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(54) Title: SYSTEMS AND METHODS FOR PRESENTING AND DELIVERING CONTENT

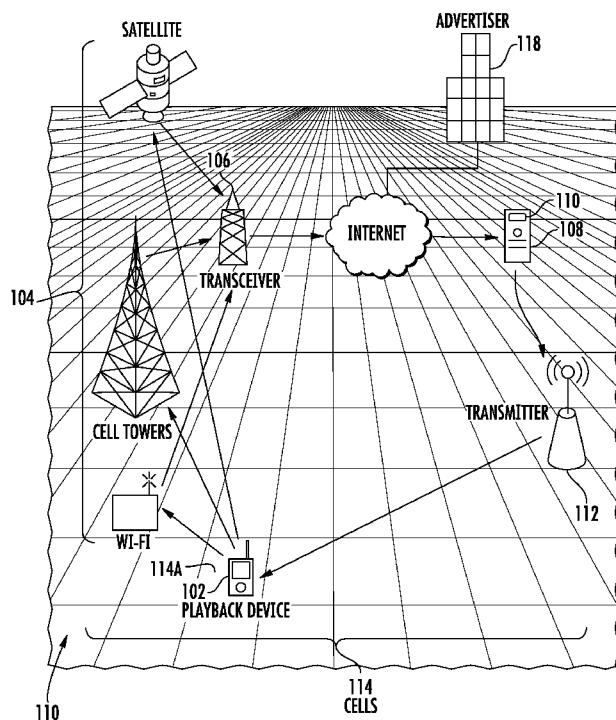


FIG. 1

(57) Abstract: Systems and methods are provided for presenting information about discrete geographical areas and the use of such information by content providers to facilitate delivery of targeted or geographically relevant content to information playback devices located in one or more particular discrete geographical areas. Data (e.g., contextual, behavioral, predictive, trending, geo-consumer patterns) can be collected and associated with relevant virtual cells within a grid. A portal can be provided to enable content provider to search the cells based on customized campaigns to identify trends, interest, patterns and opportunities. Such information can facilitate informed geo-targeting decisions and consumer understandings for business of all sizes and sectors in order to deliver more relevant content to information playback devices within selected cells according to customized settings configured by the content provider.



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