



US 20040010417A1

(19) **United States**

(12) **Patent Application Publication** (10) **Pub. No.: US 2004/0010417 A1**

Peled

(43) **Pub. Date: Jan. 15, 2004**

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

Publication Classification

(51) **Int. Cl.⁷ G06F 17/60**

(52) **U.S. Cl. 705/1; 707/10; 707/3**

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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.

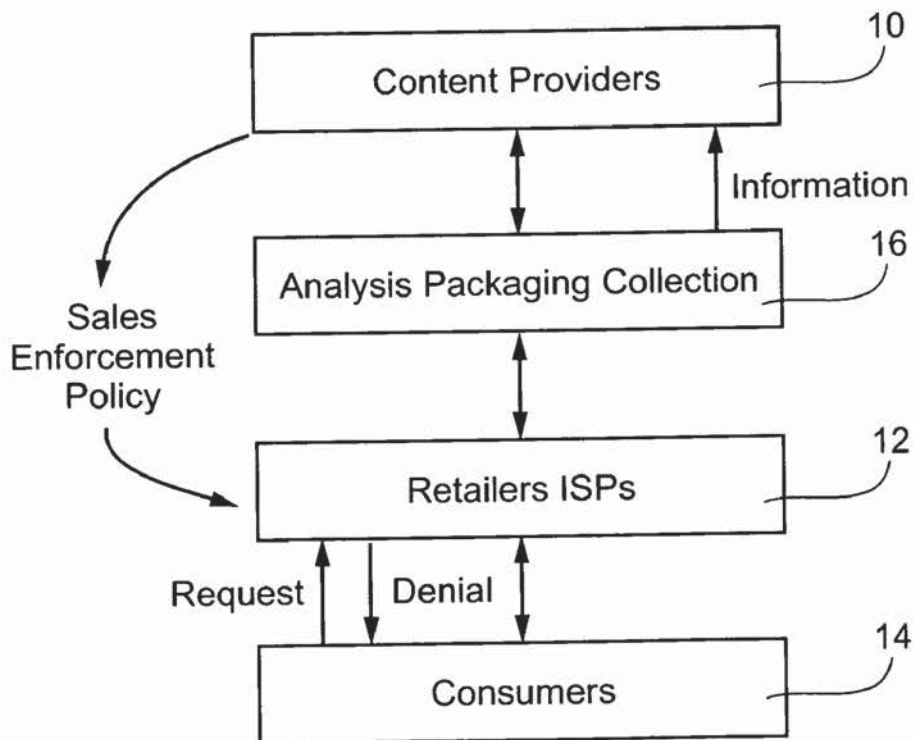
(21) **Appl. No.: 10/398,514**

(22) **PCT Filed: Oct. 16, 2001**

(86) **PCT No.: PCT/IL01/00956**

(30) **Foreign Application Priority Data**

Oct. 16, 2000 (US)..... 60240093



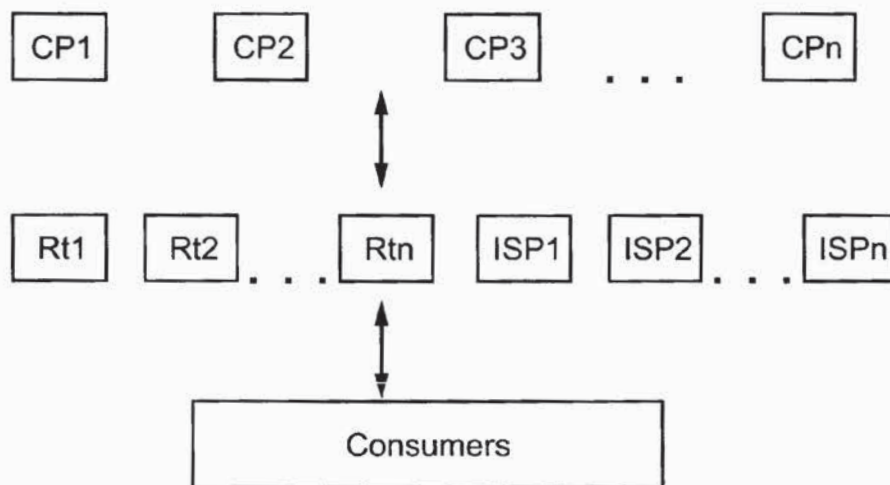


