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(19) **United States**(12) **Patent Application Publication**  
**Peled**(10) **Pub. No.: US 2004/0010417 A1**(43) **Pub. Date: Jan. 15, 2004**(54) **METHOD AND APPARATUS FOR  
SUPPORTING ELECTRONIC CONTENT  
DISTRIBUTION****Publication Classification**(51) **Int. Cl.<sup>7</sup>** ..... **G06F 17/60**(52) **U.S. Cl.** ..... **705/1; 707/10; 707/3**(76) **Inventor: Ariel Peled, Even-Yehuda (IL)**

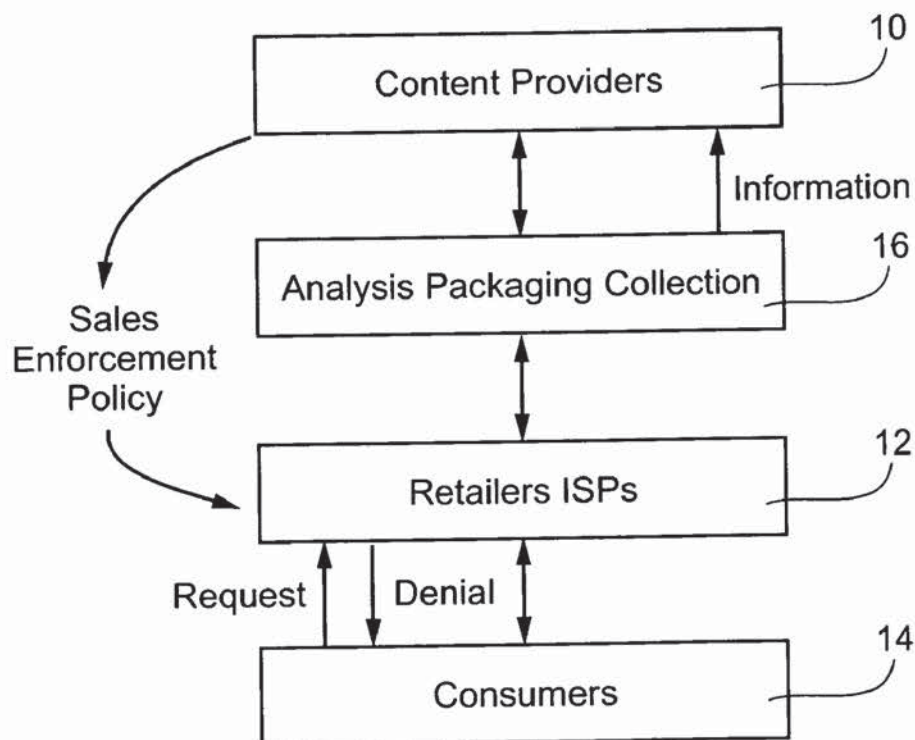
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**Anthony Castorina****G E Ehrlich (1995) Ltd****Suite 207****2001 Jefferson Davis Highway****Arlington, VA 22202 (US)**(57) **ABSTRACT**

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.

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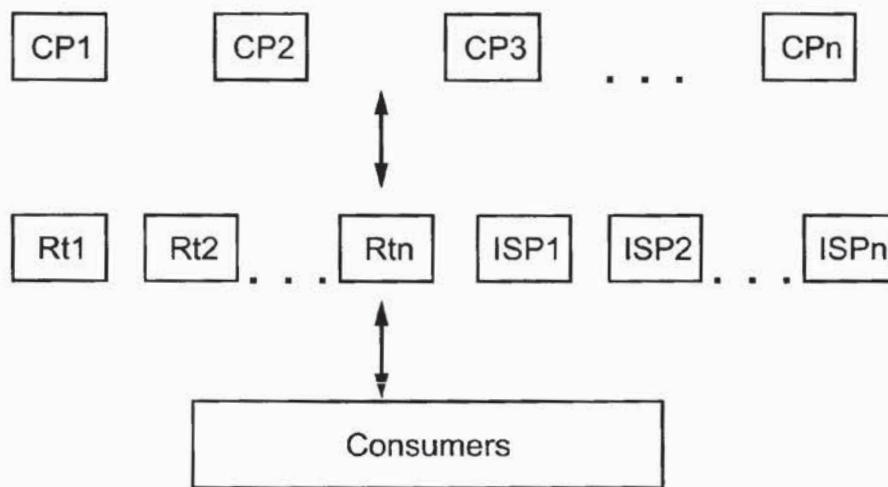


