



(19) **United States**

(12) **Patent Application Publication** (10) **Pub. No.: US 2002/0172368 A1**

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(43) **Pub. Date: Nov. 21, 2002**

(54) **INITIAL FREE PREVIEW FOR MULTIMEDIA MULTICAST CONTENT**

**Publication Classification**

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(51) **Int. Cl.<sup>7</sup> ..... H04L 9/00**  
(52) **U.S. Cl. .... 380/278; 713/163**

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(57) **ABSTRACT**

According to one embodiment of the invention, a free preview of a program can be provided to client computers in a multicasting system. This can allow viewers in the multicasting system to view a first portion of the program before deciding whether to order the program content. According to another embodiment, various distribution methods can be accomplished using encryption keys to distribute program content. According to yet another embodiment, an initial viewing period can be provided to allow negotiation of the encryption keys. According to another embodiment, rules and conditions for providing content in a multicasting environment can be utilized.

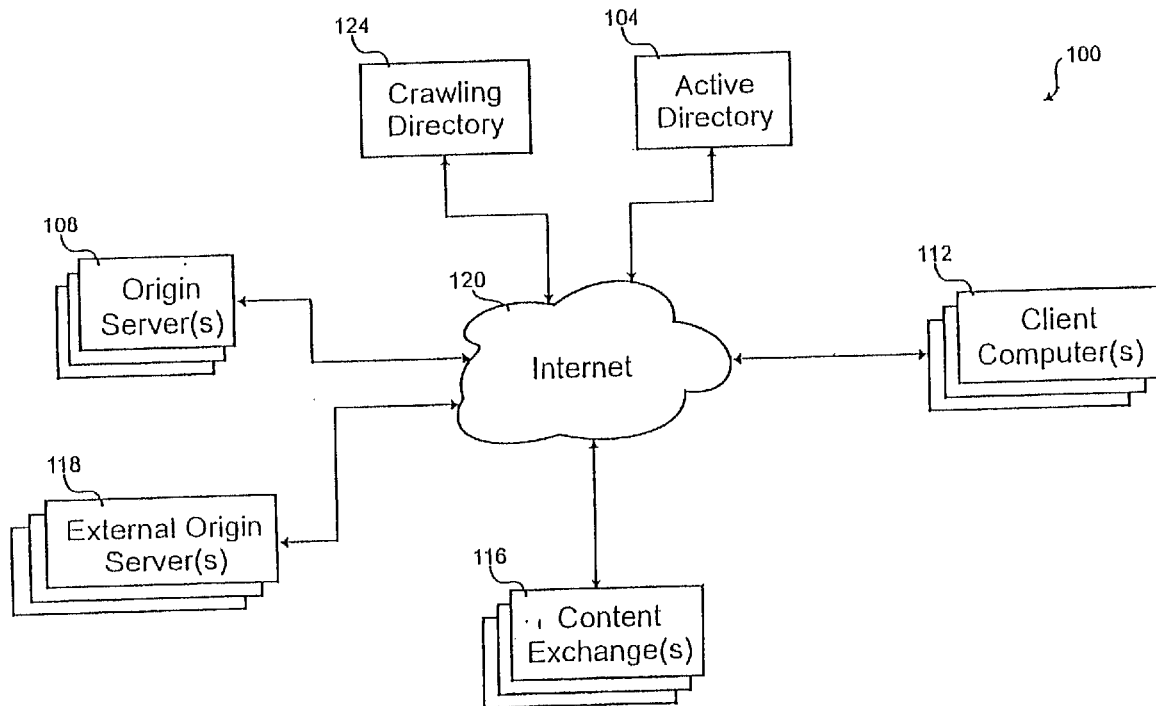
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(21) Appl. No.: **10/007,120**

(22) Filed: **Oct. 26, 2001**

**Related U.S. Application Data**

(60) Provisional application No. 60/243,925, filed on Oct. 26, 2000.



