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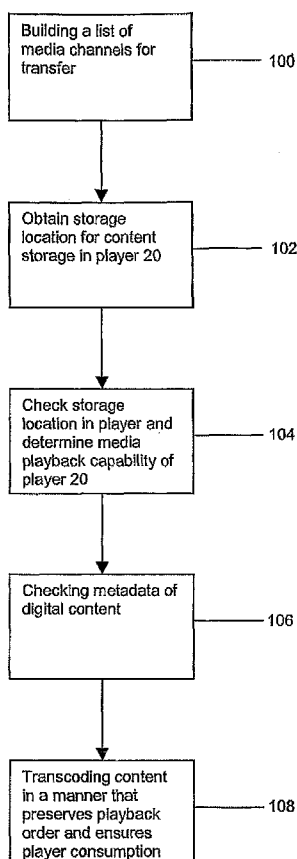
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(54) Title: A SYSTEM FOR DOWNLOADING DIGITAL CONTENT PUBLISHED IN A MEDIA CHANNEL



(57) Abstract: There is provided a system for downloading digital content to a portable media player, the digital content being published in a media channel by a content creator. The system may reside on a server accessible via the Internet. The system may comprise: a data receiver module to receive the digital content from the media channel via a communication medium; a conversion module to convert the received digital content to at least one format for consumption by the player; and a download module to copy the at least one file to the portable media player. The system may further comprise a player detection module to detect file formats compatible with the portable media player. A corresponding method is also disclosed.

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