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(54) **Title**: DISTRIBUTION BACKBONE

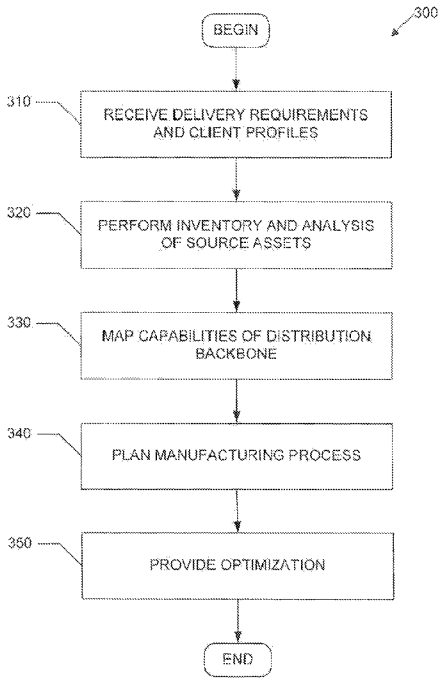


FIG. 3

(57) **Abstract**: Digitally distributing media content using a distribution backbone system, including: receiving a request for media content from a client, the request including a client profile; performing inventory and analysis of source assets by iteratively progressing through the client profile to create output; performing a capability mapping in which a series of rules that allow the source assets to be mapped to the client profile; and planning a manufacturing process, which determines work items and execution steps from capabilities mapped in response to the request for media content from the client.

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