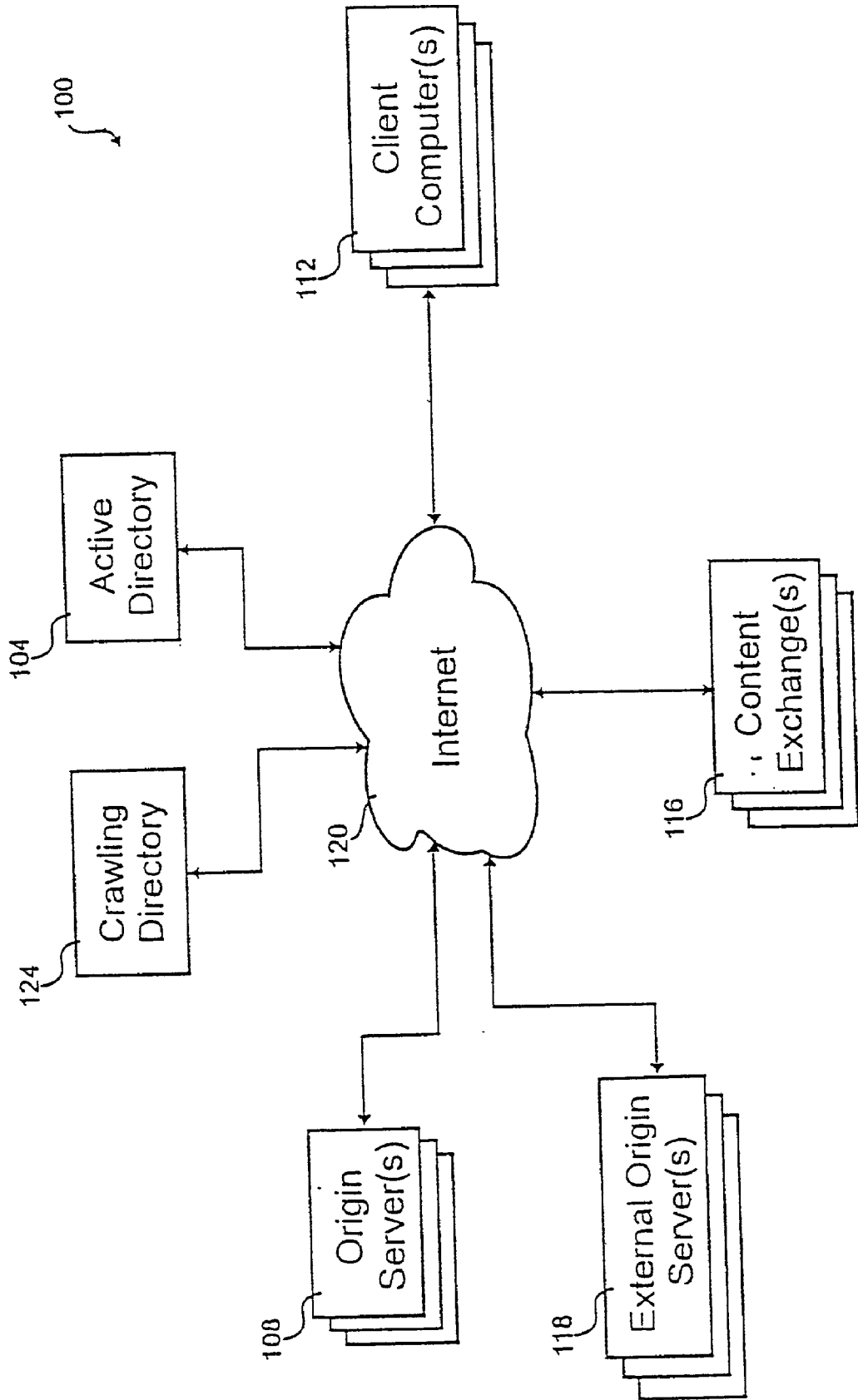


Fig. 1

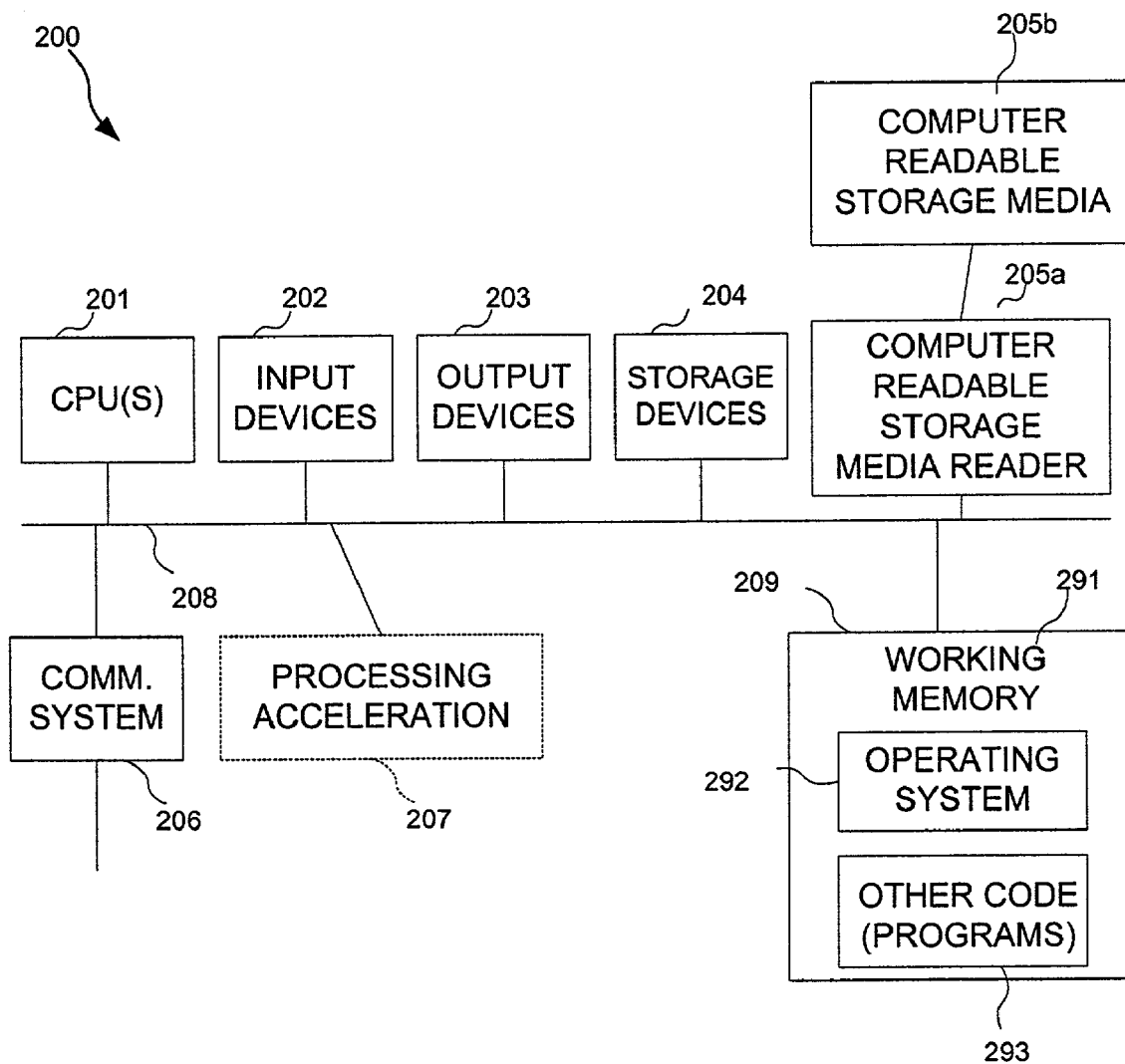