Fig. 1

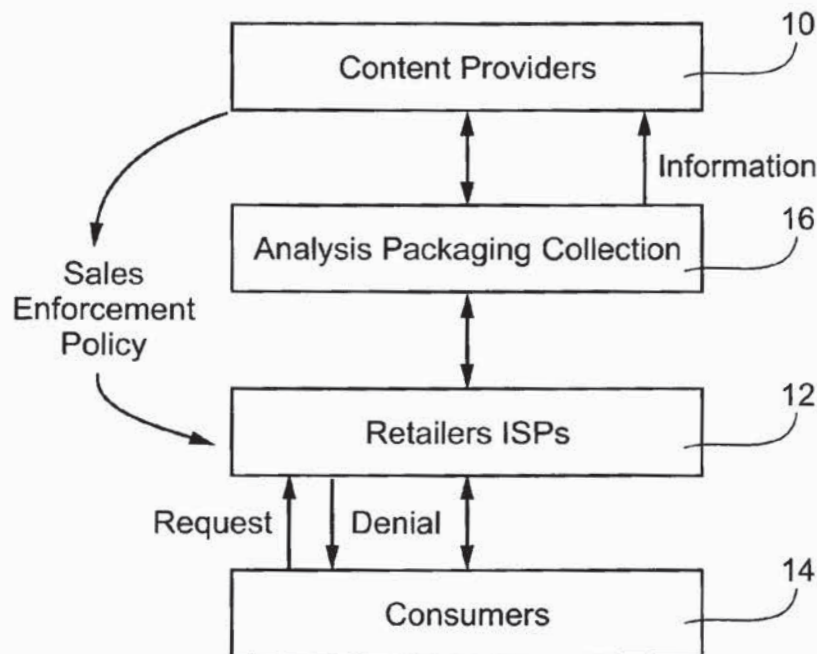


Fig. 2

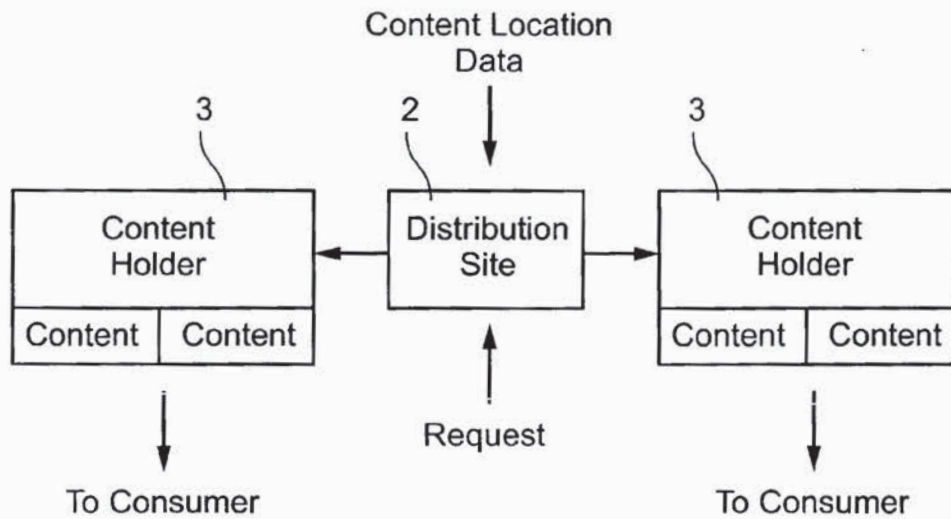


Fig. 3

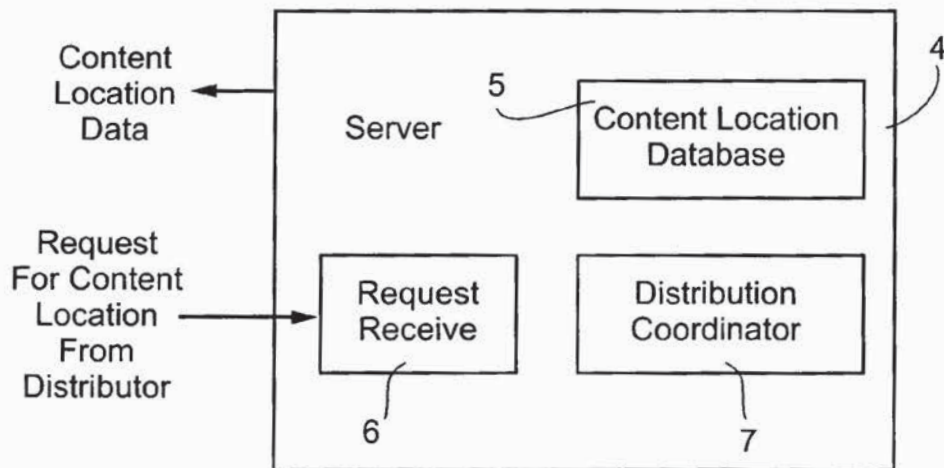


Fig. 4

