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(54) **STORAGE AND DELIVERY OF ELECTRONIC MEDIA CONTENT WITH ADVERTISING**

(57) **ABSTRACT**

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A method and device for electronically providing electronic media content and advertising content includes a media player and electronic media content from an electronic media content provider. The media player is electronically provided with the electronic media content via a first method of transmission. The media player is also electronically provided with advertising content, from an advertising content provider, via a second method of transmission. If necessary, the electronic media content is decrypted by the media player prior to the electronic media content being provided to the user. The media player electronically determines when advertising is to be played on the media player. Additionally, according to an embodiment, when the media player is disconnected from the first method of transmission, and the media player ceases to receive electronic media content via the first method of transmission, the media player is electronically provided with advertising content via the second method of transmission.

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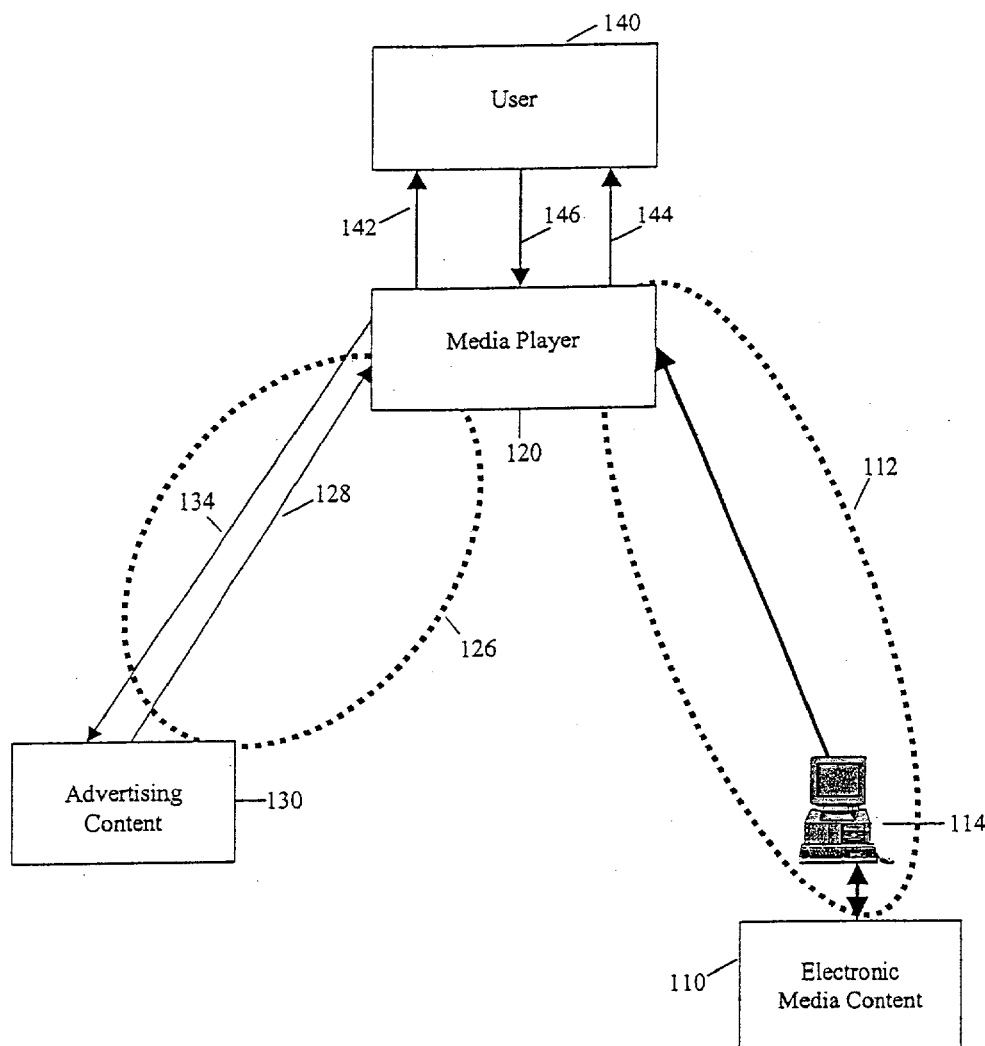


