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#### (54) METHOD AND APPARATUS FOR SUPPORTING ELECTRONIC CONTENT DISTRIBUTION

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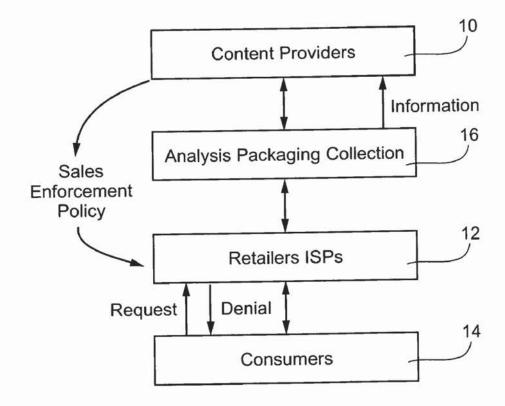
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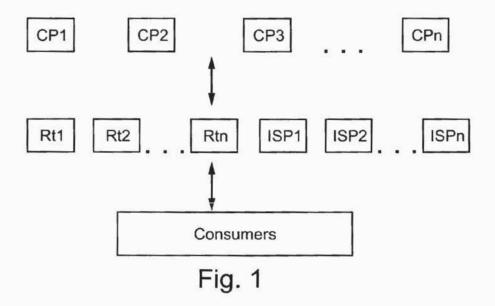
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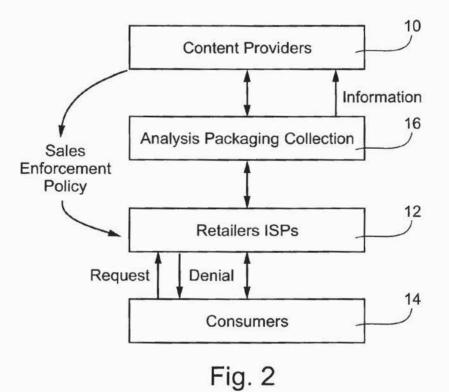
#### (57)ABSTRACT

Network interactive distribution auxiliary apparatus for association with content distribution over a network from content sources in accordance with user requests to content distribution sites, said content being held in content holding sites, said apparatus comprising: a database for holding data of placement of content around said content holding sites, a request receiver for receiving requests for said placement data from said content distribution sites, and a content distribution co-ordinator, associated with said database for sending said placement data to said distribution sites to enable said distribution sites to supply said content via said content holding sites.









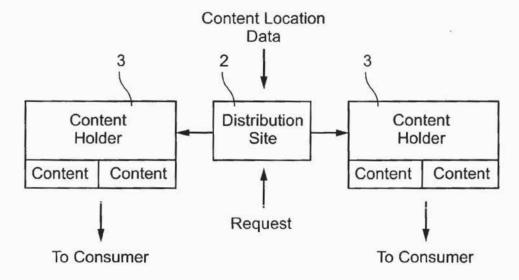


Fig. 3

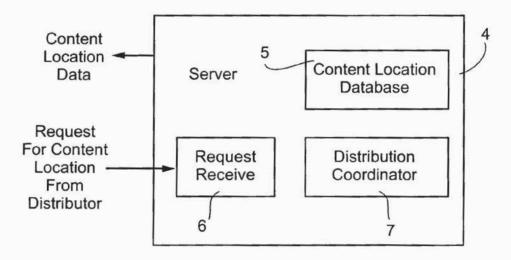


Fig. 4

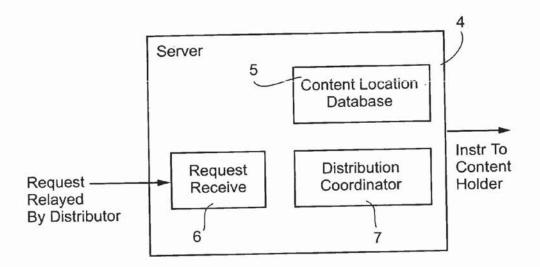
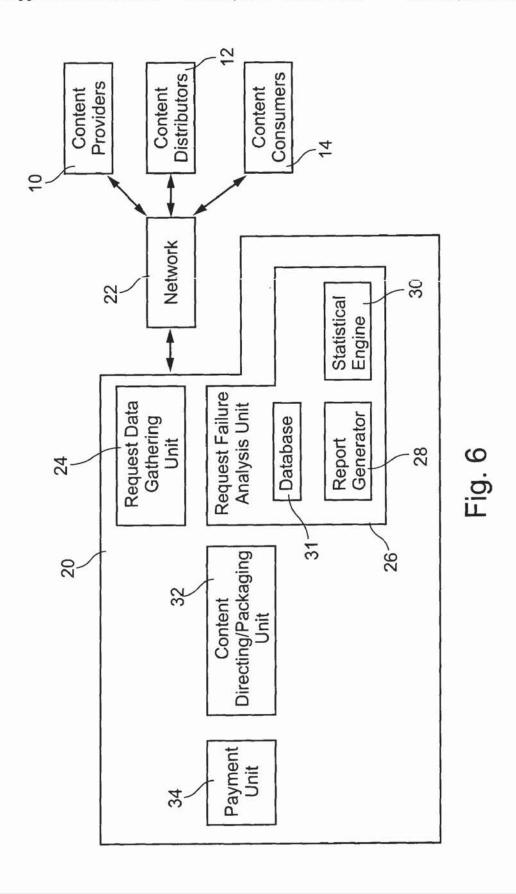


Fig. 5



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