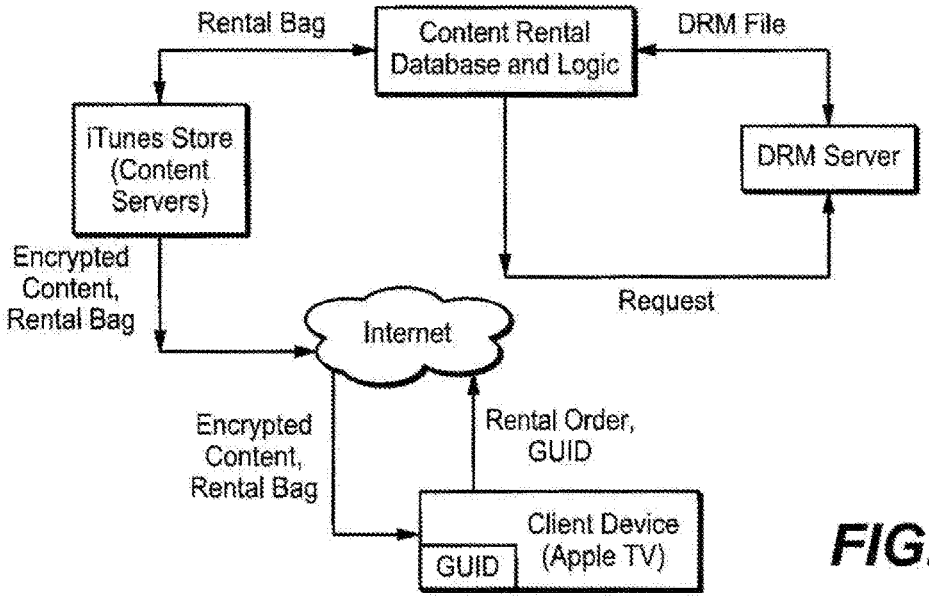
Rental Bag
Content Rental Database and Logic
DRM File
iTunes Store (Content Servers)
DRM Server
Encrypted Content, Rental Bag
Request
Internet
Encrypted Content, Rental Bag
Rental Order, GUID
Client Device (Apple TV)
GUID

FIG. 1

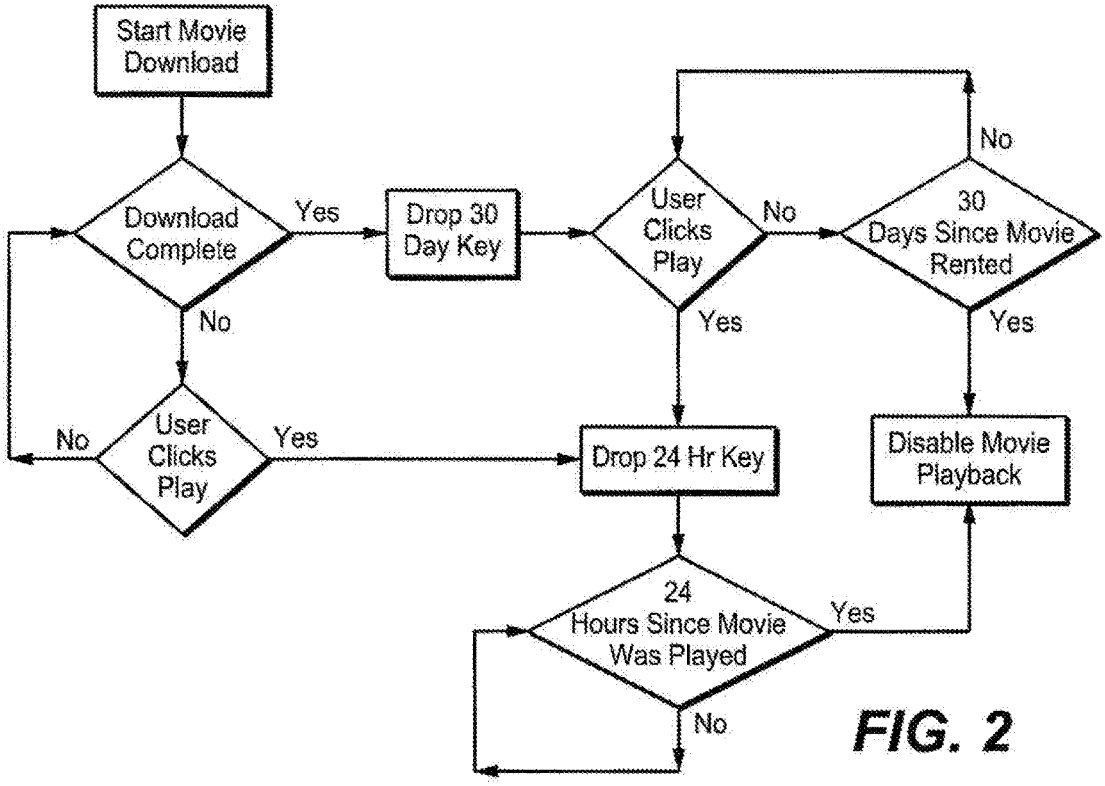
Start Movie Download
Download Complete
Yes
Drop 30 Day Key
User Clicks Play
No
30 Days Since Movie Rented
No
Yes
Yes
No
User Clicks Play
Yes
Drop 24 Hr Key
Disable Movie Playback
24 Hours Since Movie Was Played
Yes
No

FIG. 2