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(54) **APPARATUS AND METHOD FOR PROVIDING ELECTRONIC BOOK SERVICE IN ELECTRONIC BOOK SYSTEM**

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(57) **ABSTRACT**

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A method for providing a multiplay electronic book content of a client in an electronic book system is provided. The method includes receiving, from an electronic book content server, a multiplay profile and a multiplayable electronic book content which is an electronic book content including multiplay characteristic information, and editing the multiplayable electronic book content so that the content corresponds to a user profile so as to generate a multiplay electronic book content. The multiplay profile includes at least one multiplay parameter which is information regarding the characteristics of relevant electronic book content. The multiplay characteristic information indicates information for tagging which sub-content included in the multiplayable electronic book content corresponds to which multiplay parameter from among said at least one multiplay parameter. The user profile includes at least one user parameter which is information regarding the characteristics of electronic book content with which the client intends to be provided.

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