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(54) Title: POINT OF PURCHASE VIDEO DISTRIBUTION SYSTEM

(57) Abstract

A video distribution system for full motion video media, usually in the form of advertisements, that allows video programs to be transmitted from a distribution center to a multitude of receiving sites, typically retail stores, dispersed over a wide geographic area. Video program segments are transmitted from the distribution site (100) and received at the receiving sites (254). Television monitors (259) located at selected points in the receiving sites display the video program segments to an audience, which usually will include shoppers in the course of shopping. The invention allows users located in the distribution center to customize the video programs for particular target audiences or markets, such that the series of programs played in one receiving site could be quite different from that played in another.