

WHAT IS CLAIMED IS:

1. A method of securely storing a content file on a computer readable medium and playing the content file from the computer readable medium, the method comprising:
 - receiving a content file, the content file comprising control information readable by a content player and payload information including content data;
 - deconstructing the content file into at least one control information portion and at least one payload information portion;
 - separately storing the control information portion and the payload information portion;
 - wherein at least one of the portions is associated with packing data, and the packing data associated with the at least one of the portions comprises a reference to the location of the other portion.
2. The method of claim 1 wherein the computer readable medium is on an end-user device comprising a content player.
3. The method of claim 2 wherein the at least one of the control information portion and the payload information portion is stored in a part of the end user device not visible to a user in normal use.
4. The method of claim 2 or claim 3 wherein the control information portion and the payload information portion is stored in persistent RAM of the user device inaccessible by the user.
5. The method of any of claims 2 to 4 wherein the content player on the end user device is configured to play the content file by accessing reference information and reconstituting the control information portion and payload information portion into a reconstituted content file such that the reconstituted content file is delivered to the content player in real-time.
6. The method of any of claims 2 to 5 wherein the content player of the end user device is configured to deconstruct the content file into at least one control information portion and at least one payload information portion and store the at least one control information portion and the at least one payload information portion on a computer readable medium of the device after the content file has been played based on access information indicating temporary access.

7. The method of any of claims 2 to 6 wherein the content player of the end user device is configured to receive deconstructed content file portions comprising at least one control information portion and at least one payload information portion and store the at least one control information portion and the at least one payload information portion on a computer readable medium of the device after the content file has been played based on access information indicating temporary access.

8. The method of any of claims 2 to 7 wherein the player of the end user device is configured to store the reconstituted file after playing based on access information indicating non-temporary access.

9. The method of any of claims 2 to 8 wherein the content player of the end user device is configured to cause reconstitution of the control information portion and the payload information portion into a playable content file and store without playing in response to access information.

10. The method of any preceding claim wherein the content file is encoded to reduce the file size and selectively remain unsuitable for mobile distribution and playback.

11. The method of any preceding claim wherein the content file is video, audio, games, photographs, pictures, films, television, games, ringtones, ringback tones, documents, books, indexed or unindexed reading material.

12. The method of any preceding claim wherein the content file is audio in any suitable audio codec.

13. The method of any preceding claim wherein random data information is added to header information of the content file.

14. An apparatus configured to securely store a content file on a computer readable medium and play the content file from the computer readable medium, the apparatus comprising:

an ingestion module configured to receive a content file, the content file comprising control information readable by a content player and payload information including content data; and

a deconstruction module to deconstruct the content file into at least one control information portion and at least one payload information portion, and separately store the

control information portion and the payload information portion on the computer readable medium;

wherein at least one of the portions is associated with packing data, and the packing data associated with the at least one of the portions comprises a reference to the location of the other portion.

15. The apparatus of claim 14 wherein the computer readable medium is on an enduser device comprising a content player.

16. The apparatus of claim 15 wherein the at least one of the control information portion and the payload information portion is stored in a part of the end user device not visible to a user in normal use.

17. The apparatus of claim 15 or claim 16 wherein the control information portion and the payload information portion is stored in persistent RAM of the user device inaccessible by the user.

18. The apparatus of any of claims 15 to 17 wherein the content player on the end user device is configured to play the content file by accessing reference information and reconstituting the control information portion and payload information portion into a reconstituted content file such that the reconstituted content file is delivered to the content player in real-time.

19. The apparatus of any of claims 15 to 18 wherein the content player of the end user device is configured to deconstruct the content file into at least one control information portion and at least one payload information portion, and store the at least one control information portion and the at least one payload information portion on a computer readable medium of the user device after the content file has been played based on access information indicating temporary access.

