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- (54) **Title:** METHOD, APPARATUS AND SYSTEM FOR ASSOCIATING DIFFERENT INSTANCES OF USER ENGAGEMENT WITH A CONTENT PROVIDER

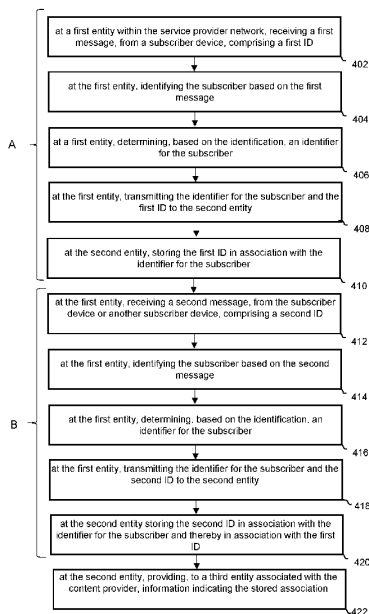


FIG. 4

(57) **Abstract:** A method comprises, for a first instance of user engagement with a content provider, and at a first entity within a service provider network, receiving a first message comprising a first ID associated with the provision of content from the content provider; identifying the subscriber and determining an identifier for the subscriber; and transmitting the identifier for the subscriber and the first ID to a second entity. The first ID is stored in association with the identifier for the subscriber. This is repeated for a second instance based on the receipt of a second message comprising a second ID from the or another subscriber device of the subscriber. The second ID is stored with the subscriber identifier and thereby with the first ID. Information indicating the stored association is provided to the content provider, thereby to allow the content provider to associate the first instance with the second instance.