

**12.** A method for distributing various content data to user terminals having at least one application for interpreting the content data and presenting it to a user, the method comprising:

making available a multiplicity of individual tokens, each token bearing an identity code, and having a user-removable obscuring means obscuring reading of the identity code;

storing in data storage means of a content server connected to a communication network whereby it may communicate with the terminals the content data, and for each of the identity codes an indication of an item of the content data with which that code is associated; and

on receiving at the content server from a terminal an identity code of a token, retrieving from the data

storage means the item of content data associated with that code and transmitting it to that terminal.

**13.** A method as claimed in claim **12**, comprising storing the transmitted content data at the terminal.

**14.** A method as claimed in claim **12**, comprising interpreting the transmitted content data at the terminal and presenting it to a user of the terminal.

**15.** A method as claimed in claim **12**, comprising selling the tokens individually so as to make them available.

**16.** A method as claimed in claim **12**, comprising selling the tokens in packs of such tokens so as to make them available.

**17.** (canceled)

**18.** (canceled)

\* \* \* \* \*