20. The apparatus of any of claims 15 to 18 wherein the content player of the end user device is configured to receive deconstructed content file portions comprising at least one control information portion and at least one payload information portion and store the at least one control information portion and the at least one payload information portion on a computer readable medium of the device after the content file has been played based on access information indicating temporary access.

21. The apparatus of any of claims 18 to 20 wherein the content player of the end user device is configured to store the reconstituted content file after playing it based on access information indicating non-temporary access.
22. The apparatus of any of claims 15 to 21 wherein the content player of the end user device is configured to cause reconstitution of the control information portion and the payload information portion into a playable content file and store without playing it in response to access information.
23. The method of any of claims 14 to 22 wherein the content file is encoded to reduce the file size and selectively remain unsuitable for mobile distribution and playback.
24. The method of any of claims 14 to 23 wherein the content file is video, audio, games, photographs, pictures, films, television, games, ringtones, ringback tones, documents, books, indexed reading material, or unindexed reading material.
25. The apparatus of any of claims 14 to 24 wherein the content file is audio in any suitable audio codec.
26. The apparatus of any of claims 14 to 25 wherein random data information is added to header information of the content file.
27. An apparatus substantially as herein before described with reference to the accompanying drawings.

What is claimed is:

1. A method of securely storing a content file on a computer readable medium and playing the content file from the computer readable medium, the method comprising:
 - receiving a content file, the content file comprising control information readable by a content player and payload information including content data;
 - deconstructing the content file into at least one control information portion and at least one payload information portion;
 - separately storing the at least one control information portion and the at least one payload information portion as separate files;
 - wherein at least one of the portions is associated with packing data, and the packing data associated with the at least one of the portions comprises a reference to the location of the other portion;
 - wherein the computer readable medium is on an end user device comprising a content player;
 - wherein the content player on the end user device is configured to play the content file by accessing reference information and reconstituting the control information portion and payload information portion into a reconstituted content file such that the reconstituted content file is delivered to the content player in real-time; and
 - wherein the content player of the end user device is configured to deconstruct the content file into at least one control information portion and at least one payload information portion and store the at least one control information portion and the at least one payload information portion on a computer readable medium of the device after the content file has been played based on access information indicating temporary access.
2. The method of claim 1 wherein the at least one of the control information portion and the payload information portion is stored in a part of the end user device not visible to a user in normal use.
3. The method of claim 2 wherein the control information portion and the payload information portion is stored in persistent RAM of the user device inaccessible by the user.
4. The method of claim 1 wherein the player of the end user device is configured to store the reconstituted file after playing based on access information indicating non-temporary access.

5. The method of claim 1 wherein the content player of the end user device is configured to cause reconstitution of the control information portion and the payload information portion into a playable content file and store without playing in response to access information.
6. The method of claim 1 wherein the content file is encoded to reduce the file size and selectively remain unsuitable for mobile distribution and playback.
7. The method of claim 1 wherein the content file is video, audio, games, photographs, pictures, films, television, games, ringtones, ringback tones, documents, books, indexed or unindexed reading material.
8. The method of claim 1 wherein the content file is audio in any suitable audio codec.
9. The method of claim 1 wherein random data information is added to header information of the content file.
10. A method of securely storing a content file on a computer readable medium and playing the content file from the computer readable medium, the method comprising:
 - receiving a content file, the content file comprising control information readable by a content player and payload information including content data;
 - deconstructing the content file into at least one control information portion and at least one payload information portion;
 - separately storing the at least one control information portion and the at least one payload information portion as separate files;
 - wherein at least one of the portions is associated with packing data, and the packing data associated with the at least one of the portions comprises a reference to the location of the other portion;
 - wherein the computer readable medium is on an end user device comprising a content player;
 - wherein the content player on the end user device is configured to play the content file by accessing reference information and reconstituting the control information portion and payload information portion into a reconstituted content file such that the reconstituted content file is delivered to the content player in real-time; and
 - wherein the content player of the end user device is configured to receive deconstructed content file portions comprising at least one control information portion and at least one payload information portion and store the at least one control information portion

and the at least one payload information portion on a computer readable medium of the device after the content file has been played based on access information indicating temporary access.