FIGURE 1A

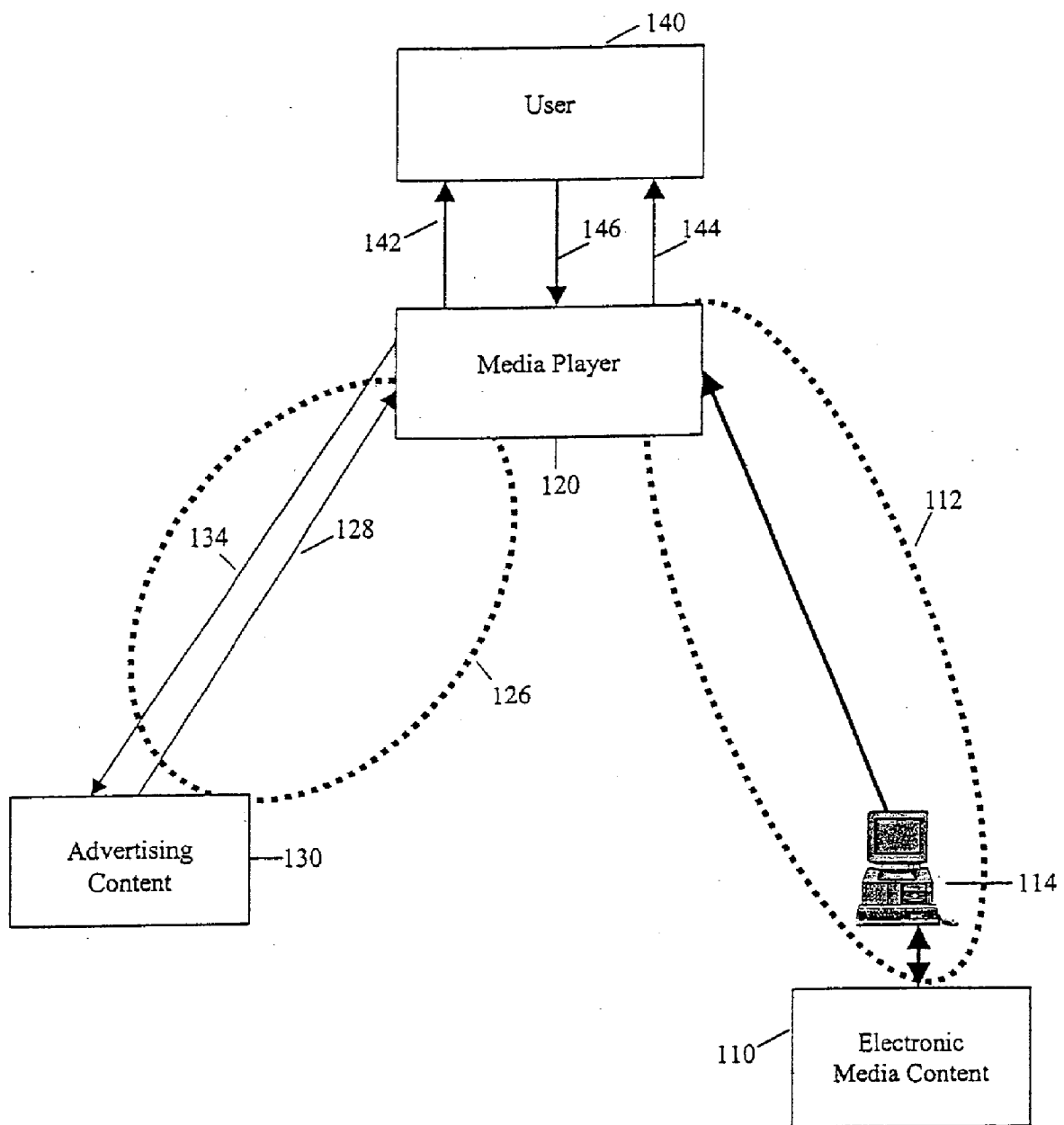
