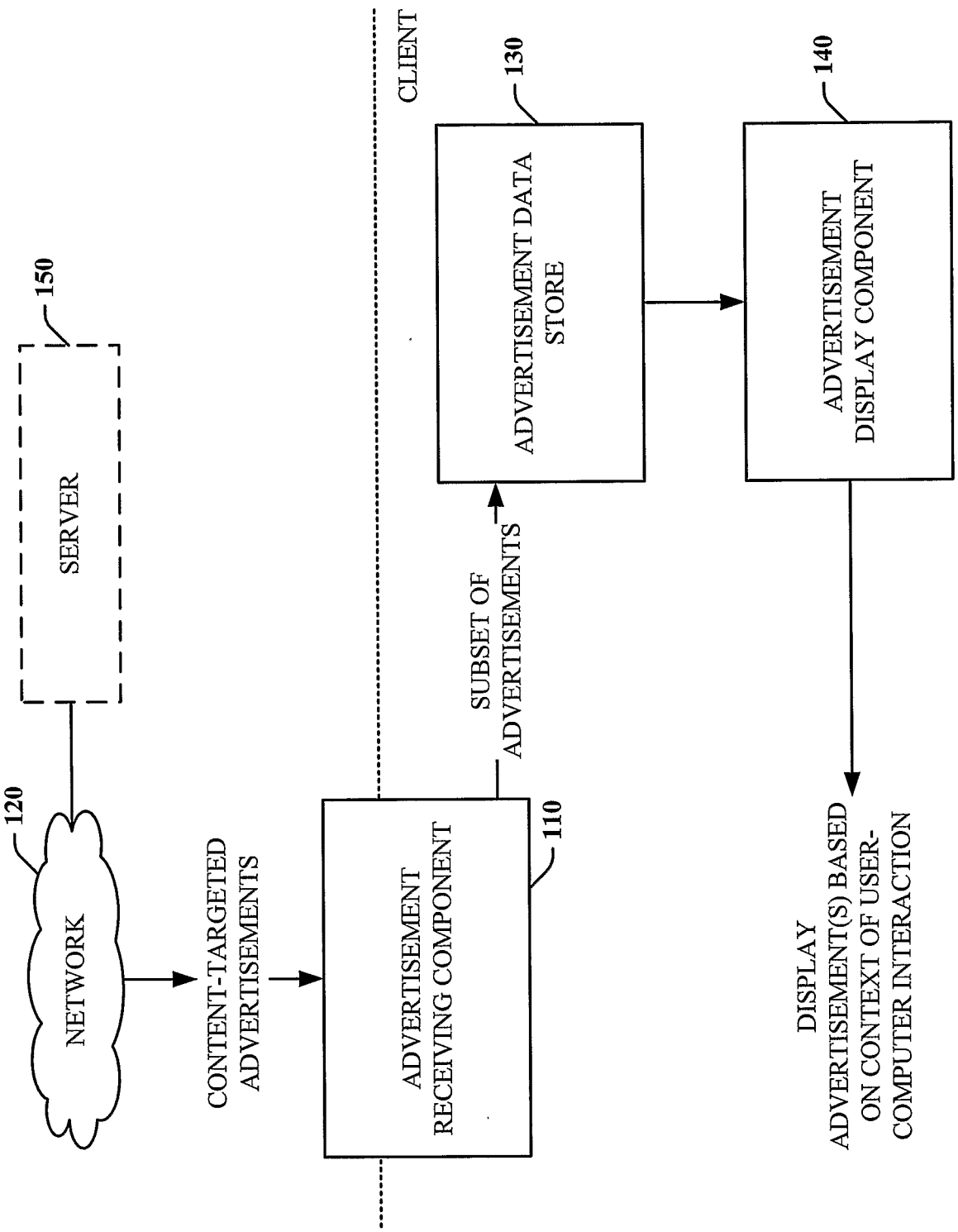

150
SERVER
120
NETWORK
CONTENT-TARGETED ADVERTISEMENTS
ADVERTISEMENT RECEIVING COMPONENT
110
CLIENT
SUBSET OF ADVERTISEMENTS
130
ADVERTISEMENT DATA STORE
140
ADVERTISEMENT DISPLAY COMPONENT
DISPLAY ADVERTISEMENT(S) BASED ON CONTEXT OF USER-COMPUTER INTERACTION

