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(54) **MULTIMEDIA CONTENT DELIVERY SYSTEM AND METHOD**

(52) **U.S. Cl. 84/609**

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(57) **ABSTRACT**

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A system and method for delivering multimedia content to computers over a computer network, such as the Internet, includes a novel media player which may be downloaded onto a user's personal computer. The media player includes a user interface which allows a listener to search an online database of media selections and build a custom playlist of exactly the music selections desired by the listener. The multimedia content delivery system delivers advertisements which remain visible on a user's computer display screen at all times when the application is open, for example, while music selections are being delivered to the user. The advertisements are displayed in a window which always remains on a topmost level of windows on the user's computer display screen, even if the user is executing one or more other programs with the computer.

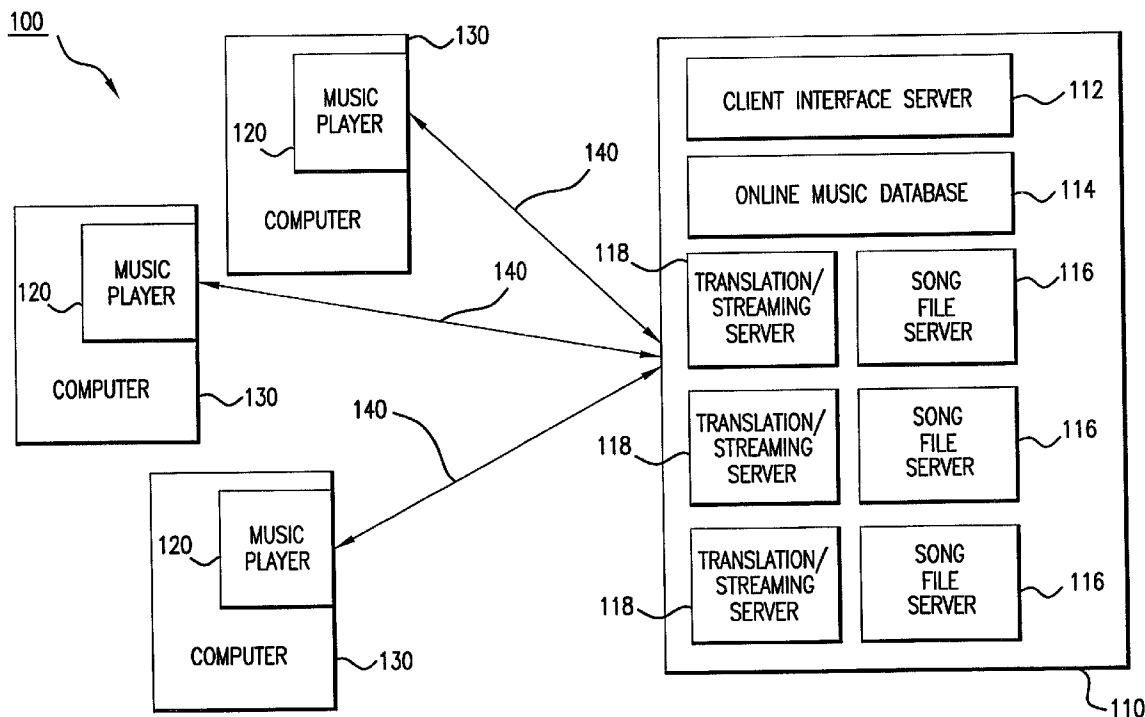
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Publication Classification

