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Chatani et al.

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(54) **METHOD AND SYSTEM FOR ENABLING OPTIONAL CUSTOMER ELECTION OF AUXILIARY CONTENT PROVIDED ON DETACHABLE LOCAL STORAGE MEDIA DURING ACCESS OF PRIMARY CONTENT OVER A NETWORK AND FOR COLLECTING DATA CONCERNING VIEWED AUXILIARY CONTENT**

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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **09/452,811**

(22) Filed: **Dec. 2, 1999**

(51) **Int. Cl.**
G96F 15/16 (2006.01)

(52) **U.S. Cl.** **709/229**; 705/14

(58) **Field of Classification Search** 709/217–219, 709/201, 203, 229; 705/14, 50, 51–56; 463/40
See application file for complete search history.

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(57) **ABSTRACT**

Interactive or non-interactive primary content for which value is expected to be paid, is maintained in a contents database and accessed from a server station over a network. A customer database containing identifying information about persons accessing the system is maintained on the server side. When the customer accesses the server system over a network, the desired primary content is downloaded into the game console together with accessing identifying information about the client from the customer database. On the basis of the identifying information, auxiliary content, such as advertisements, is triggered for playback in the game console. Information concerning viewing of the auxiliary content is recorded and uploaded to the server. The playback record of the auxiliary content is used as a basis for billing the client and advertisers for valuable content. The auxiliary content is provided on a detachable storage medium such as a CD-ROM or a DVD.

