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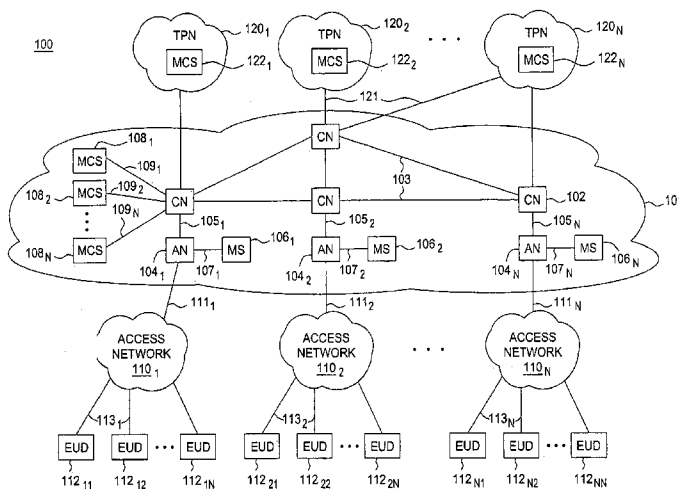
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(54) Title: METHOD AND APPARATUS FOR MANAGING MULTIMEDIA CONTENT



(57) Abstract: The invention includes a system, apparatus, and method for storing media content within a service provider network (101). The system includes multi-service servers (106<sub>1</sub>,...,106<sub>N</sub>) associated with access points adapted to allow end-user devices to access the service provider network. Each multi-service server (106<sub>1</sub>,...,106<sub>N</sub>) includes a common storage partition adapted for storing media content and a plurality of end-user storage partitions adapted for maintaining associations to media content. The system includes media servers (108<sub>1</sub>,...,108<sub>N</sub>) that communicate with the multi-service servers (106<sub>1</sub>,...,106<sub>N</sub>) for providing media content to the multi-service servers. In response to a request for media content received from one of a plurality of end-user devices (112<sub>11</sub>,...,112<sub>NN</sub>), the requested media content stored in the common storage partition is associated with a selected one of the end-user storage partitions associated with the end-user. The request for media content is received in response to end-user directed advertisements received at any of the plurality of end-user devices (112<sub>11</sub>,...,112<sub>NN</sub>).

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<b>A. CLASSIFICATION OF SUBJECT MATTER</b> INV. H04L29/08		
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<b>B. FIELDS SEARCHED</b>		
Minimum documentation searched (classification system followed by classification symbols) H04L		
Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched		
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<b>C. DOCUMENTS CONSIDERED TO BE RELEVANT</b>		
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<input checked="" type="checkbox"/> Further documents are listed in the continuation of Box C. <span style="margin-left: 200px;"><input checked="" type="checkbox"/> See patent family annex.</span>		
* Special categories of cited documents :		
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Name and mailing address of the ISA/ European Patent Office, P.B. 5818 Patentlaan 2 NL - 2280 HV Rijswijk Tel. (+31-70) 340-2040, Tx. 31 651 epo nl, Fax: (+31-70) 340-3016	Authorized officer  Cankaya, Sukru	

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