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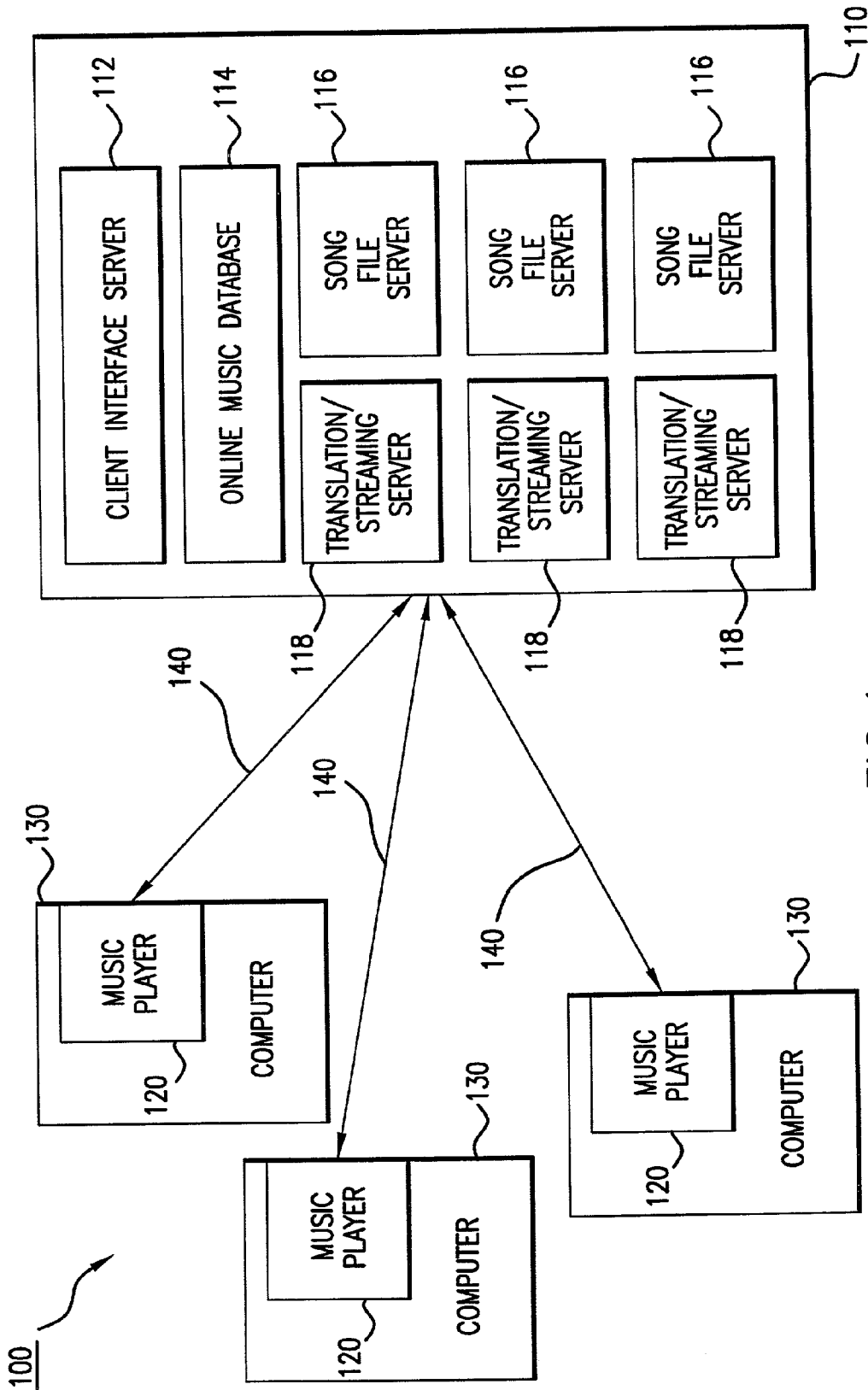


