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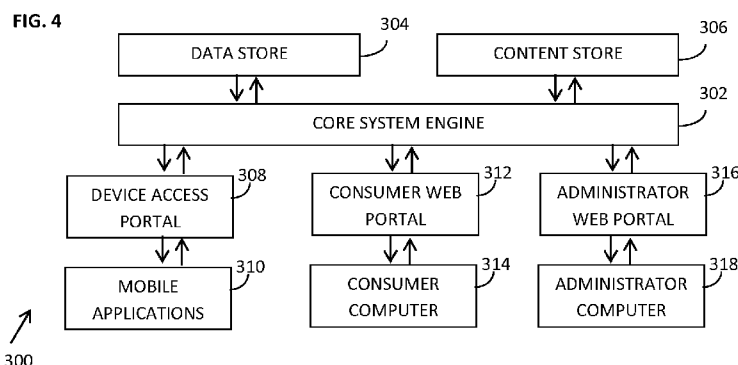
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(54) Title: DIGITAL MEDIA CONTENT MANAGEMENT APPARATUS AND METHOD



(57) **Abstract:** A digital media content management apparatus and method for securely storing a content file on a computer readable medium and playing the content file from the computer readable medium is disclosed. The content file comprises control information readable by a content player and payload information including content data. The content file is deconstructed into at least one control information portion and at least one payload information portion being undetectable to a content player of a user device. The control information portion and the payload information portion are separately stored, and at least one of the portions is associated with packing data, and the packing data associated with at least one of the portions comprises a reference to the location of the other portion.