FIG. 1

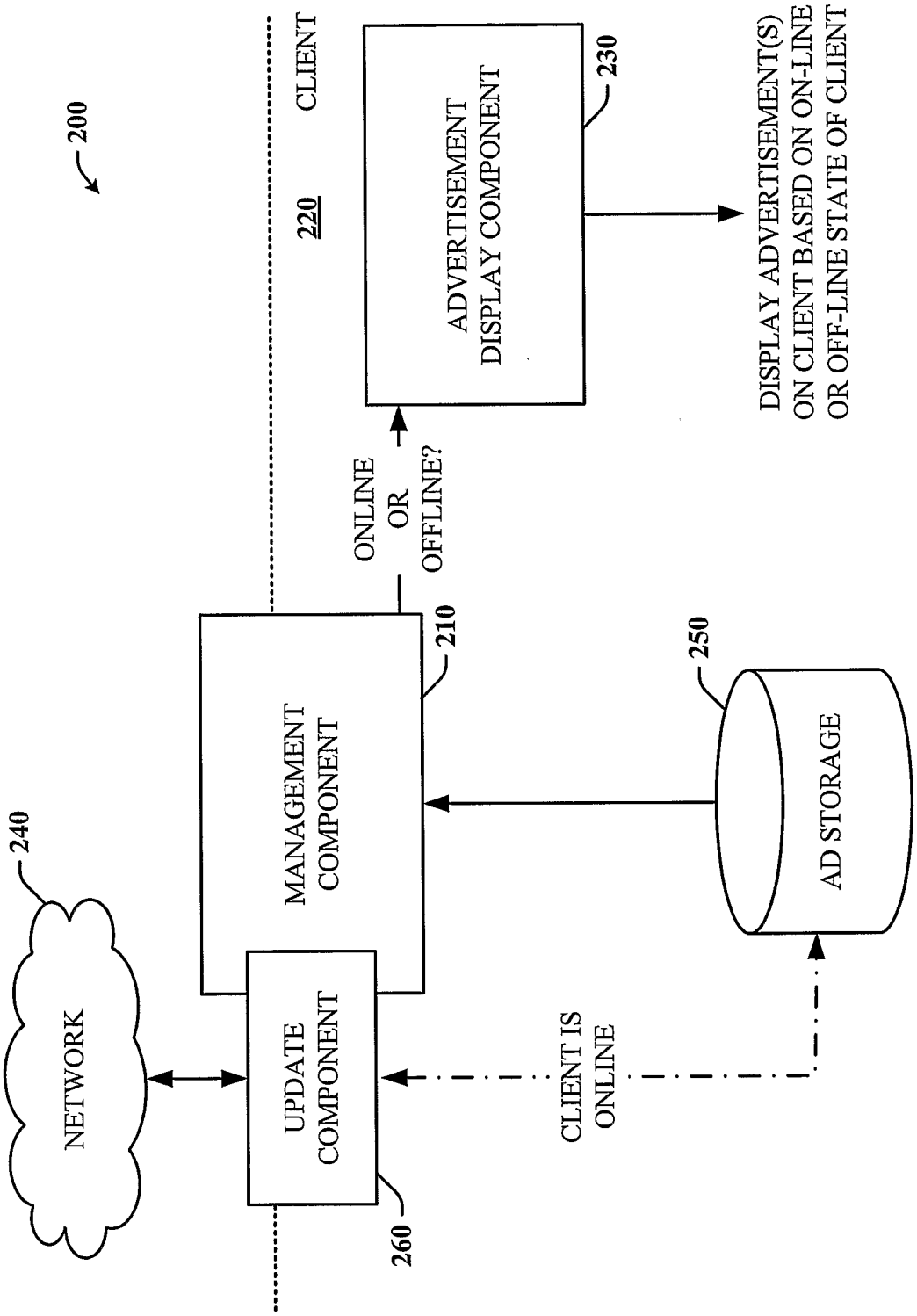

200
CLIENT
220
ADVERTISEMENT DISPLAY COMPONENT
230
DISPLAY ADVERTISEMENT(S) ON CLIENT BASED ON ON-LINE OR OFF-LINE STATE OF CLIENT
ONLINE OR OFFLINE?
MANAGEMENT COMPONENT
210
250
AD STORAGE
240
NETWORK
UPDATE COMPONENT
260
CLIENT IS ONLINE

