantially simultaneously with the message queue server receiving the topic entry from a live data source.

20. The computer-implemented method of claim **19**, wherein a topic is associated with a live event.

21. The computer-implemented method of claim **20**, wherein the data payload comprises information about at least one of an occurrence and a participant at the live event.

22. The computer-implemented method of claim **20**, wherein the live event is a sporting event and a topic entry includes information about at least one of: a play, a score, a player injury, an error, a record, a substitution, a statistic, a player, a roster, and penalty.

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