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(54) Title: SUBSCRIBER SERVICE SELECTION OVER NON-CHANNELIZED MEDIA

(57) Abstract: In one embodiment, a method comprises receiving a request from a computing device for an address. The request is to include a unique value associated with the computing device. The method also comprises generating a username based on the unique value. The username is associated with the computing device. Additionally, the username is bound to a context within a network element. The method also comprises assigning an address to the computing device within the context. A circuit is generated between the computing device and the network element based on the address.



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