Fig. 1

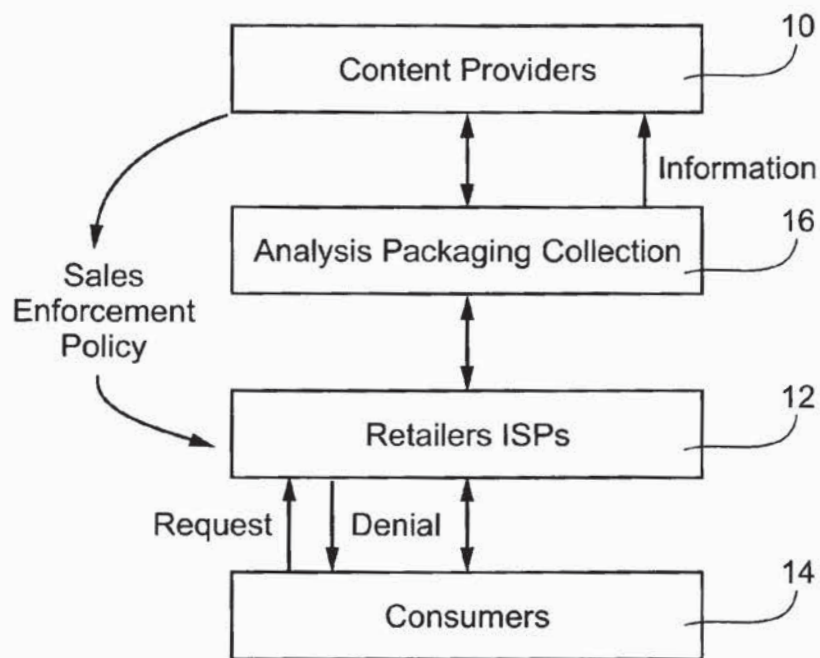


Fig. 2

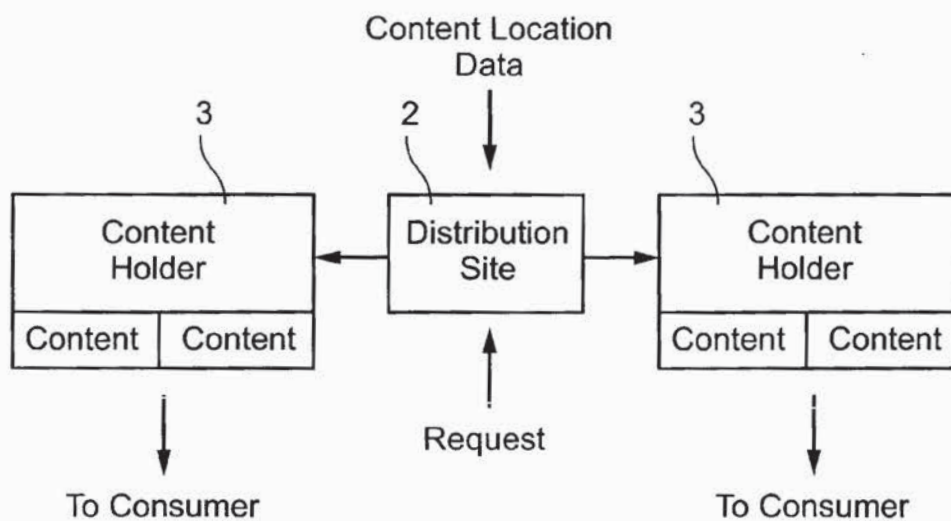


Fig. 3

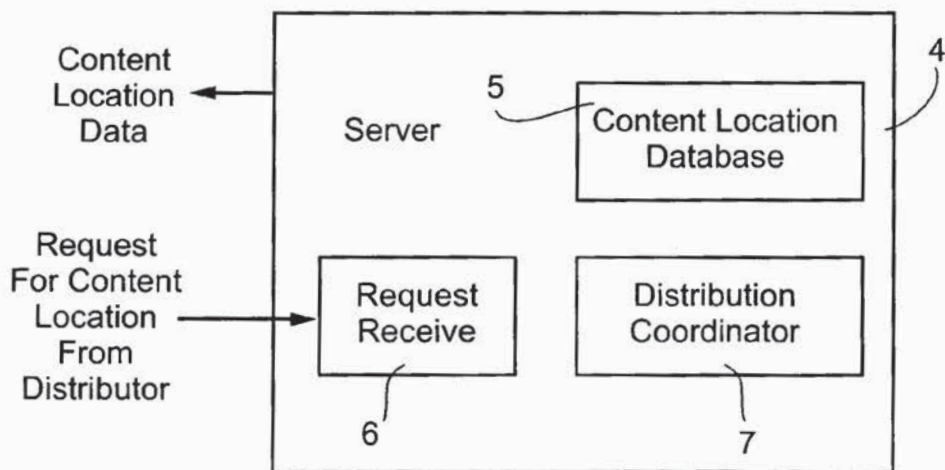


Fig. 4

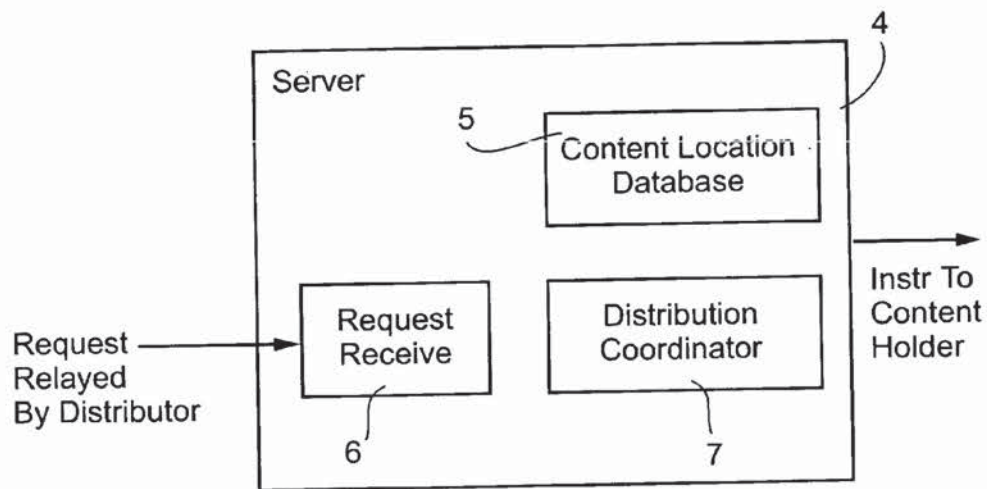


Fig. 5

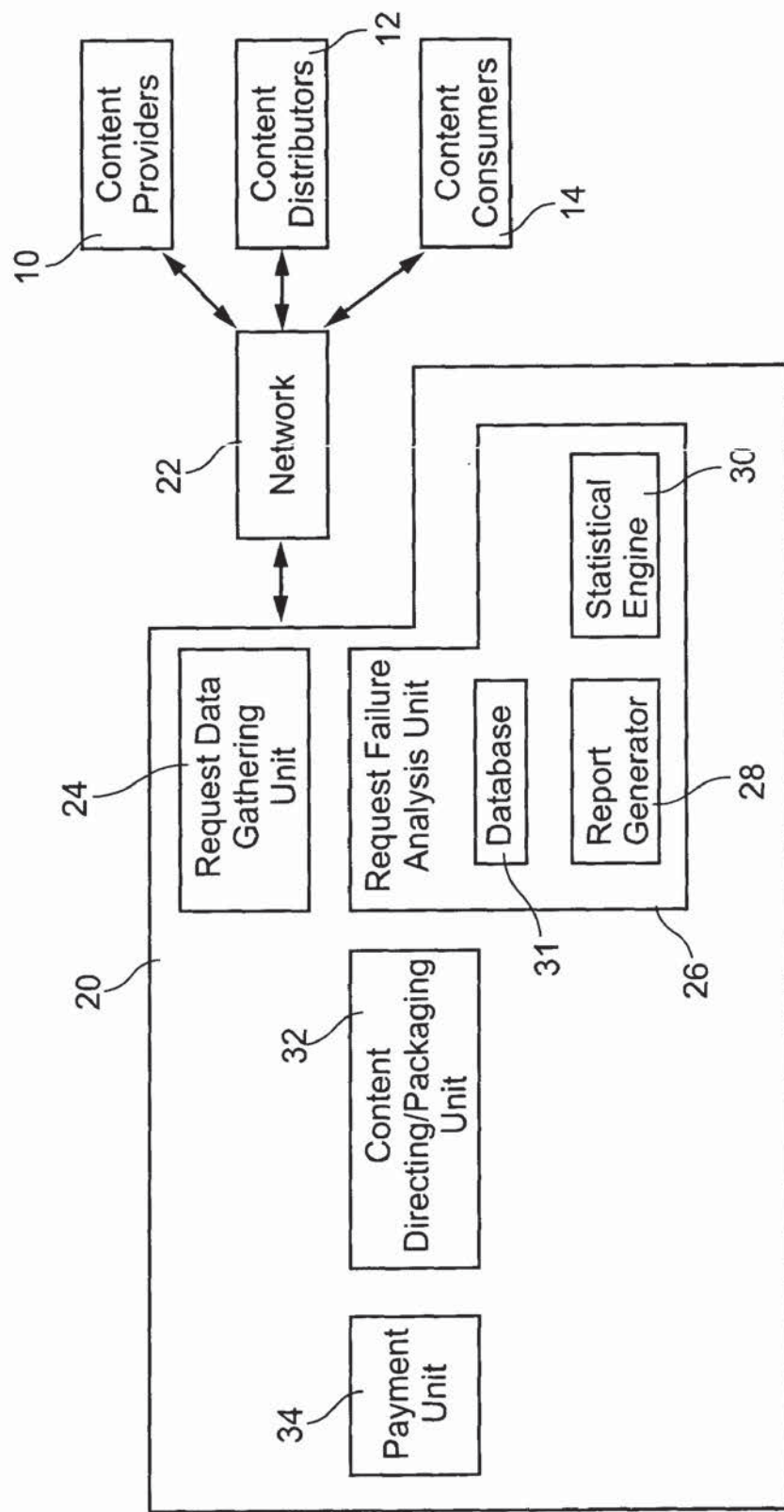


Fig. 6

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