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(54) **CONTINUOUS MEDIA PLAYBACK SYSTEM CONTROLLED OVER A DISTRIBUTED COMMUNICATION SYSTEM**

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(57) **ABSTRACT**

(52) **U.S. Cl.** 709/219; 709/217; 709/218; 709/209; 707/1

(58) **Field of Classification Search** 709/219, 709/217; 707/1; 725/1

See application file for complete search history.

A continuous play broadcast system includes a distributed communications system and a playback control device that is connected to the distributed communications system. The playback control device includes an output device, memory that stores digital media files and a continuous play program, and a controller that outputs the digital media files to the output device according to the continuous play program. The media files include at least one of audio, video and announcements. A computer is connected to the distributed communications system. A web server is connected to the distributed communications system and to a master library of the digital media files. The computer accesses the web server via the distributed communications system to alter the continuous play program for the playback control device. The computer includes a browser module for accessing the web server and the web server transmits executable files to the computer for creating the continuous play program. The executable files are at least one of Active-X® components, Java Applets® and Java Script®. The continuous play broadcast system can also deliver video files and announcement files using the continuous play program. The computer and the playback control device can be integrated.

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55 Claims, 19 Drawing Sheets