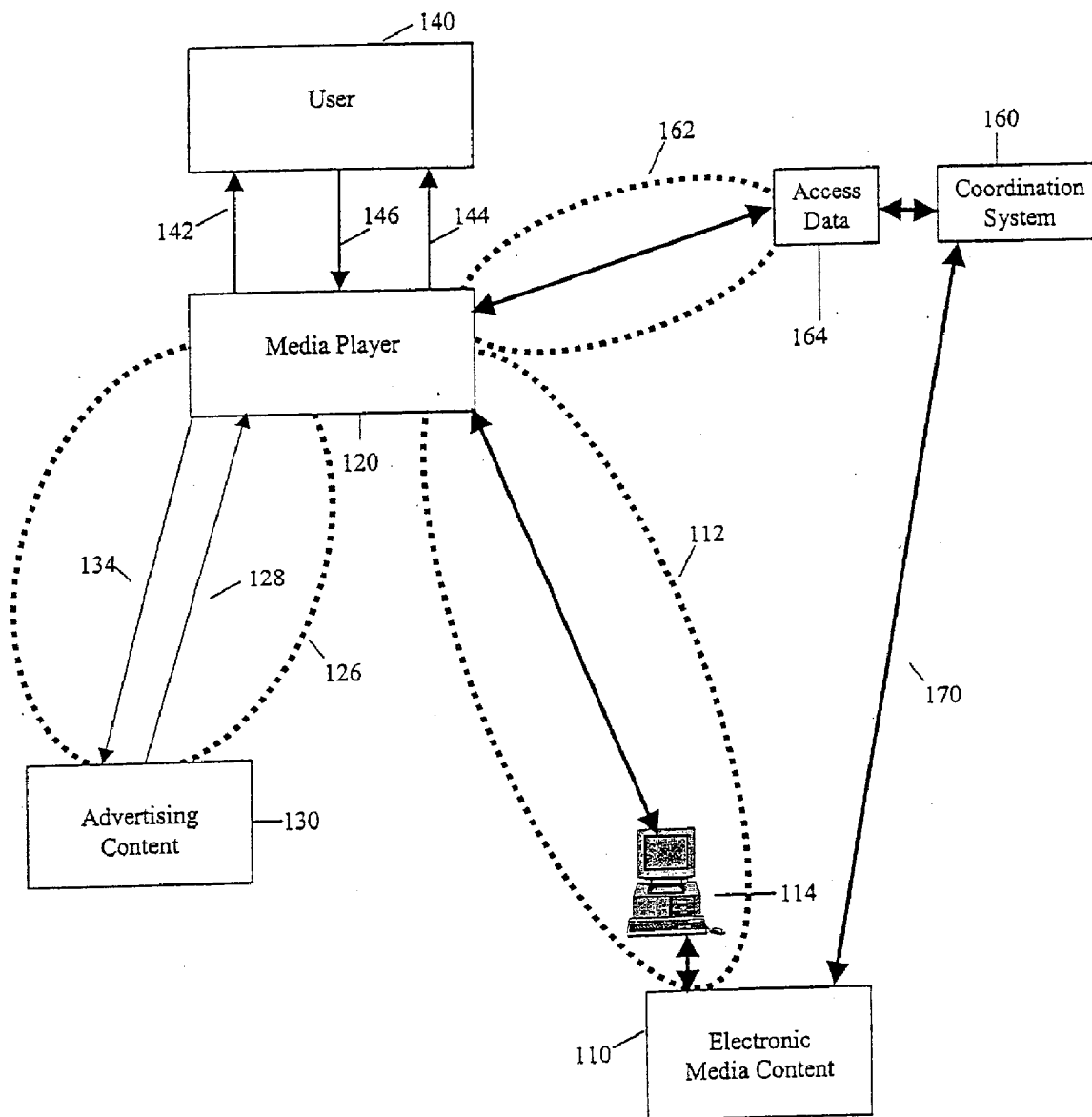


