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(54) **METHOD AND APPARATUS TO SELECT CONTENT**

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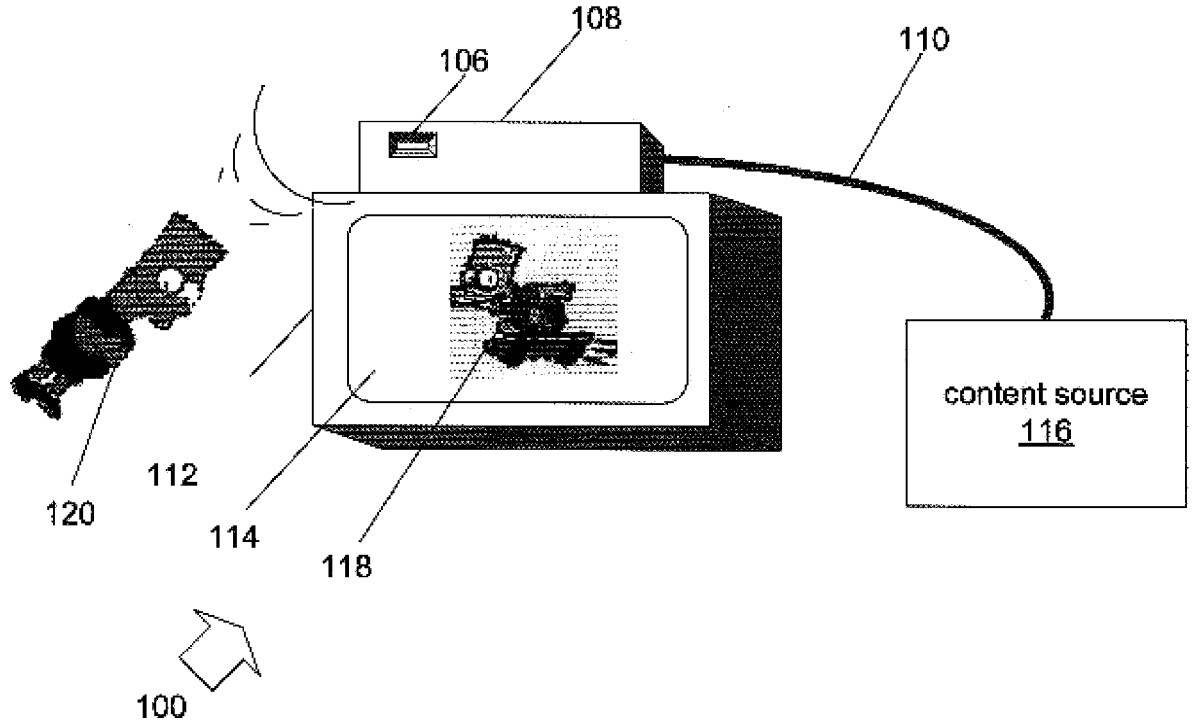
(57) **ABSTRACT**

A remote control device is configured to select predetermined content prior to providing the remote control device to a media consumer, and provided to the media consumer such that the media consumer associates the remote control device with the predetermined content. In one embodiment, the remote control device is configured to select at least one predetermined content and has a form that identifies the predetermined content for the media consumer.

18 Claims, 2 Drawing Sheets