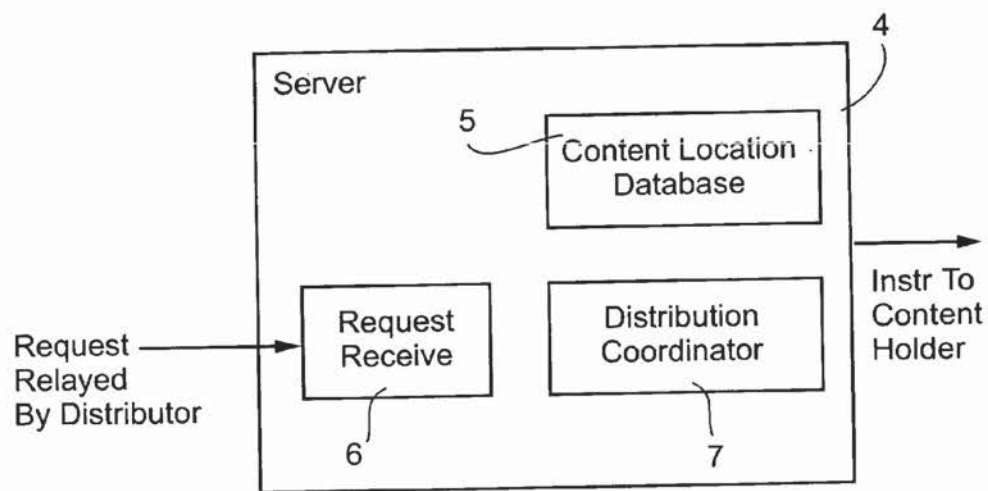


Fig. 5

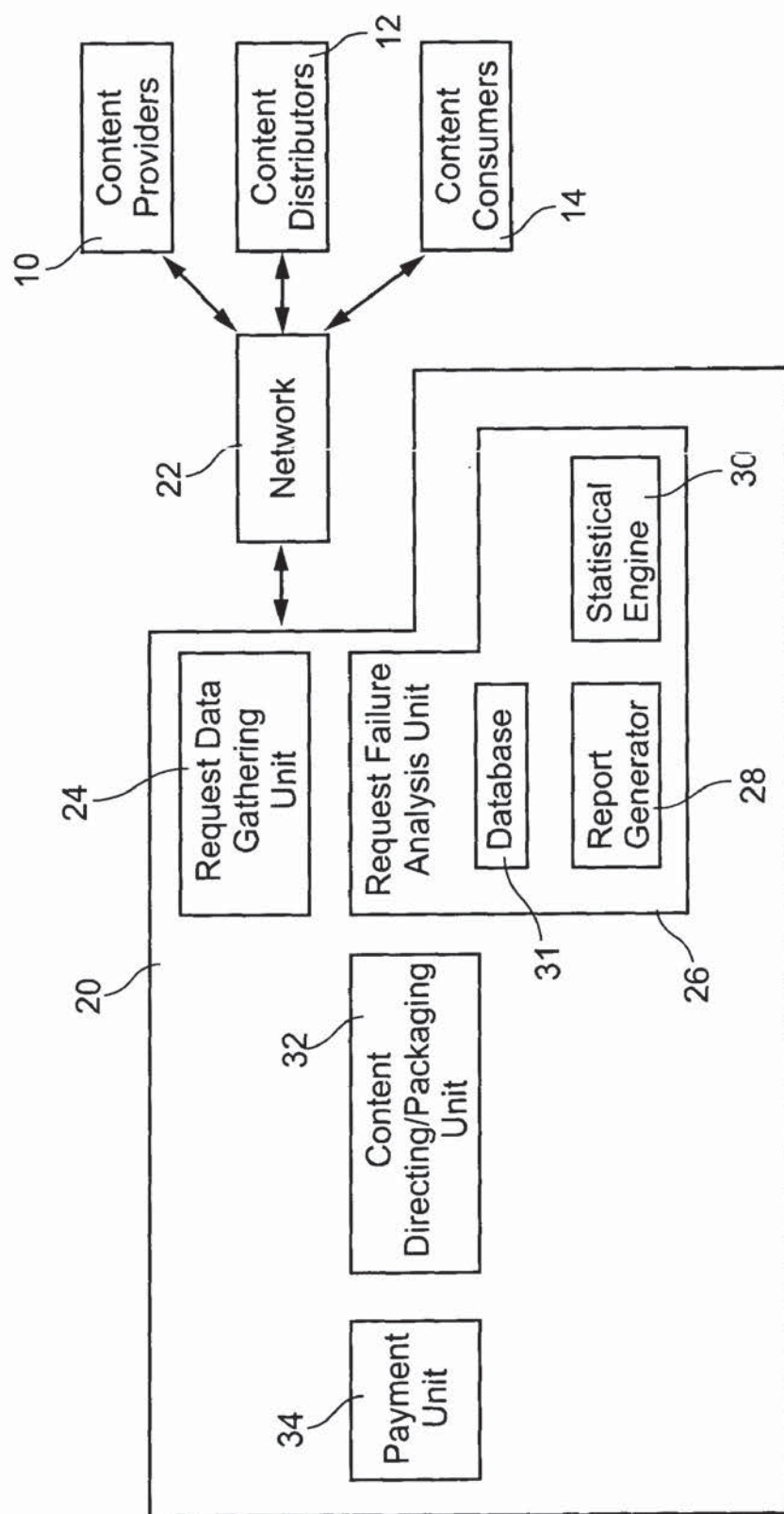


Fig. 6



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