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(54) Title of the Invention: **Content delivery system**
 Abstract Title: **Content delivery system**

(57) The invention relates to a method of delivering a selection of audio media content. The method comprises the steps of: dividing the media content into a series of distinct content sections; allocating each section a value and selecting a run time. The method further comprises analysing the series of distinct content sections based on the selected run time and the value attributed to each of the distinct content sections, and choosing an arrangement of the distinct content sections such that the delivery time of the distinct content sections approximately matches the selected run time. The arrangement of distinct content sections is then delivered to a user.

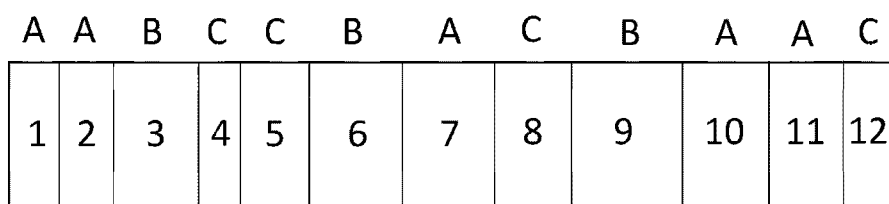


Fig. 1