

## VIDEO DISPLAY METHOD

### [ABSTRACT]

5       A video display method in which a visible light communication signal can be appropriately transmitted includes: generating a first visible light communication image that is an image having a stripe pattern for visible light communication, by encoding the visible light communication  
10   signal (SL11); displaying, in a predetermined frame, an image included in the video signal (SL12); and displaying, in the predetermined frame, the first visible light communication image sequentially thereafter an identification image that is an image having luminance uniformly lower than average  
15   luminance of the image that is displayed (SL13).