FIG. 2

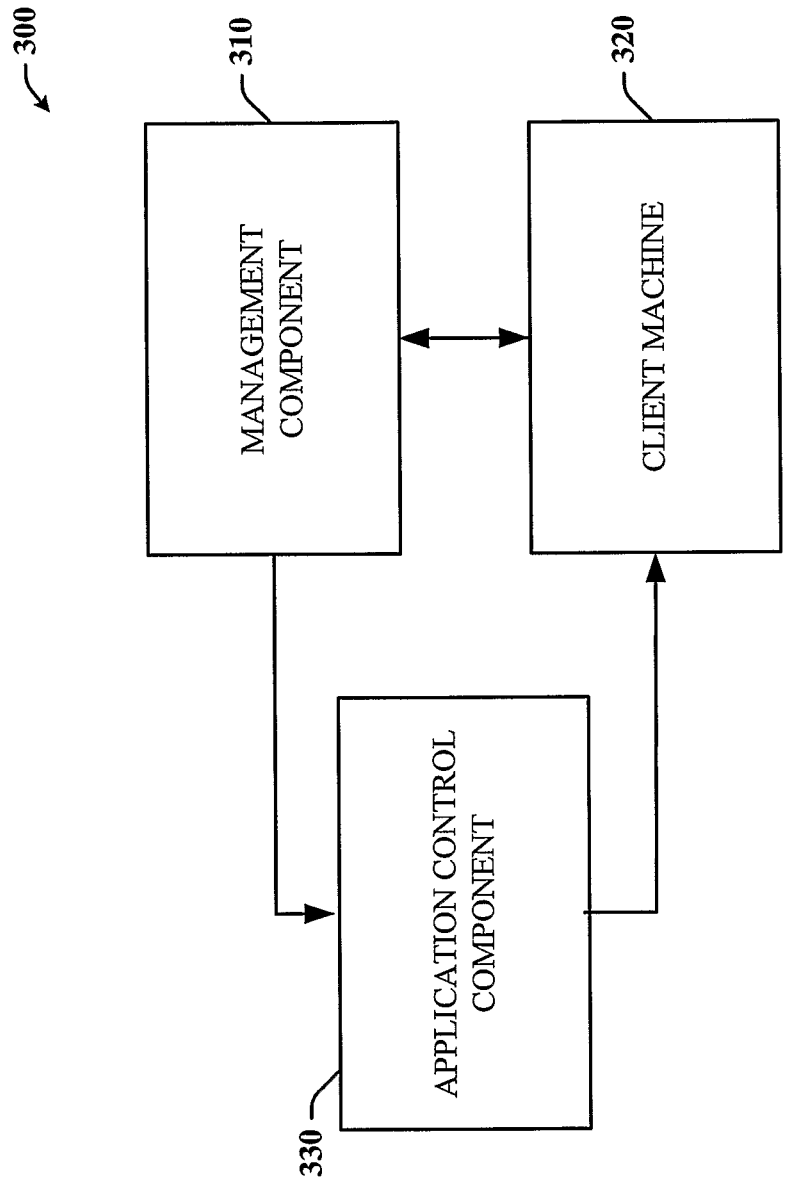

300
310
320
MANAGEMENT COMPONENT
CLIENT MACHINE
APPLICATION CONTROL COMPONENT
330

FIG. 3

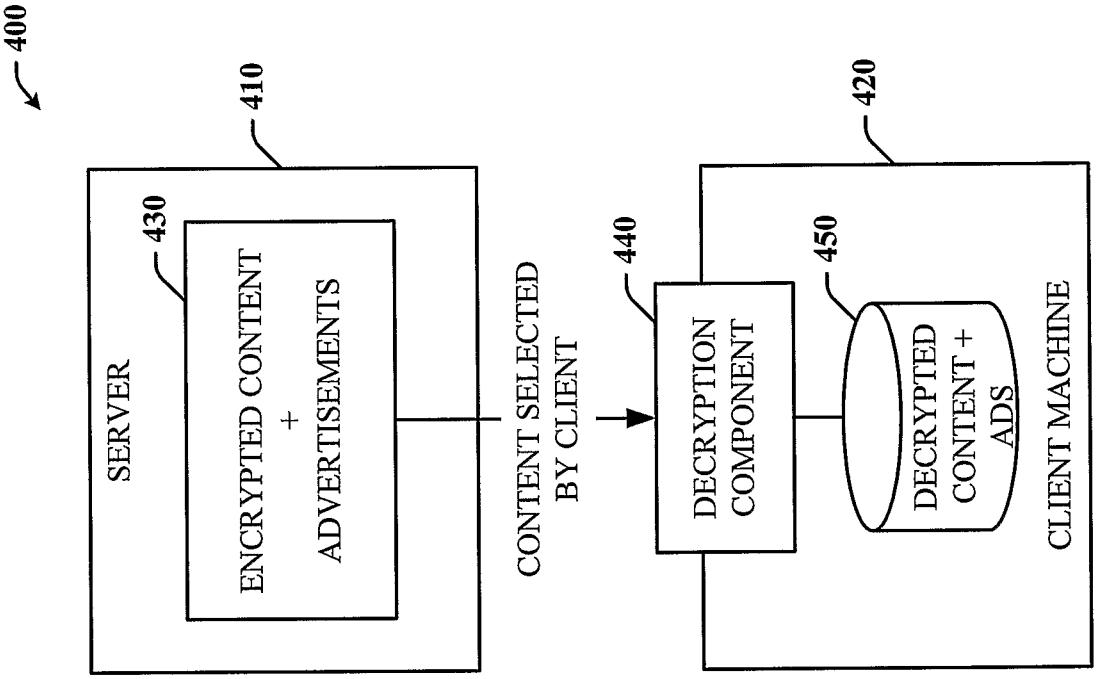

400
410
SERVER
430
ENCRYPTED CONTENT
+
ADVERTISEMENTS
CONTENT SELECTED
BY CLIENT
440
DECRYPTION
COMPONENT
420
450
DECRYPTED
CONTENT +
ADS
CLIENT MACHINE

