an activity profile server adapted to be in data communication with each network node, the activity profile server adapted to monitor the activity level of each network node and inform each network node on the congestion level of an adjacent network node based on a historical utilization rate of each network node from a network management system or the non-peak usage times based on tracked revenue activities; the activity profile server further adapted to monitor the activity level on the recipient device so as to determine a suitable delivery time of the electronic content to the recipient device;

wherein each network node is adapted, on receiving the information on congestion level to store electronic content if the adjacent network node is congested and forward the electronic content to the adjacent network node if the adjacent network node is not congested.

Comprises/comprising and grammatical variations thereof when used in this specification are to be taken to specify the presence of stated features, integers, steps or components or groups thereof, but do not preclude the presence or addition of one or more other features, integers, steps, components or groups thereof.

The present invention further provides a method of routing electronic content to a recipient device within a network having a plurality of network nodes comprising receiving at a network node electronic content from a source;
monitoring the activity level of each network node based on a historical utilization rate of each network node from a network management system or the non-peak usage times based on tracked revenue activities;
monitoring the activity level on the recipient device so as to determine a suitable delivery time of the electronic content to the recipient device;
informing each network node on the congestion level of the adjacent network node; and
storing the received electronic content if an adjacent network node is congested and forwarding the electronic content to the adjacent network node if the adjacent network node is not congested.

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