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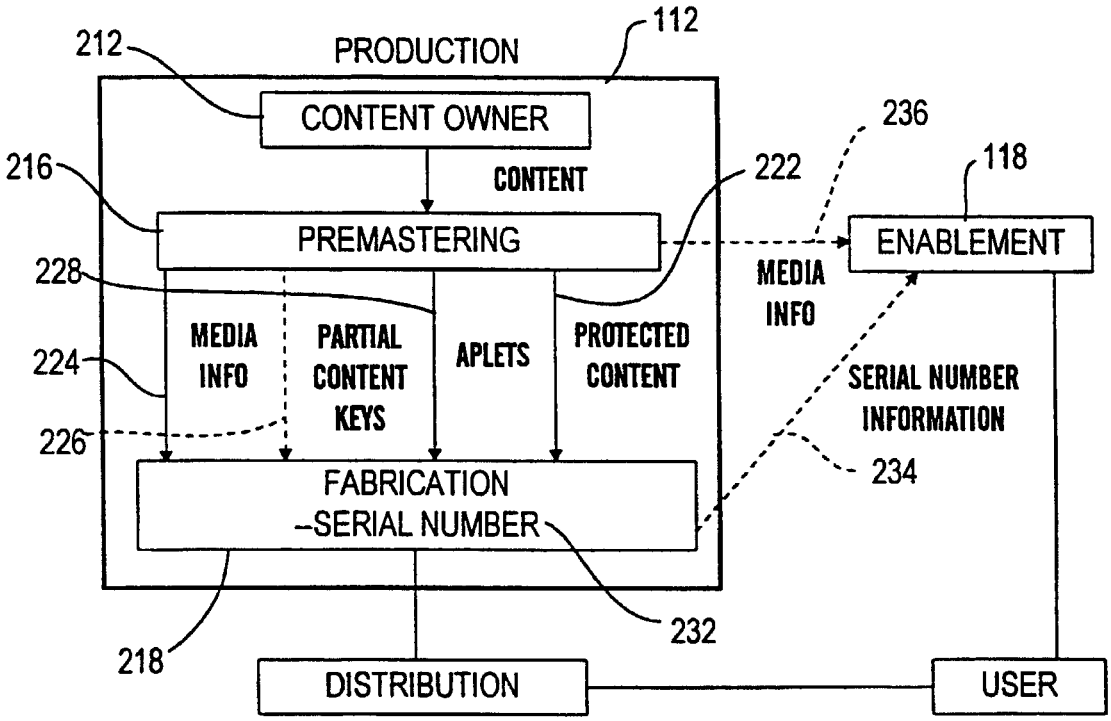
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(54) Title: FLEXIBLE CONTENT DISTRIBUTION METHOD AND APPARATUS



(57) Abstract: Protected content is distributed to users without the need for payment at the time of media distribution. Payment can be performed at a later time in response to which content may be enabled, and/or users may selectively pay for, and receive enablement of, content such that only portions of content may be accessible at a given time. Following the first enablement of content, access rights may be expanded or otherwise changed, e.g., in response to a second payment.

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