FIG. 4

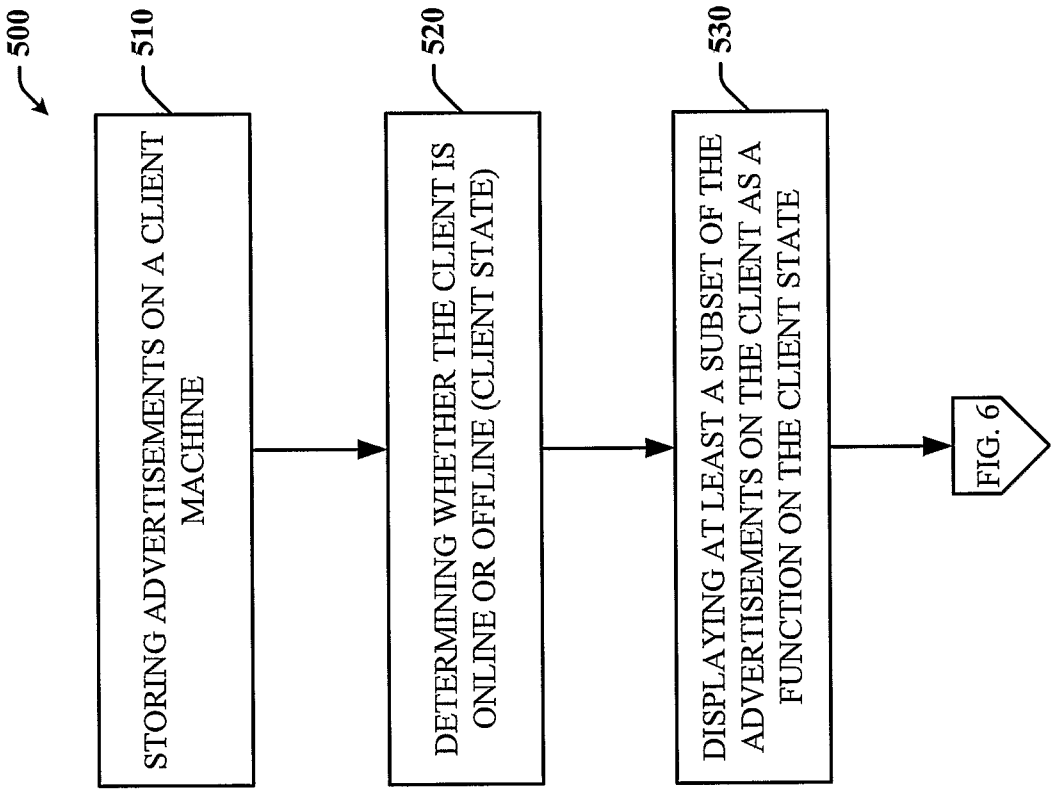

500
510
STORING ADVERTISEMENTS ON A CLIENT MACHINE
520
DETERMINING WHETHER THE CLIENT IS ONLINE OR OFFLINE (CLIENT STATE)
530
DISPLAYING AT LEAST A SUBSET OF THE ADVERTISEMENTS ON THE CLIENT AS A FUNCTION ON THE CLIENT STATE
FIG. 6

FIG. 5

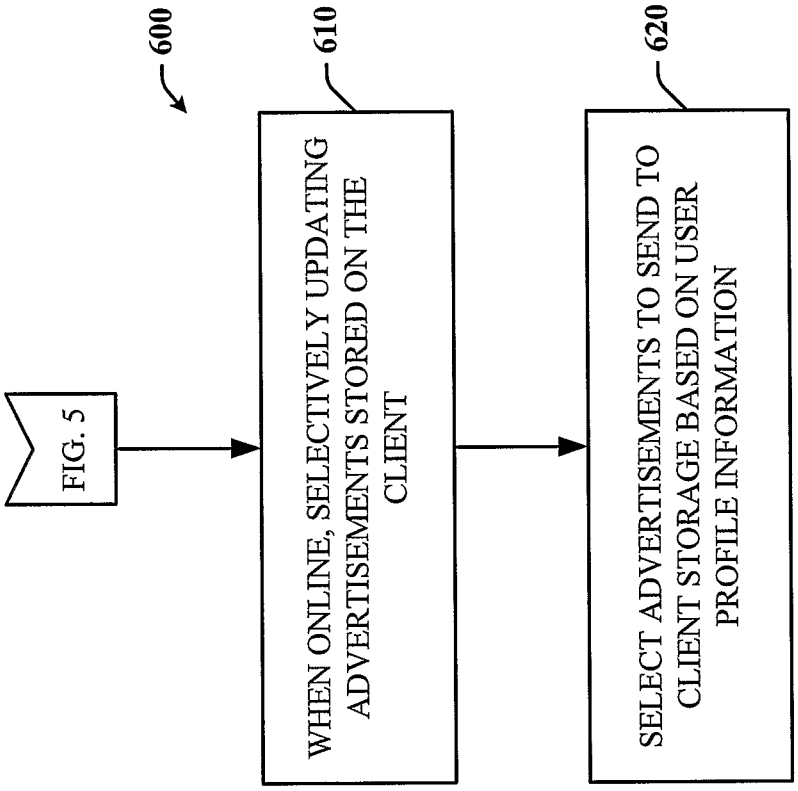

600
610
620
FIG. 5
WHEN ONLINE, SELECTIVELY UPDATING ADVERTISEMENTS STORED ON THE CLIENT
SELECT ADVERTISEMENTS TO SEND TO CLIENT STORAGE BASED ON USER PROFILE INFORMATION