FIG. 2

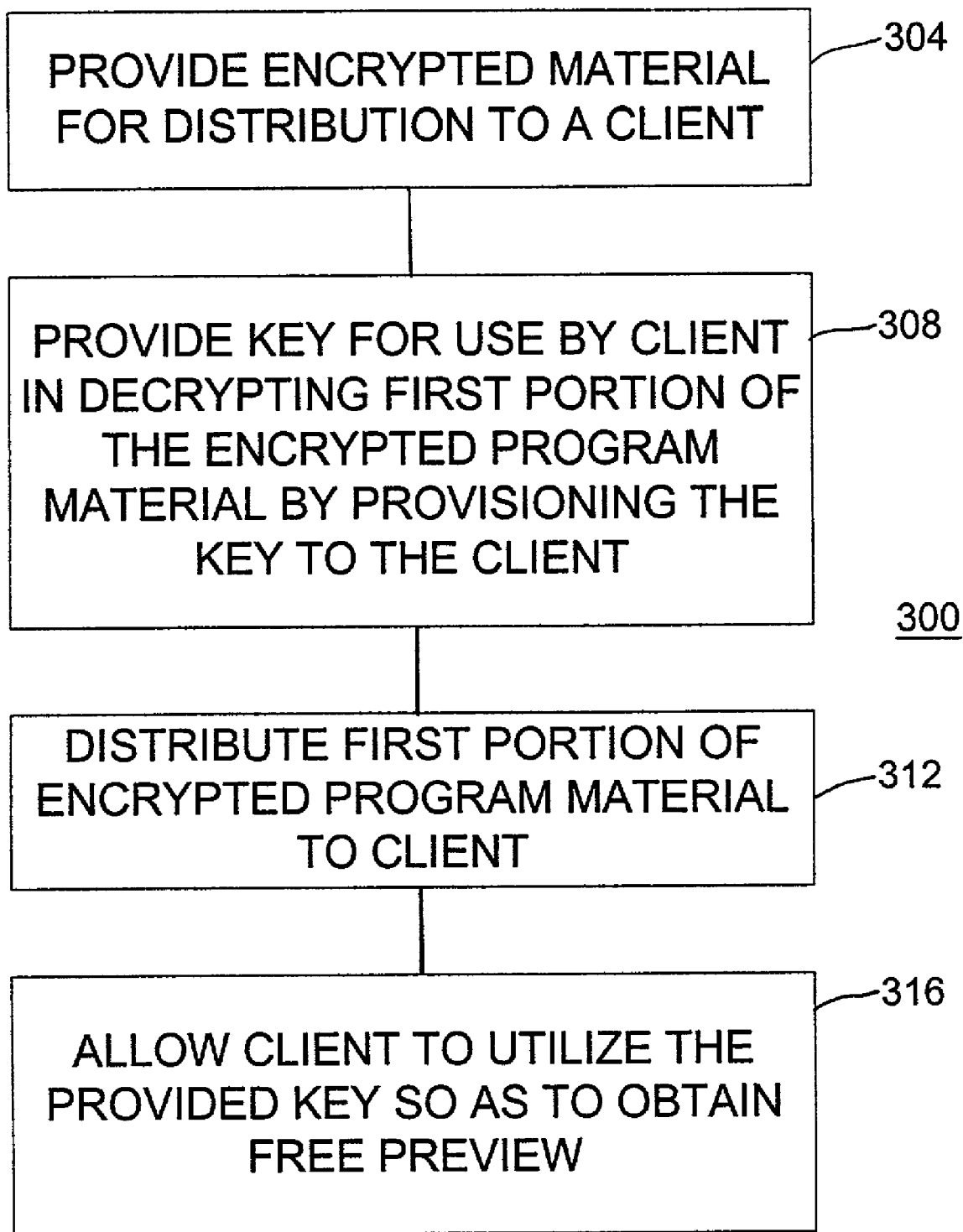


FIG. 3

