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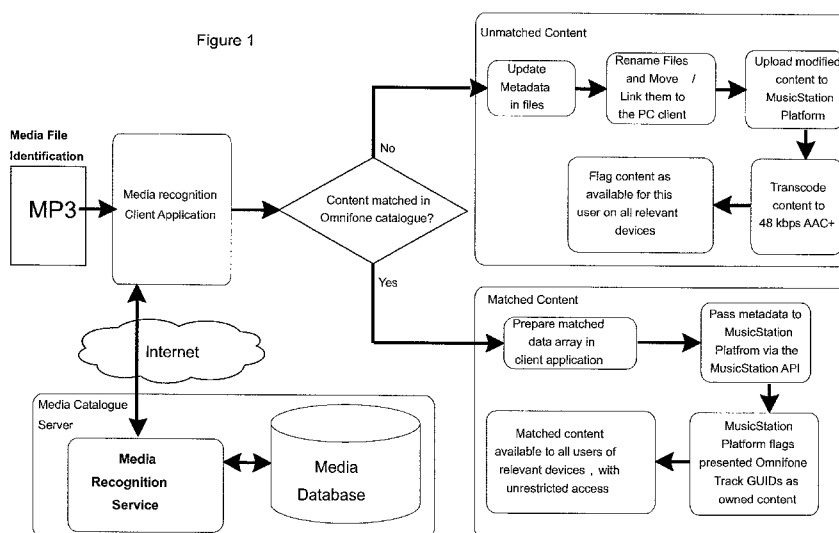
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(54) Title: METHOD OF SYNCHRONISING DIGITAL MEDIA CONTENT



(57) Abstract: Synchronising digital media content to a device is achieved using the following steps: (a) identifying a digital media collection linked to a given user; (b) analysing the content of the digital media collection to derive a "taste signature" for that user; (c) identifying, based on the "taste signature" analysis, the priority order in which media content files are to be provided to the device during a synchronisation; (d) providing one or more media content files to the device during the synchronisation.