

(19) **United States**(12) **Patent Application Publication** (10) **Pub. No.: US 2002/0078178 A1****Senoh**(43) **Pub. Date:****Jun. 20, 2002**(54) **CONTENT DISTRIBUTION CONTROL**(52) **U.S. CL.** ..... **709/219**(75) **Inventor:** **Takanori Senoh, Osaka (JP)**(57) **ABSTRACT**

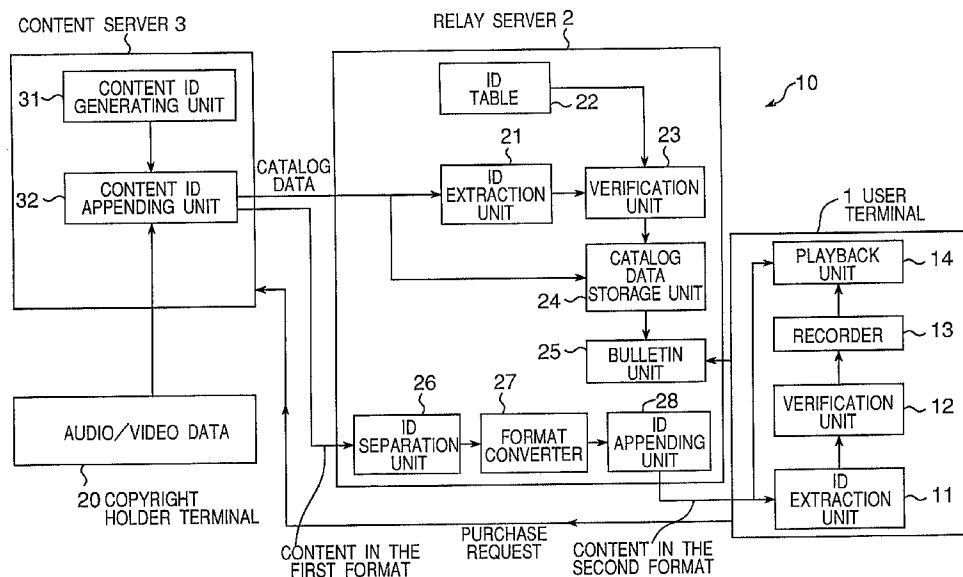
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**RESTON, VA 20191 (US)**(73) **Assignee:** **MATSUSHITA ELECTRIC INDUSTRIAL CO., Ltd., Osaka (JP)**(21) **Appl. No.:** **09/938,664**(22) **Filed:** **Aug. 27, 2001**(30) **Foreign Application Priority Data**

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Content distribution control over a network in an electronic distribution system protects the content copyright while distributing content in a format enabling viewing and enjoyment at the user terminal. The method for controlling content distribution over a network comprises generating content in a first format specification by adding content identification data for identifying specific content to data produced in a first format specification for viewing; sending the content to a network; receiving the content via the network; separating the received content into the content identification data and the data in the first format specification; converting the separated data in the first format specification to data in a different, second format specification; generating content in a second format specification by adding the separated content identification data to the data converted to the second format specification; and then sending the content in the second format specification to a user terminal.

