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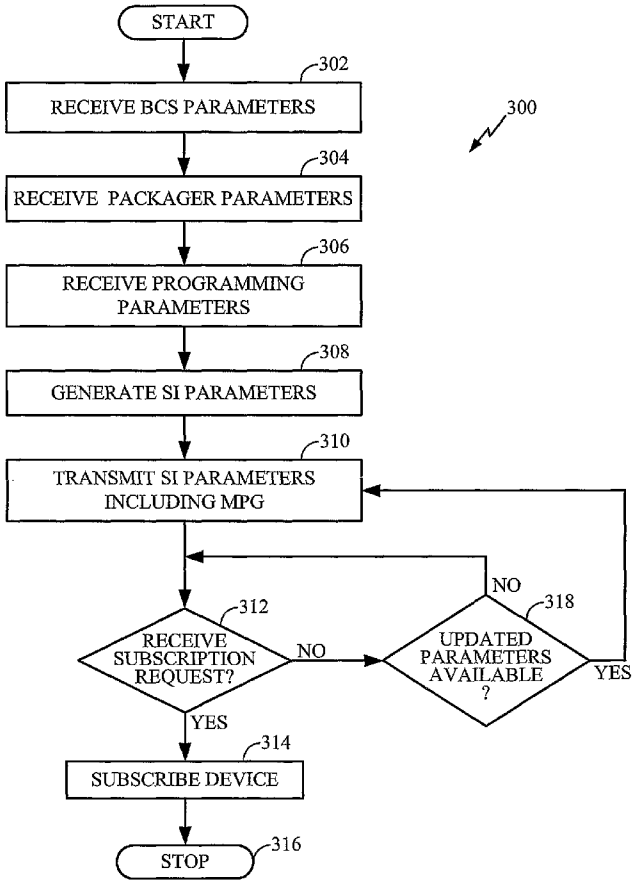
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(54) Title: METHODS AND APPARATUS FOR DISTRIBUTING CONTENT TO SUPPORT MULTIPLE CUSTOMER SERVICE ENTITIES AND CONTENT PACKAGERS



(57) Abstract: System for distributing content to support multiple customer service entities and content packagers. A method is provided for distributing content. The method comprises receiving BCS parameters that identify one or more content packagers that are associated with one or more BCS providers. The method also includes receiving packager parameters that describe one or more packages associated with the one or more content packagers. The method also includes generating system information that comprises the BCS parameters and the packager parameters, and transmitting the system information.

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