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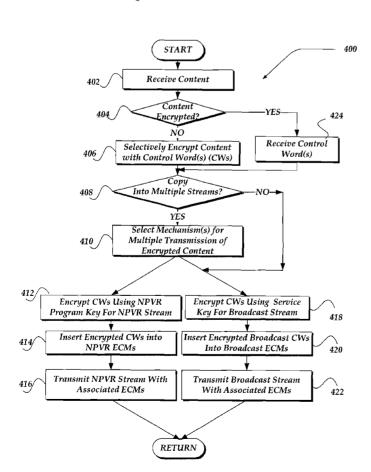
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(54) Title: ENCRYPTION OF VIDEO CONTENT TO VOD SERVICES AND NETWORKED PERSONAL VIDEO RECORDERS USING UNIOUE KEY PLACEMENTS



(57) Abstract: A network device and method are directed towards providing one time content encryption for Video on Demand (VOD) broadcast services and Networked Personal Video Recorders (NPVRs) using unique encryption keys. content is received by the network device, it is determined whether the content is for broadcast distribution to a consumer (102-104) and to be ingested into an NPVR/VOD server (112) for possible unicast distribution. If the content is for both distributions, it is encrypted using at least one control word (CW) key. The encrypted content is then copied into at least two streams, with the CW being encrypted with at least two different keys, one for broadcast distribution, and one for NPVR Programs. One stream may then be ingested by the NPVR/VOD server (112), while the other stream may be broadcast to a consumer (102-104). The encryption keys may be provided through EMMs to a consumer based on a purchase.

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