FIG.1

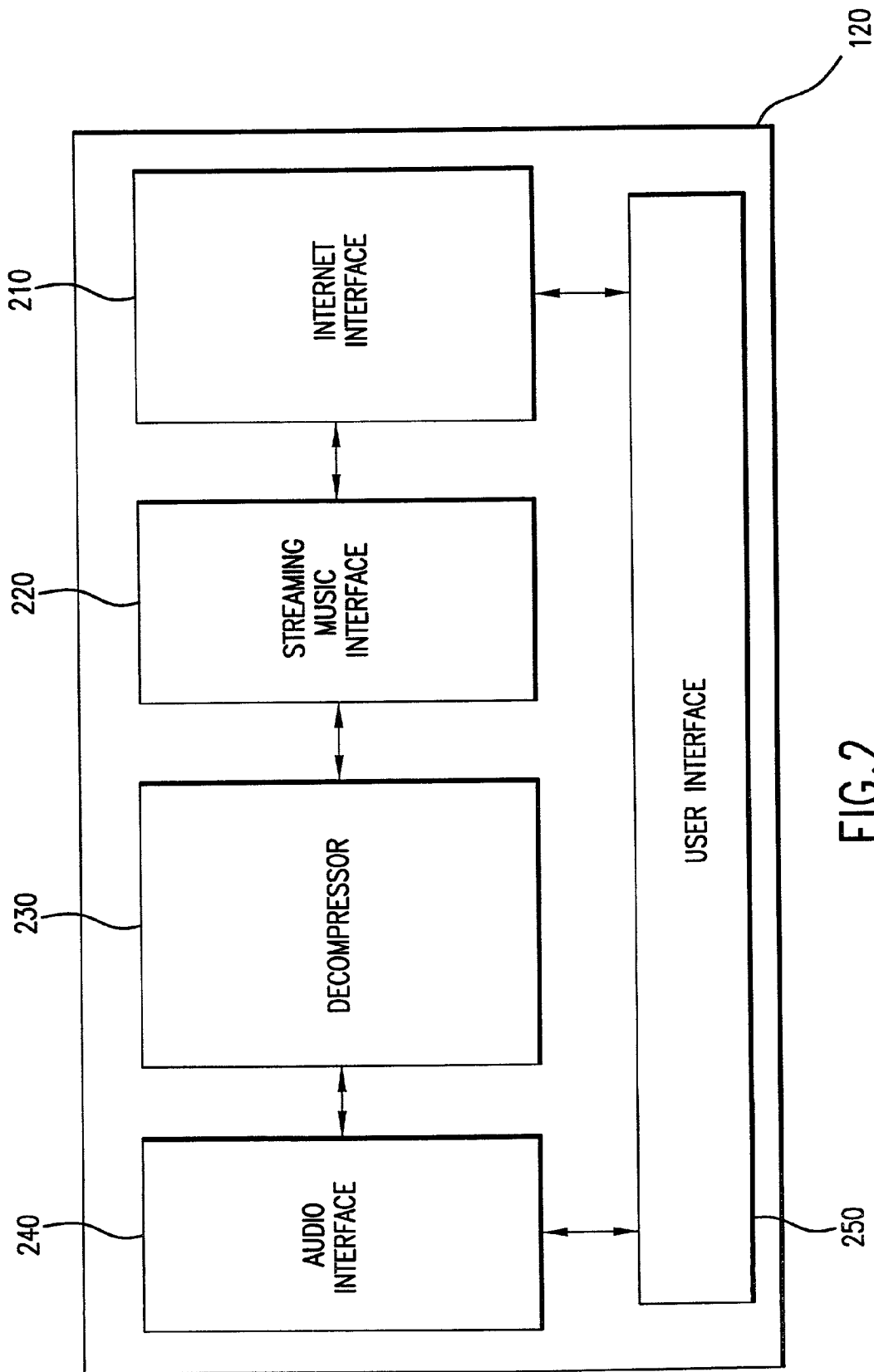


FIG. 2

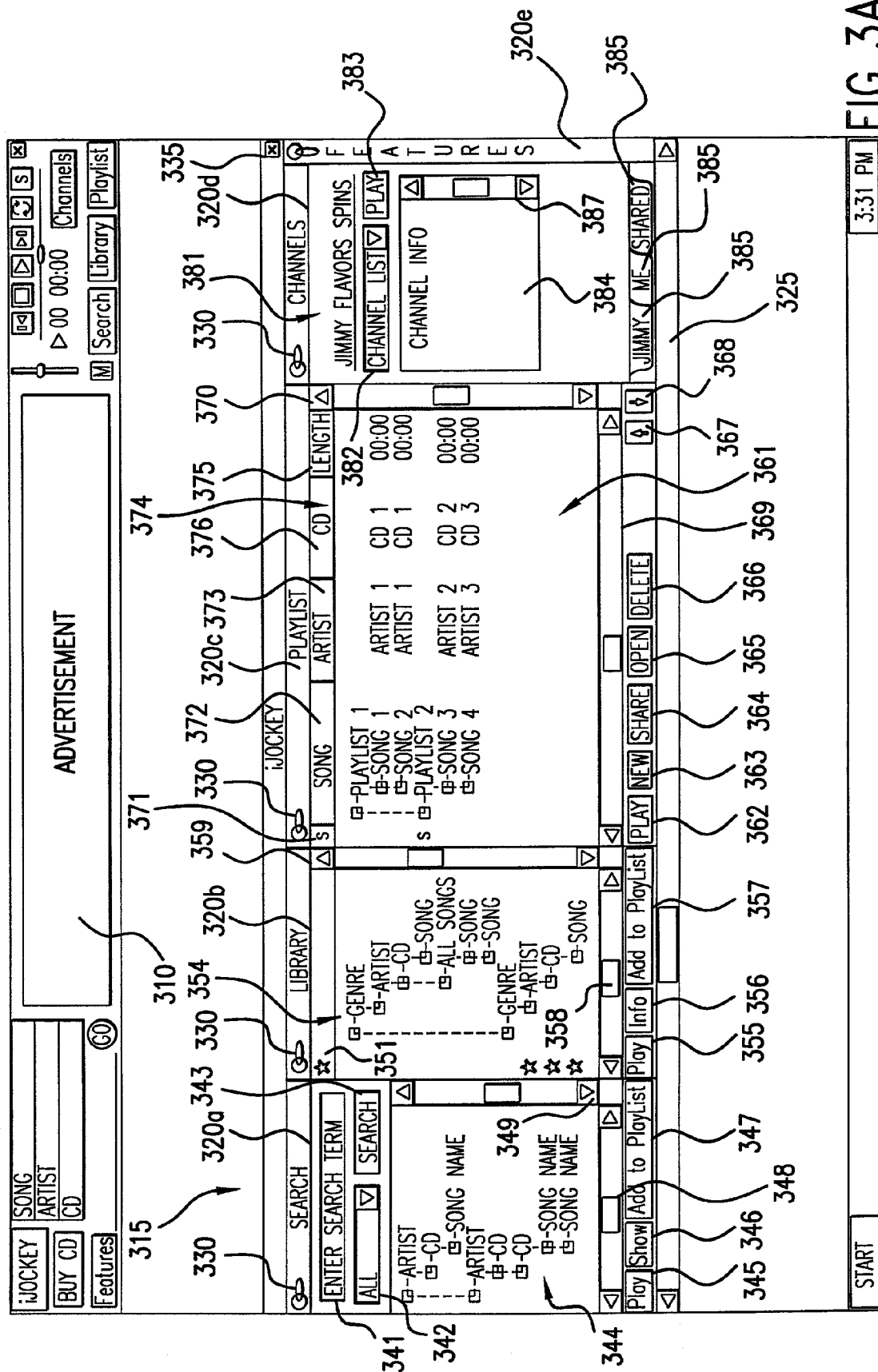


FIG. 3A

