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(54) **SYSTEM AND METHOD FOR
COMMUNICATING MEDIA CONTENT**

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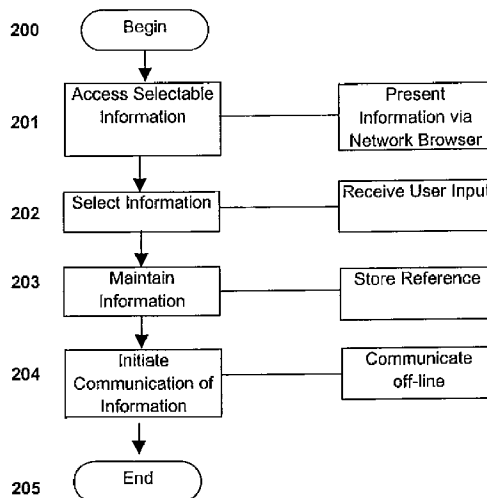
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(57) **ABSTRACT**

A method for targeted advertising is disclosed. The method includes accessing at least one piece of demographic information associated with a user of a portable device, selecting an advertisement to be delivered to the user based at least in part on the demographic information, and initiating communication of a version of the advertisement configured for presentation at the portable device.

19 Claims, 9 Drawing Sheets



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