FIGURE 1B



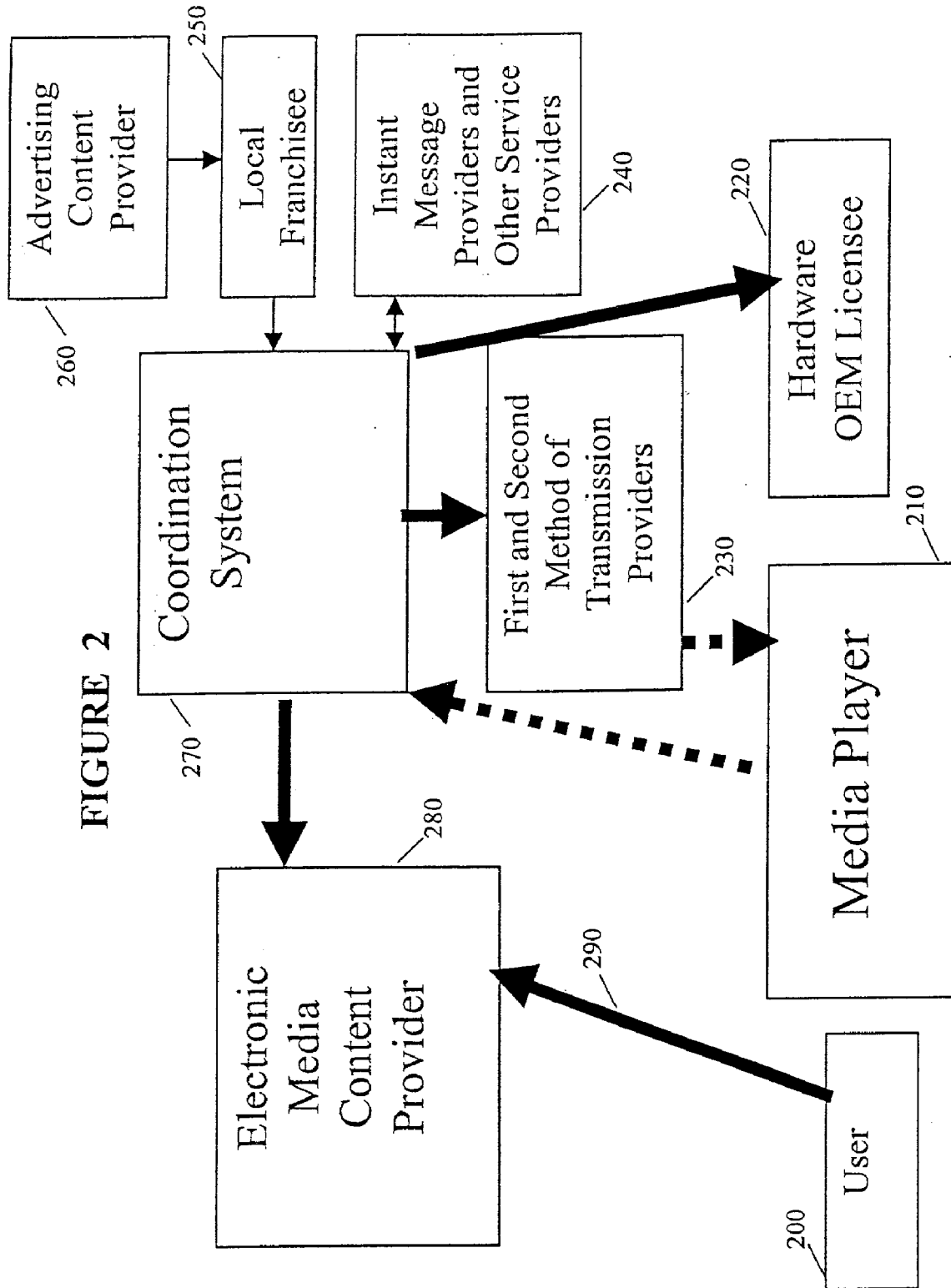


FIGURE 2