11. The method of claim 10 wherein the at least one of the control information portion and the payload information portion is stored in a part of the end user device not visible to a user in normal use.

12. The method of claim 11 wherein the control information portion and the payload information portion is stored in persistent RAM of the user device inaccessible by the user.

13. The method of claim 10 wherein the player of the end user device is configured to store the reconstituted file after playing based on access information indicating non-temporary access.

14. The method of claim 10 wherein the content player of the end user device is configured to cause reconstitution of the control information portion and the payload information portion into a playable content file and store without playing in response to access information.

15. The method of claim 10 wherein the content file is encoded to reduce the file size and selectively remain unsuitable for mobile distribution and playback.

16. The method of claim 10 wherein the content file is video, audio, games, photographs, pictures, films, television, games, ringtones, ringback tones, documents, books, indexed or unindexed reading material.

17. The method of claim 10 wherein the content file is audio in any suitable audio codec.

18. The method of claim 10 wherein random data information is added to header information of the content file.

19. An apparatus configured to securely store a content file on a remote computer readable medium and play the content file from the remote computer readable medium, the apparatus comprising:
a processor; and

non-transitory computer-readable medium having computer-executable instructions for execution by the processor, the computer-executable instructions, when executed, cause the processor to:

receive a content file, the content file comprising control information readable by a content player and payload information including content data; and

deconstruct the content file into at least one control information portion and at least one payload information portion, and separately store the at least one control information portion and the at least one payload information portion as separate files on the remote computer readable medium;

wherein at least one of the portions is associated with packing data, and the packing data associated with the at least one of the portions comprises a reference to the location of the other portion;

wherein the remote computer readable medium is on an end user device comprising a content player;

wherein the content player on the end user device is configured to play the content file by accessing reference information and reconstituting the control information portion and payload information portion into a reconstituted content file such that the reconstituted content file is delivered to the content player in real-time; and

wherein the content player of the end user device is configured to deconstruct the content file into at least one control information portion and at least one payload information portion, and store the at least one control information portion and the at least one payload information portion on the remote computer readable medium of the user device after the content file has been played based on access information indicating temporary access.

20. The apparatus of claim 19 wherein the at least one of the control information portion and the payload information portion is stored in a part of the end user device not visible to a user in normal use.

21. The apparatus of claim 20 wherein the control information portion and the payload information portion is stored in persistent RAM of the user device inaccessible by the user.

22. The apparatus of claim 19 wherein the content player of the end user device is configured to store the reconstituted content file after playing it based on access information indicating non-temporary access.

23. The apparatus of claim 19 wherein the content player of the end user device is configured to cause reconstitution of the control information portion and the payload

information portion into a playable content file and store without playing it in response to access information.

24. The apparatus of claim 19 wherein the content file is encoded to reduce the file size and selectively remain unsuitable for mobile distribution and playback.

25. The apparatus of claim 19 wherein the content file is video, audio, games, photographs, pictures, films, television, games, ringtones, ringback tones, documents, books, indexed reading material, or unindexed reading material.

26. The apparatus of claim 19 wherein the content file is audio in any suitable audio codec.

27. The apparatus of claim 19 wherein random data information is added to header information of the content file.

28. An apparatus configured to securely store a content file on a remote computer readable medium and play the content file from the remote computer readable medium, the apparatus comprising:

a processor; and

non-transitory computer-readable medium having computer-executable instructions for execution by the processor, the computer-executable instructions, when executed, cause the processor to:

to receive a content file, the content file comprising control information readable by a content player and payload information including content data and

deconstruct the content file into at least one control information portion and at least one payload information portion, and separately store the at least one control information portion and the at least one payload information portion as separate files on the remote computer readable medium;

