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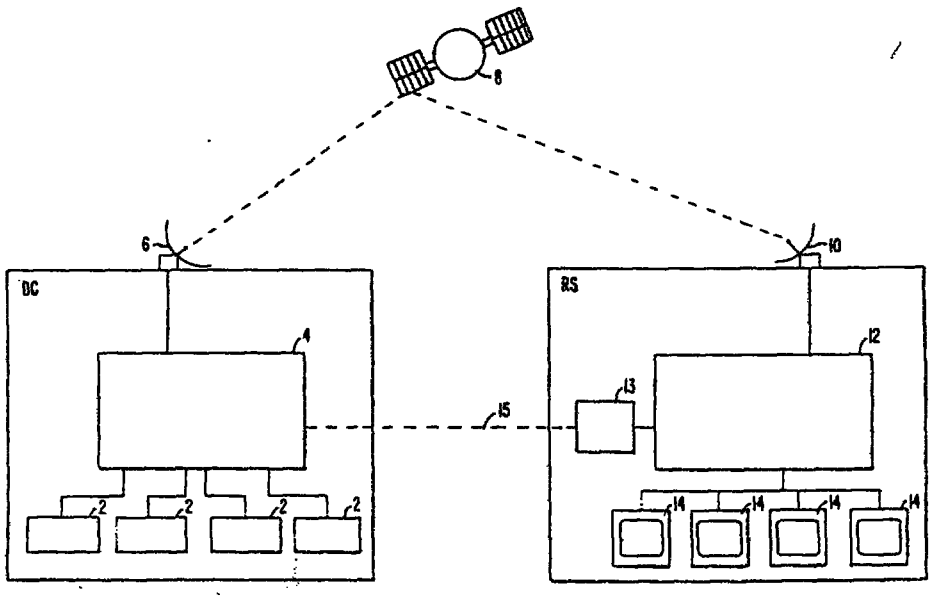
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(54) Title: VIDEO DISTRIBUTION NETWORK



(57) Abstract

The present invention provides a distribution network for full motion video media, usually in the form of advertisements, allowing video programs to be transmitted from a distribution center (DC) to a multitude of receiving sites (RS), typically retail stores, dispersed over a wide geographic area. Preferably, programs are transmitted via satellite (8) and are receivable via antennae (10) at the receiving sites (RS). Television monitors (14) located at selected points in the receiving sites display the programs to an audience, which usually will include shoppers in the course of shopping. The invention provides for "customizing" 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.