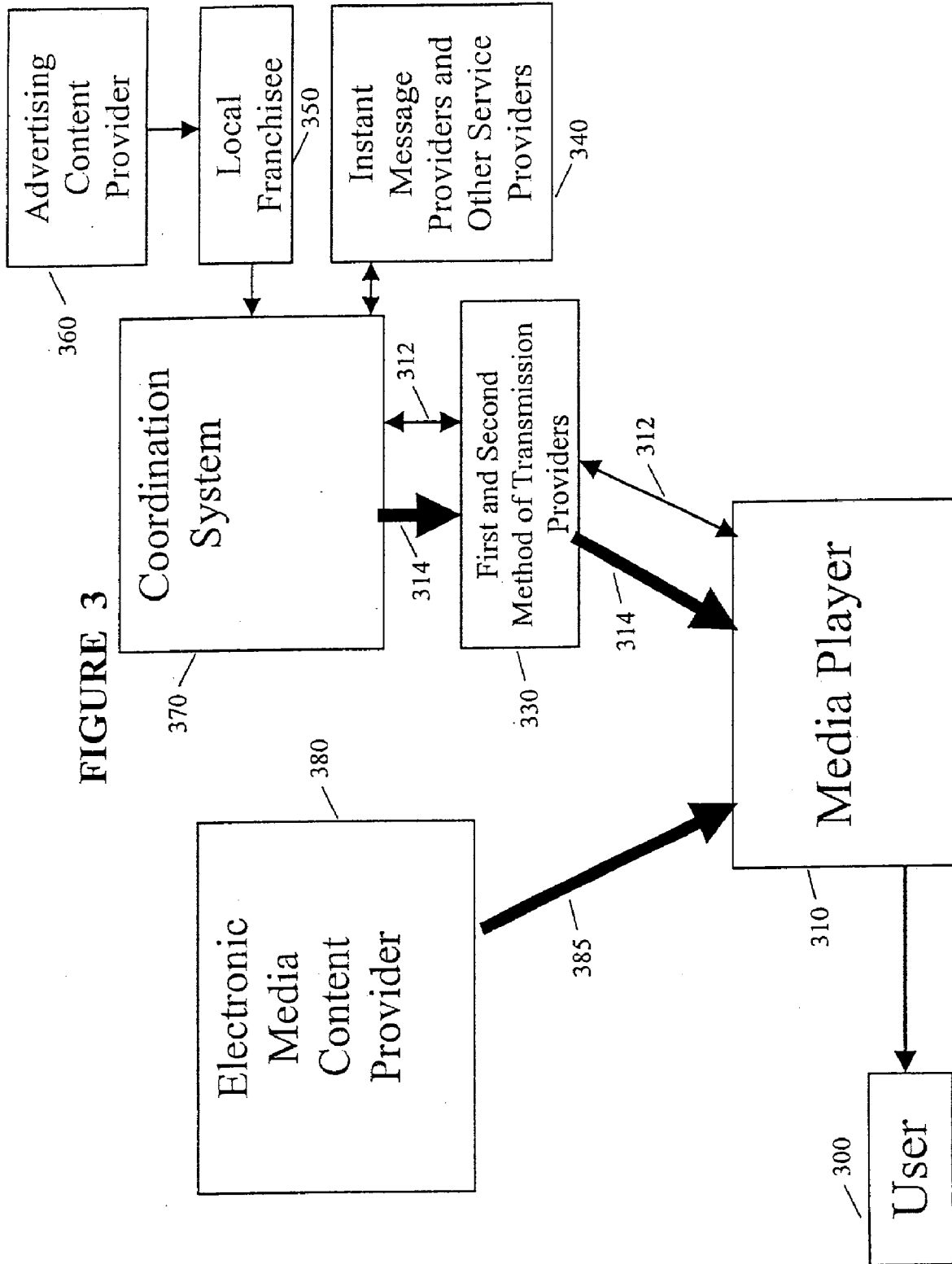


FIGURE 3

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