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Mikkelsen et al.

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(54) **MEDIA DELIVERY PLATFORM**

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This patent is subject to a terminal disclaimer.

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(58) **Field of Classification Search**
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IPC G06Q 30/00; H04W 4/00
See application file for complete search history.

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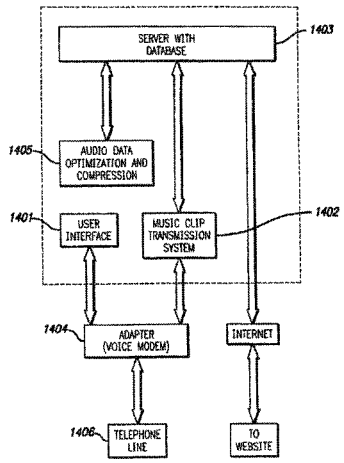
(57) **ABSTRACT**

A method of delivering an audio and/or visual media file including, for example, one or more of full or partial master recordings of songs, musical compositions, ringtones, videos, films, television shows, personal recordings, animation and combinations thereof, over the air wirelessly, from one or more servers to an electronic device with or without an Internet connection, said method comprising transmitting and audio and/or visual media file in compressed format to said electronic device, and wherein the electronic device is effective to receive said audio and/or visual file and playback said audio and/or visual content on demand by a user.

7 Claims, 16 Drawing Sheets