CLAIMS

1. A method of accessing digital media books, music or video content using a computing device in which a user accesses that digital media books, music or video content with a first condition set applied to the operation of the computing device; in which the user's computing device is, after a predetermined time period or use limit has expired, automatically migrated to accessing digital media books, music or video content with a second condition set applied to the operation of the computing device.

2. The method of Claim 1 in which the user consents to the migration to the second condition set, but substantially in advance of the process of migrating to the second condition set.

3. The method of any preceding Claim in which the user consents to the migration to the second condition set, but not as part of the process of migrating to the second condition set.

4. The method of any preceding Claim in which the user does not manually select an option to use or migrate to the second condition set at substantially the same time or as part of the same process as migrating to the second condition set.

5. The method of any preceding Claim in which the user retains access to previously accessed digital media content.

6. The method of any preceding Claim in which the user does not manually download or manually install new software in order to migrate to the second condition set.

7. The method of any preceding Claim in which the first and/or second condition set requires automatic migration to the second condition set after a predefined time period.

8. The method of any preceding Claim in which the first and/or second condition set requires migration to the second condition set after the user has used the first condition set a predefined number of times.

9. The method of any preceding Claim in which the first and/or second condition set defines a period of time during which the user is permitted to access the digital media content while the associated condition set is in use by that user.

10. The method of any preceding Claim in which the first and/or second condition set defines a specific version of a browser.

11. The method of any preceding Claim in which the first and/or second condition set defines a specific version of a media player.

12. The method of any preceding Claim in which the first and/or the second condition set defines specific security settings.

13. The method of any preceding Claim in which the first and/or the second condition set defines specific cookie access.

14. The method of any preceding Claim in which the first and/or the second condition set defines specific payment tariff levels.

15. The method of any preceding Claim in which the migration of the end-user from one condition set to another requires the migration of the user's previously accessed digital media content from one DRM system to another, the adjustment or replacement of the user's access rights or root Rights Object for the associated service or some combination thereof.

16. The method of Claim 15 in which the migration of DRM or access rights happens automatically.

17. The method of any preceding Claim in which a user is uniquely identified.

18. The method of Claim 17 in which the user is uniquely identified by one or more of: the provision of uniquely identifying payment details such as a credit or debit card, a confirmed home address, an email address, a device identifier, bank account details, a payment method linked to a device which is linked to that user, the provision of any other recognized identification data, by means of biometrical identification, a voucher obtained using a uniquely identifiable method or by any combination of such methods.

19. The method of any preceding claim in which a condition set defines any one or more of the following: capabilities, parameters, functionality, versions of computer software.

20. The method of any preceding claim in which a condition set defines any one or more of the following: access requirements for digital media content; parameters for access requirements for digital media content.

21. The method of any preceding claim in which there are multiple condition sets in addition to the first and second condition sets.

22. The method of any preceding claim in which the automatic migration to the second condition set occurs in background.

23. Computer software implemented on a computing device that enables that device to access digital media books, music or video content using the method of any preceding Claim 1 – 22.

CLAIMS

1. A method of accessing digital media content using a computing device in which a user accesses that digital media content with a first condition set applied to the operation of the computing device; in which the user's computing device is, after a predetermined time period or use limit has expired, automatically migrated to accessing digital media content with a second condition set applied to the operation of the computing device.

2. The method of Claim 1 in which the user consents to the migration to the second condition set, but substantially in advance of the process of migrating to the second condition set.

3. The method of any preceding Claim in which the user consents to the migration to the second condition set, but not as part of the process of migrating to the second condition set.

4. The method of any preceding Claim in which the user does not manually select an option to use or migrate to the second condition set at substantially the same time or as part of the same process as migrating to the second condition set.

5. The method of any preceding Claim in which the user retains access to previously accessed digital media content.

6. The method of any preceding Claim in which the user does not manually download or manually install new software in order to migrate to the second condition set.

7. The method of any preceding Claim in which the first and/or second condition set requires automatic migration to the second condition set after a predefined time period.

8. The method of any preceding Claim in which the first and/or second condition set requires migration to the second condition set after the user has used the first condition set a predefined number of times.

9. The method of any preceding Claim in which the first and/or second condition set defines a period of time during which the user is permitted to access the digital media content while the associated condition set is in use by that user.

10. The method of any preceding Claim in which the first and/or second condition set defines a specific version of a browser.

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12. The method of any preceding Claim in which the first and/or the second condition set defines specific security settings.

13. The method of any preceding Claim in which the first and/or the second condition set defines specific cookie access.

14. The method of any preceding Claim in which the first and/or the second condition set defines specific payment tariff levels.

15. The method of any preceding Claim in which the migration of the end-user from one condition set to another requires the migration of the user's previously accessed digital media content from one DRM system to another, the adjustment or replacement of the user's access rights or root Rights Object for the associated service or some combination thereof.

16. The method of Claim 15 in which the migration of DRM or access rights happens automatically.

17. The method of any preceding Claim in which a user is uniquely identified.

18. The method of Claim 17 in which the user is uniquely identified by one or more of: the provision of uniquely identifying payment details such as a credit or debit card, a confirmed home address, an email address, a device identifier, bank account details, a payment method linked to a device which is linked to that user, the provision of any other recognized identification data, by means of biometrical identification, a voucher obtained using a uniquely identifiable method or by any combination of such methods.

19. The method of any preceding claim in which a condition set defines any one or more of the following: capabilities, parameters, functionality, versions of computer software.

20. The method of any preceding claim in which a condition set defines any one or more of the following: access requirements for digital media content; parameters for access requirements for digital media content.

21. The method of any preceding claim in which there are multiple condition sets in addition to the first and second condition sets.

22. The method of any preceding claim in which the automatic migration to the second condition set occurs in background.

23. A method for automatically defining, and subsequently changing, the conditions under which an end-user may access a service by (a) defining a Condition Set of access conditions which include zero, one or more steps in which the end user is automatically migrated to another Condition Set; (b) obtaining user consent to the set of access conditions in (a); and (c) automatically enforcing the access conditions defined in the Condition Set in (a).

24. Computer software implemented on a computing device that enables that device to access digital media content using the method of any preceding Claim 1 – 23.