FIG. 6

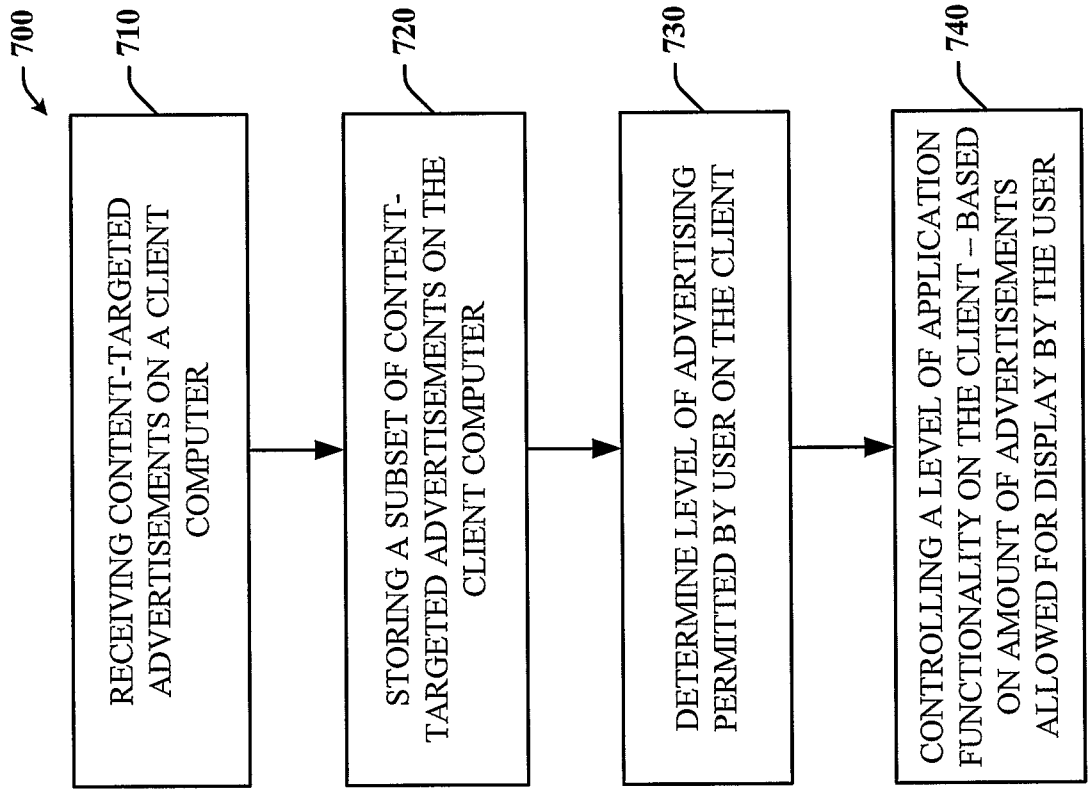

700
710
RECEIVING CONTENT-TARGETED ADVERTISEMENTS ON A CLIENT COMPUTER
720
STORING A SUBSET OF CONTENT-TARGETED ADVERTISEMENTS ON THE CLIENT COMPUTER
730
DETERMINE LEVEL OF ADVERTISING PERMITTED BY USER ON THE CLIENT
740
CONTROLLING A LEVEL OF APPLICATION FUNCTIONALITY ON THE CLIENT – BASED ON AMOUNT OF ADVERTISEMENTS ALLOWED FOR DISPLAY BY THE USER