**VIDEOLABS, INC.**

*Fig. 1*

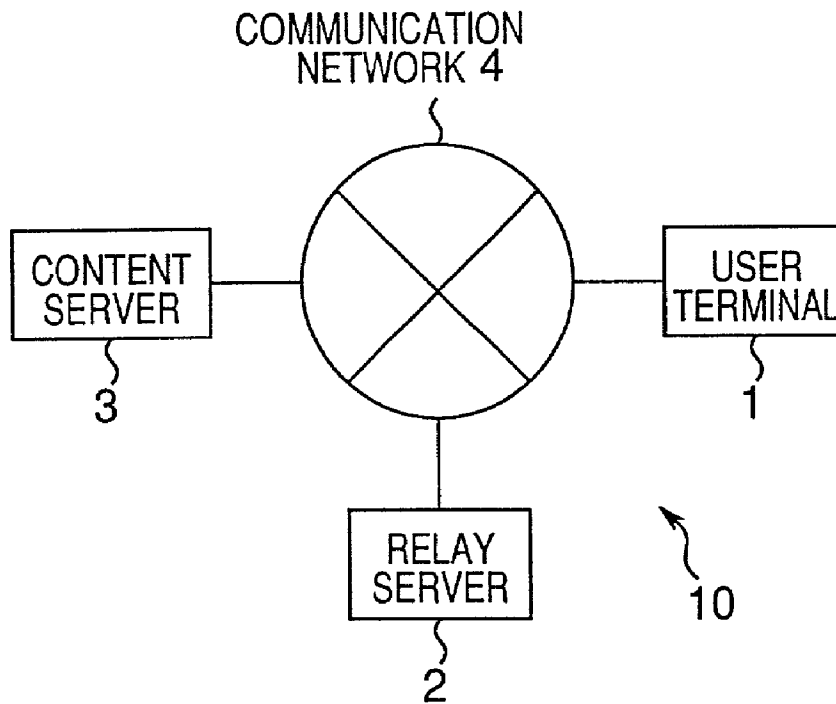


Fig.2

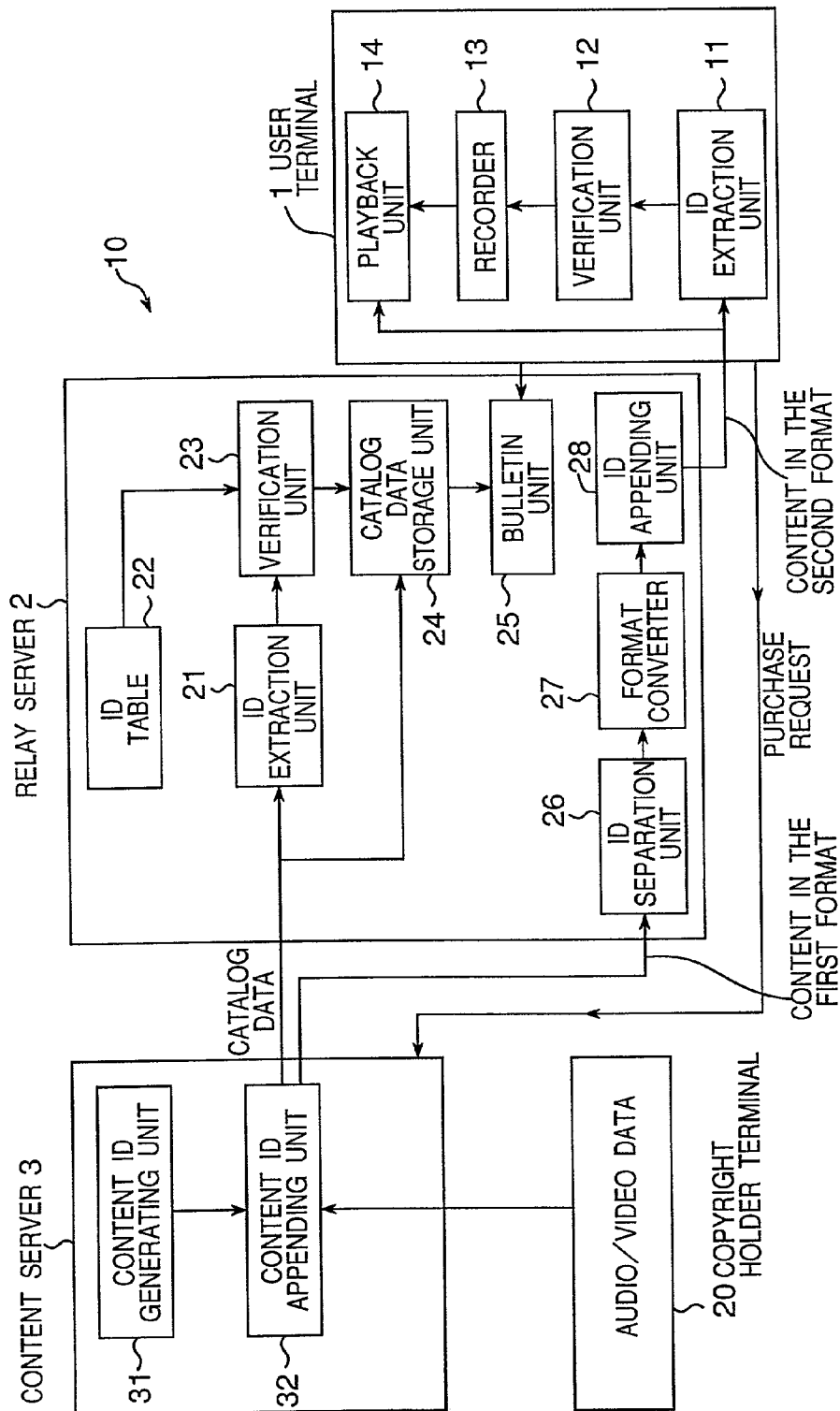


Fig.3

ID ITEMS	CONTENT 1	CONTENT 2	0 0 0
COPYRIGHT HOLDER IDENTIFIER	10001	10054	0 0 0
CONTENT IDENTIFICATION CODE		AAAB	0 0 0
CONTENT RECORDING DATE	2000.6.17	1999.12.31	0 0 0
WHO RECORDED THE CONTENT	TARO YAMASHITA	HANAKO UENO	0 0 0
TITLE	BATTLE IN PEBBLE BEACH	COUNTDOWN 2000	0 0 0
GENRE	SPORTS	EVENT	0 0 0
CONTENT TYPE	FINAL (GOLF TOURNAMENT)	NEW YEAR'S EVE	0 0 0
DUPLICATION FEE	\$10	\$5	0 0 0
0 0 0	0 0 0	0 0 0	0 0 0
CONTACT ADDRESS FOR THE BUYER	abc@def	ghi@kl	0 0 0
			0 0 0

CONTENT ID

Fig. 4

CONTENT NAME	CONTENT 1	CONTENT 2	0 0 0
PREVIEW	PREVIEW OF CONTENT 1 (WITH DIGITAL WATERMARK)	PREVIEW OF CONTENT 2 (WITH DIGITAL WATERMARK)	0 0 0
CONTENT RECORDING DATE	2000.6.17	1999.12.31	0 0 0
WHO RECORDED THE CONTENT	TARO YAMASHITA	HANAKO UENO	0 0 0
TITLE	BATTLE IN PEBBLE BEACH	COUNTDOWN 2000	0 0 0
GENRE	SPORTS	EVENT	0 0 0
CONTENT TYPE	FINAL (GOLF TOURNAMENT)	NEW YEAR'S EVE	0 0 0
DUPLICATION FEE	\$10	\$5	0 0 0
0 0 0	0 0 0	0 0 0	0 0 0
CONTACT ADDRESS FOR THE BUYER	abc@def	ghi@jkl	0 0 0
WARNING	UNAUTHORIZED ACT OF COPYING IS SUBJECT TO PENALTY		

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