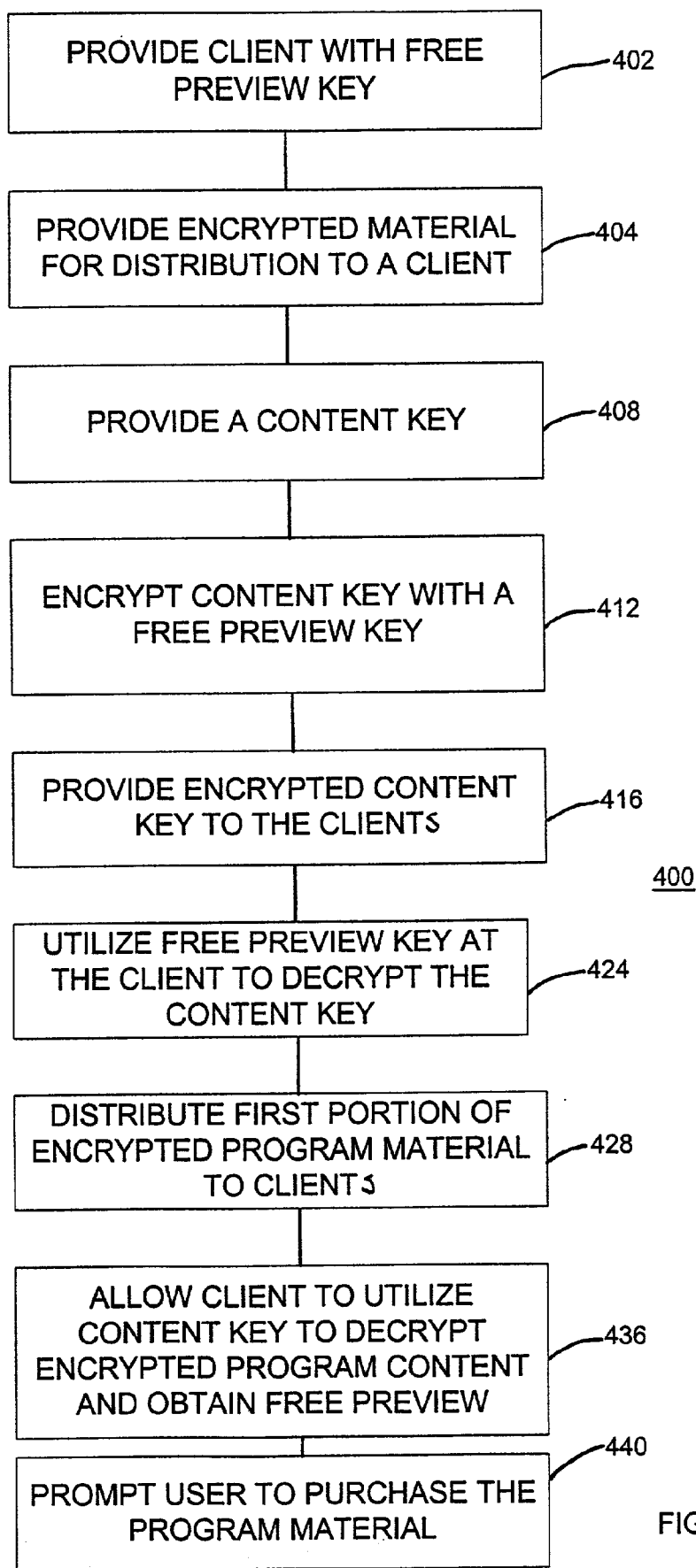


FIG. 4

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