$HMAC_{k1}(URL)$, ${cert}_{k1}$, ${content}_{k1} = {block_1}_{k1}$, ${block_2}_{k1}$, ${block_3}_{k1}$, $\ldots$, ${block_x}_{k1}$

$HMAC_{k2}(URL)$, ${cert}_{k2}$, ${content}_{k2} = {block_1}_{k2}$, ${block_2}_{k2}$, ${block_3}_{k2}$, $\ldots$, ${block_x}_{k2}$

$HMAC_{k3}(URL)$, ${cert}_{k3}$, ${content}_{k3} = {block_1}_{k3}$, ${block_2}_{k3}$, ${block_3}_{k3}$, $\ldots$, ${block_x}_{k3}$

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$HMAC_{kn}(URL)$, ${cert}_{kn}$, ${content}_{kn} = {block_1}_{kn}$, ${block_2}_{kn}$, ${block_3}_{kn}$, $\ldots$, ${block_x}_{kn}$