FIG. 7

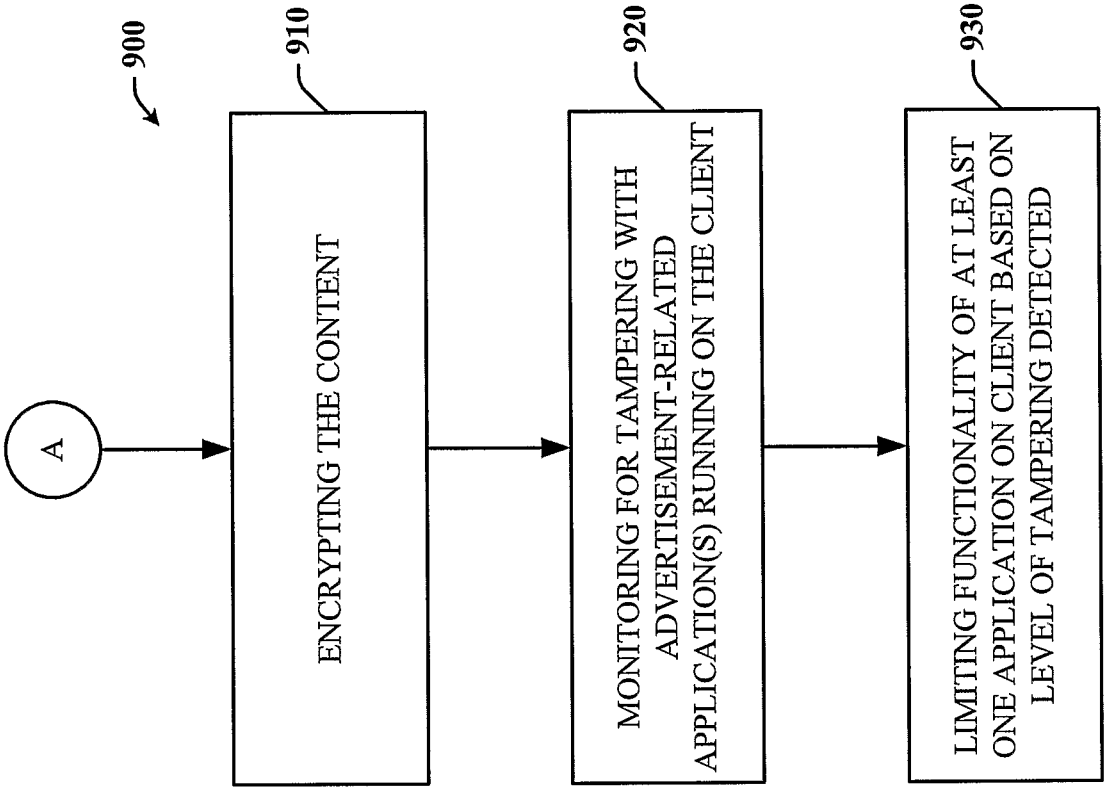

900
910
920
930
A
ENCRYPTING THE CONTENT
MONITORING FOR TAMPERING WITH ADVERTISEMENT-RELATED APPLICATION(S) RUNNING ON THE CLIENT
LIMITING FUNCTIONALITY OF AT LEAST ONE APPLICATION ON CLIENT BASED ON LEVEL OF TAMPERING DETECTED

FIG. 9

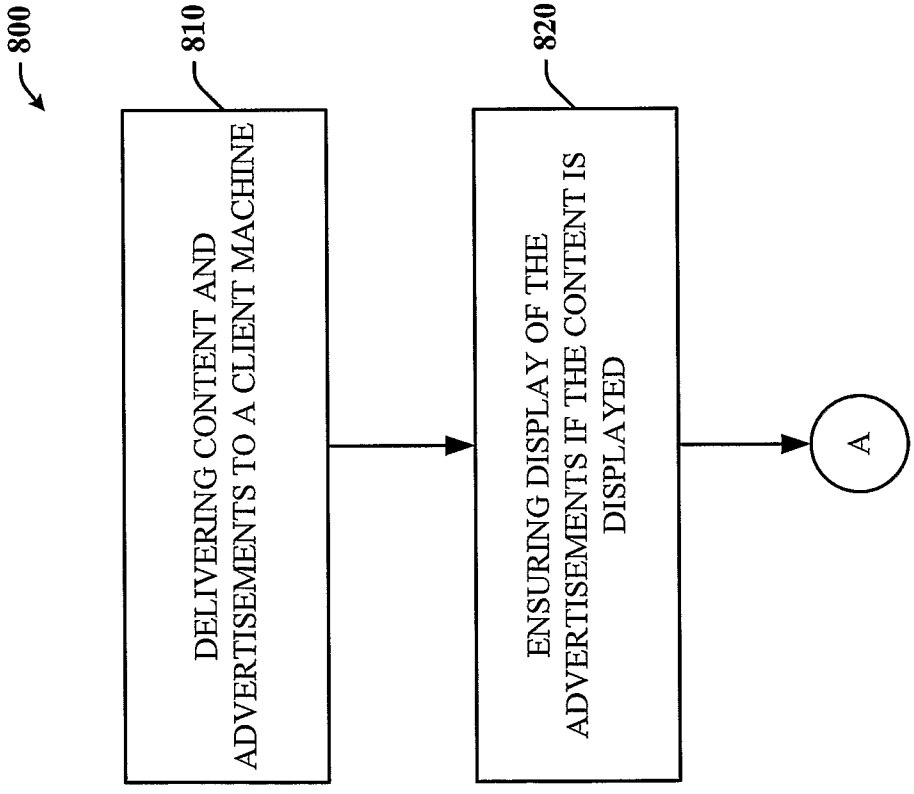

800
810
820
DELIVERING CONTENT AND ADVERTISEMENTS TO A CLIENT MACHINE
ENSURING DISPLAY OF THE ADVERTISEMENTS IF THE CONTENT IS DISPLAYED
A