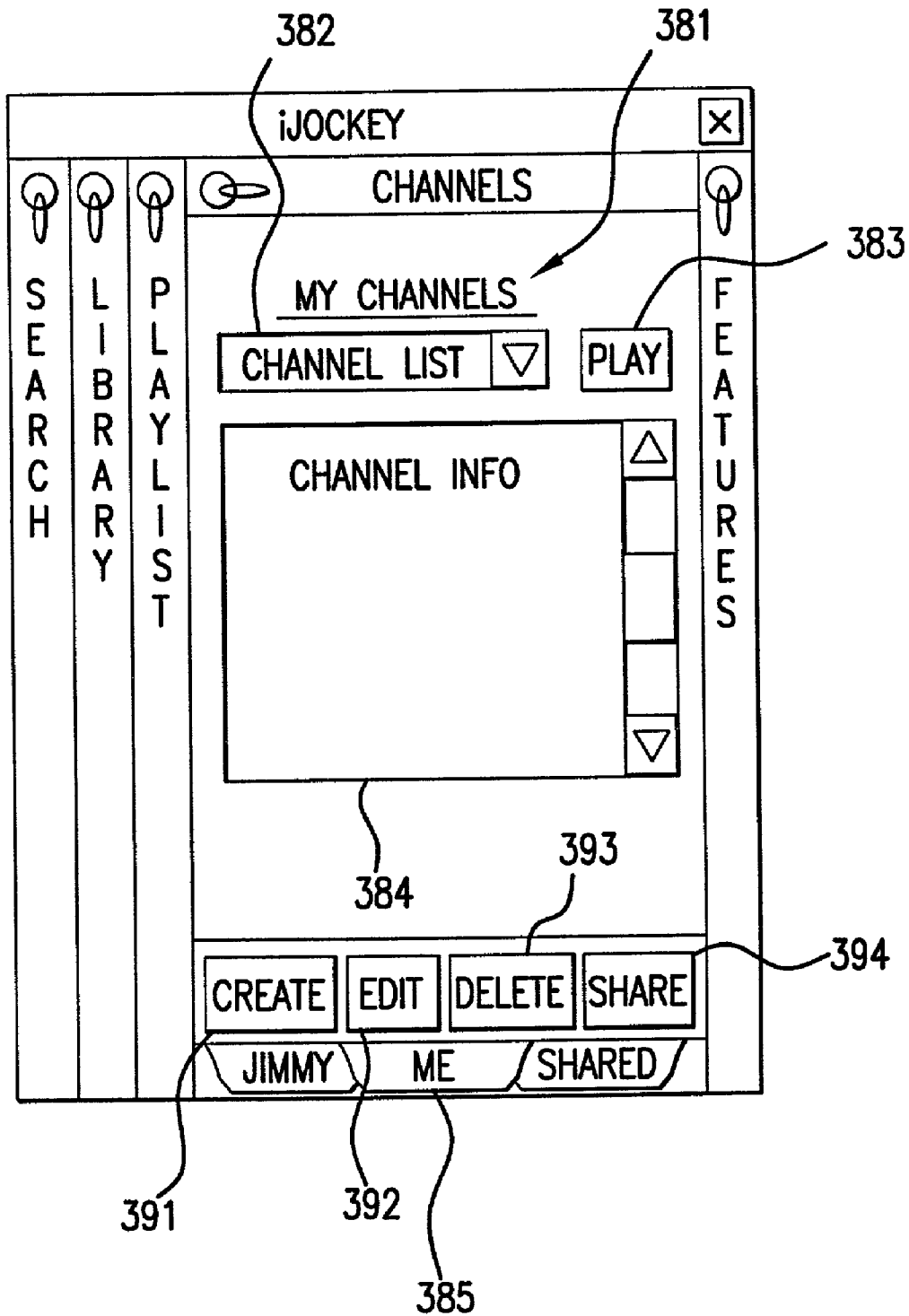


FIG. 3B

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