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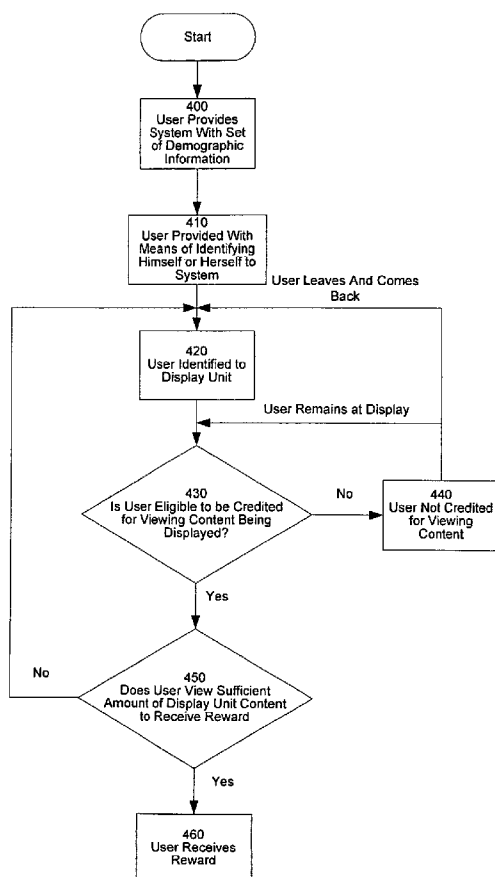
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(54) Title: METHOD, SYSTEM AND APPARATUS FOR MEDIA DISTRIBUTION AND VIEWING VERIFICATION



(57) Abstract: The present invention is directed to a method, system and apparatus for media distribution and/or viewing verification. In one embodiment of the present invention, media content is stored in a database. Media content from the database is arranged into a schedule and displayed on a display unit. In one embodiment, the display unit comprises a flat panel display with stereo speakers placed in a wall in approximately the same space as is occupied by a traditional movie poster display case. In one embodiment, the display unit is retro-fitted to a traditional movie poster display case. In one embodiment, a display unit has a sensor unit. One embodiment has motion sensors used in determining whether the display is being viewed. Another embodiment has video sensors used in determining whether the display is being viewed and/or determining the number of viewers. Another embodiment has a card reader sensor used to gather information about a viewer. Another embodiment has a touch-screen monitor used to gather information from a viewer.

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