FIG. 8

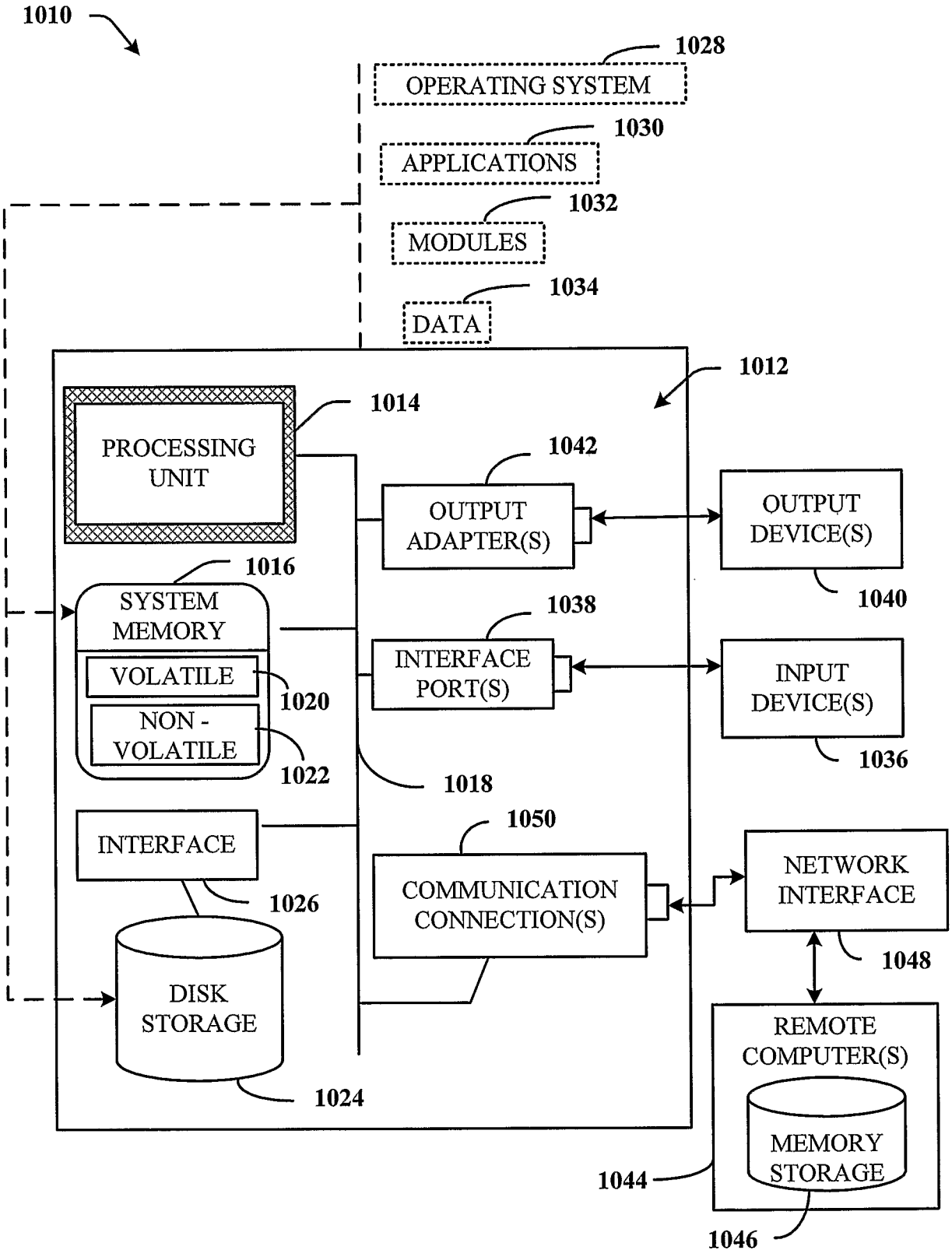

1010
1028
OPERATING SYSTEM
1030
APPLICATIONS
1032
MODULES
1034
DATA
1012
1014
PROCESSING UNIT
1042
OUTPUT ADAPTER(S)
OUTPUT DEVICE(S)
1040
1016
SYSTEM MEMORY
VOLATILE
1020
NON - VOLATILE
1022
1038
INTERFACE PORT(S)
INPUT DEVICE(S)
1036
1018
1050
INTERFACE
1026
COMMUNICATION CONNECTION(S)
NETWORK INTERFACE
1048
DISK STORAGE
1024
REMOTE COMPUTER(S)
MEMORY STORAGE
1044
1046

FIG. 10