wherein at least one of the portions is associated with packing data, and the packing data associated with the at least one of the portions comprises a reference to the location of the other portion;

wherein the remote computer readable medium is on an end user device comprising a content player;

wherein the content player on the end user device is configured to play the content file by accessing reference information and reconstituting the control information portion and

payload information portion into a reconstituted content file such that the reconstituted content file is delivered to the content player in real-time; and

wherein the content player of the end user device is configured to receive deconstructed content file portions comprising at least one control information portion and at least one payload information portion and store the at least one control information portion and the at least one payload information portion on the remote computer readable medium of the device after the content file has been played based on access information indicating temporary access.

29. The apparatus of claim 28 wherein the at least one of the control information portion and the payload information portion is stored in a part of the end user device not visible to a user in normal use.

30. The apparatus of claim 29 wherein the control information portion and the payload information portion is stored in persistent RAM of the user device inaccessible by the user.

31. The apparatus of claim 28 wherein the content player of the end user device is configured to store the reconstituted content file after playing it based on access information indicating non-temporary access.

32. The apparatus of claim 28 wherein the content player of the end user device is configured to cause reconstitution of the control information portion and the payload information portion into a playable content file and store without playing it in response to access information.

33. The apparatus of claim 28 wherein the content file is encoded to reduce the file size and selectively remain unsuitable for mobile distribution and playback.

34. The apparatus of claim 28 wherein the content file is video, audio, games, photographs, pictures, films, television, games, ringtones, ringback tones, documents, books, indexed reading material, or unindexed reading material.

35. The apparatus of claim 28 wherein the content file is audio in any suitable audio codec.

36. The apparatus of claim 28 wherein random data information is added to header information of the content file.

37. A computer program product configured to securely store a content file on a remote computer readable medium and play the content file from the remote computer readable medium, the computer program product comprising:

non-transitory computer-readable medium having computer-executable instructions for execution by a processor, the computer-executable instructions, when executed, cause the processor to:

receive a content file, the content file comprising control information readable by a content player and payload information including content data; and

deconstruct the content file into at least one control information portion and at least one payload information portion, and separately store the at least one control information portion and the at least one payload information portion as separate files on the remote computer readable medium;

wherein at least one of the portions is associated with packing data, and the packing data associated with the at least one of the portions comprises a reference to the location of the other portion;

wherein the remote computer readable medium is on an end user device comprising a content player;

wherein the content player on the end user device is configured to play the content file by accessing reference information and reconstituting the control information portion and payload information portion into a reconstituted content file such that the reconstituted content file is delivered to the content player in real-time; and

wherein the content player of the end user device is configured to deconstruct the content file into at least one control information portion and at least one payload information portion, and store the at least one control information portion and the at least one payload information portion on the remote computer readable medium of the user device after the content file has been played based on access information indicating temporary access.

38. A computer program product configured to securely store a content file on a remote computer readable medium and play the content file from the remote computer readable medium, the computer program product comprising:

non-transitory computer-readable medium having computer-executable instructions for execution by a processor, the computer-executable instructions, when executed, cause the processor to:

receive a content file, the content file comprising control information readable by a content player and payload information including content data; and

deconstruct the content file into at least one control information portion and at least one payload information portion, and separately store the at least one control information portion and the at least one payload information portion as separate files on the remote computer readable medium;

wherein at least one of the portions is associated with packing data, and the packing data associated with the at least one of the portions comprises a reference to the location of the other portion;

wherein the remote computer readable medium is on an end user device comprising a content player;

wherein the content player on the end user device is configured to play the content file by accessing reference information and reconstituting the control information portion and payload information portion into a reconstituted content file such that the reconstituted content file is delivered to the content player in real-time; and

wherein the content player of the end user device is configured to receive deconstructed content file portions comprising at least one control information portion and at least one payload information portion and store the at least one control information portion and the at least one payload information portion on the remote computer readable medium of the device after the content file has been played based on access information indicating temporary access.