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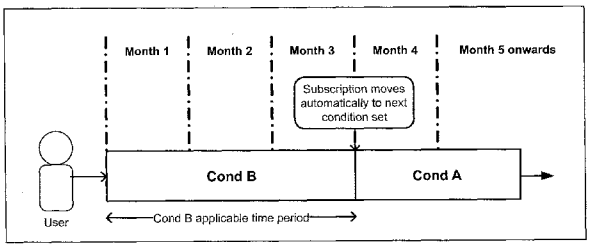
(54) **Title**: METHOD OF ACCESSING DIGITAL MEDIA CONTENT

Figure 1



(57) **Abstract**: The invention permits a user to be given access to digital media content on one set of conditions, for a limited time period made known to the consumer, but then automatically forces migration to a different set of conditions to retain access to digital media content already listened to and to gain access to new digital media content, without the consumer having to manually download or install new software or in some other manner interact in a manner that will lessen the chance of the consumer embracing or accepting the migration.

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