32 Claims, 6 Drawing Sheets

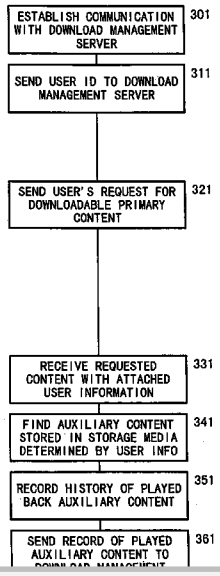

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FIG. 1

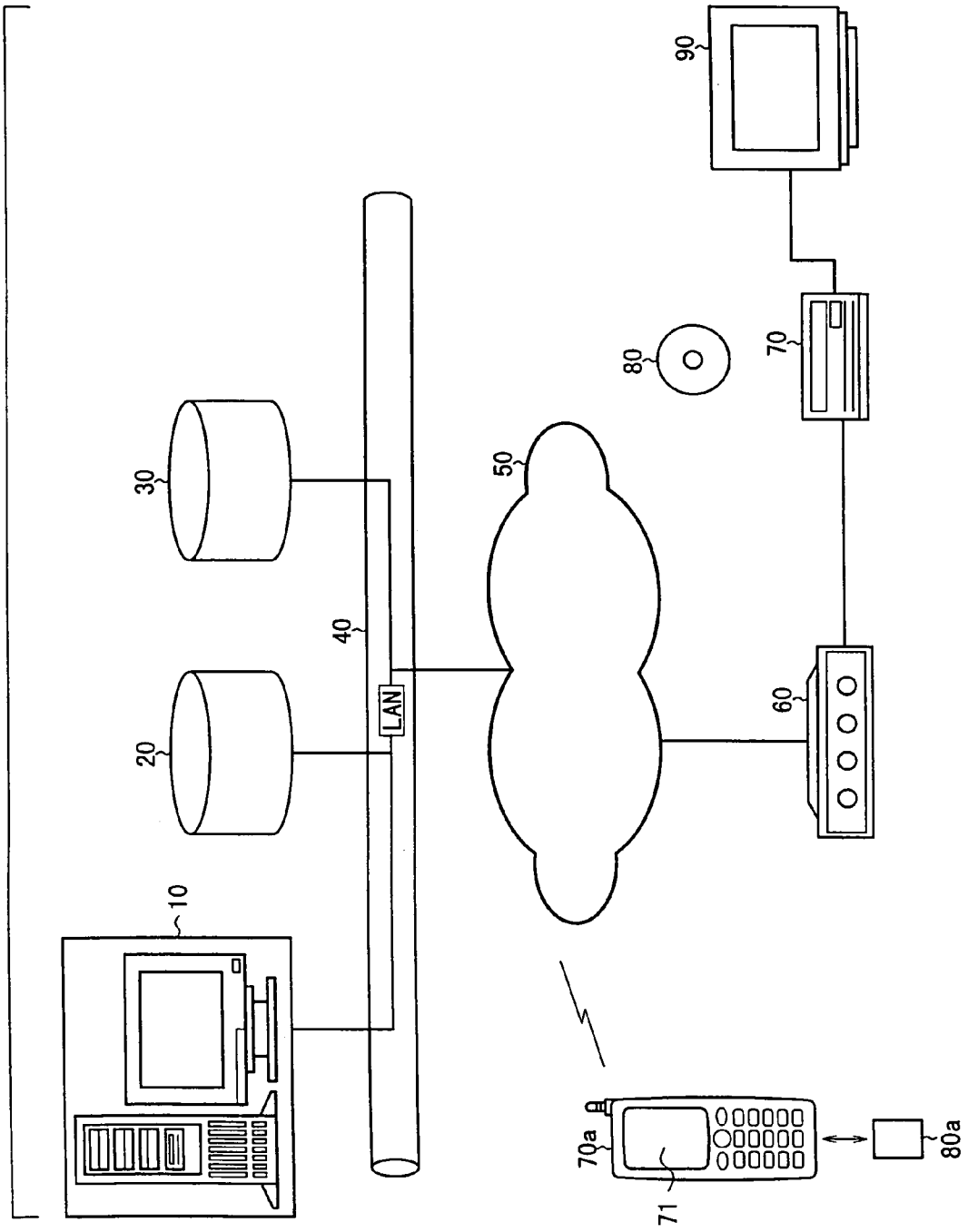

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FIG. 2

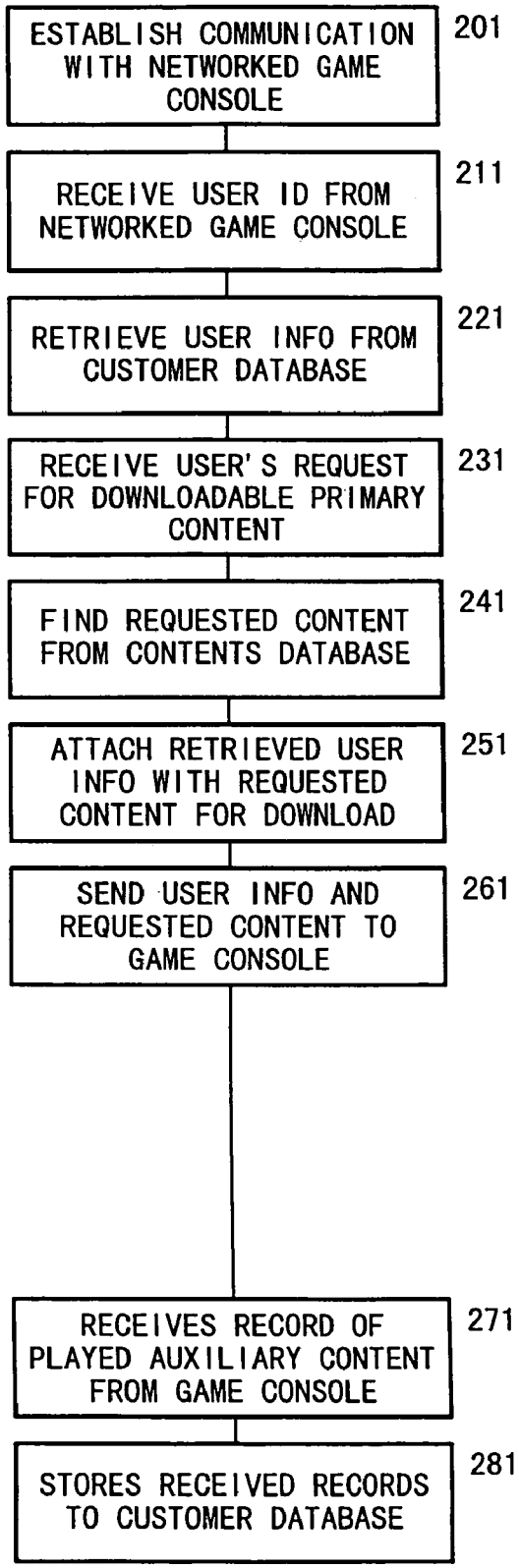

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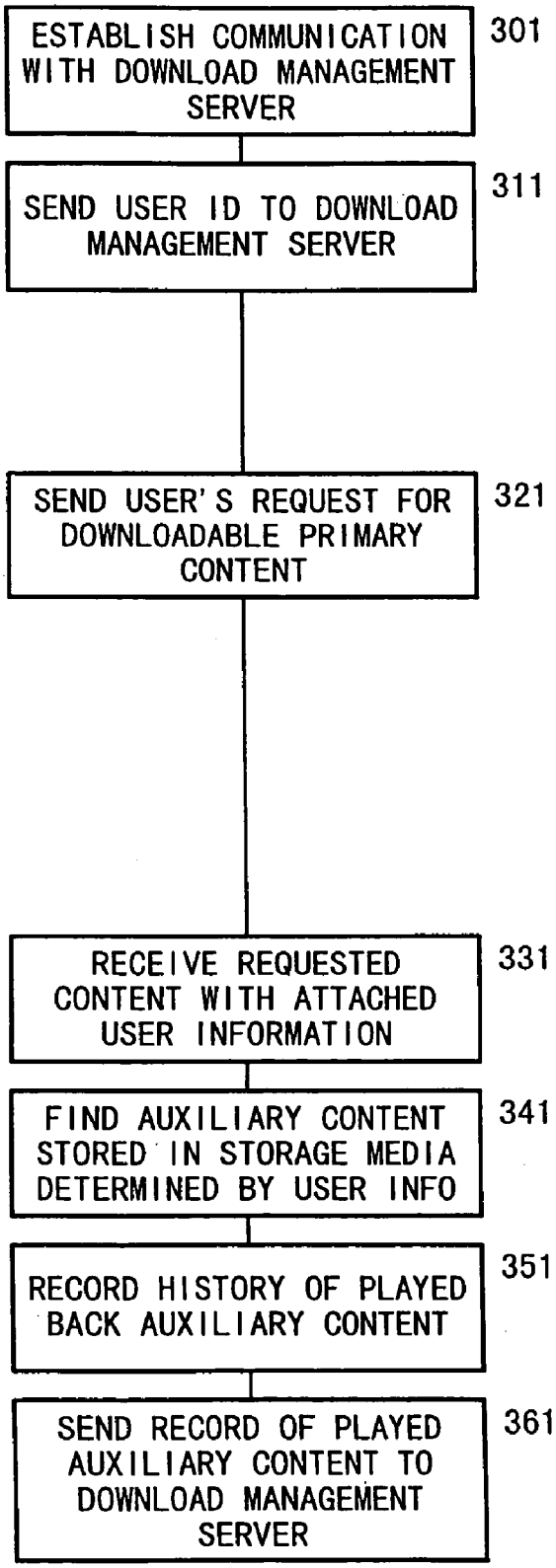
FIG. 3



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