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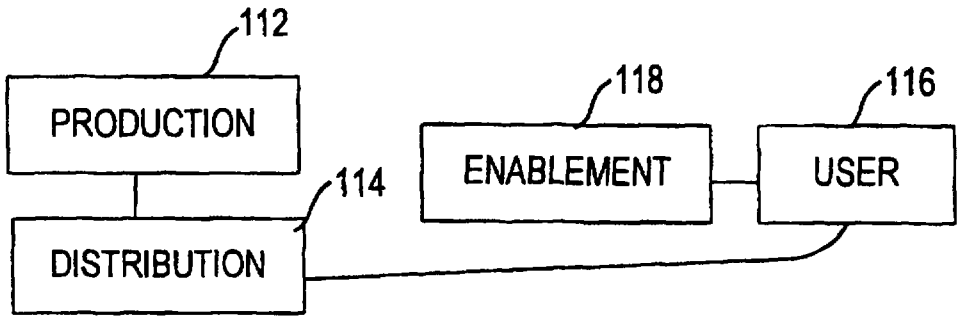
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(54) Title: CONTENT DISTRIBUTION METHOD AND APPARATUS



(57) Abstract: Media which stores protected content, is distributed (114) to users (116) without need for payment at the time of the media distribution. Payment can be performed at a later time in response to which content may be enabled (118), and/or users may selectively pay for, and receive enablement of, content such that only portions of content on given media may be accessible at a given time. Following the first enablement of content, access rights may be expanded or otherwise changed, e.g., in response to a second payment.

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