(54) **AGGREGATE INFORMATION PRODUCTION AND DISPLAY SYSTEM**

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(57) **ABSTRACT**

A production system for packaging aggregates of mixed media information (e.g. text, images, audio, and video) into addressable packets which are transmitted to receivers over a satellite network, with the information aggregates (IA's) displayed and arranged for use via an associated Hypertext Markup Language (HTML) file, or other such displays language file and associated interpreter. The HTML file, when interpreted and displayed, would provide an organized and easy to access presentation of the mixed-media files transmitted over the satellite network, whereby textual and graphic descriptions could be used to describe the file contends and HTML buttons would allow playback and/or viewing of the linked file information. The HTML file might also include a link to communications software for enabling data dialog with a site external to the receiving station. One example link would include software for a telephone connection. This connection could direct the transmission source station to send more information, as needed. Still other links would allow software stored locally at the receiving station to be accessed and used. A link might also be provided via the internet to external URL addresses. The IA groups and packets would also be useful for distributed, distant teaching systems, with feedback from the receiving sites provided through the communications link to the source station.

100 — Producer

Fig. 1

Fig. 2

72

XYZ   Records

65

69

75

76

61

67

73

74

60

Audio 3

Audio 2

Audio 1

Picture

HTML

Text and

Links

62

64

66

68

70

Fig. 3

Fig. 4

Fig. 5

Fig. 6

183 —

Training
Manual
Packet

184

181

Receiver
CPU

188

LAN

User₁

User₂   o o o   Userₙ

186

Fig. 7

194

Path₂

190

Text

192

Path₁

196

Downloaded
Information

Image

Text

Video

Image

Image

Video

Information
to be Acquired

198

Text

Text
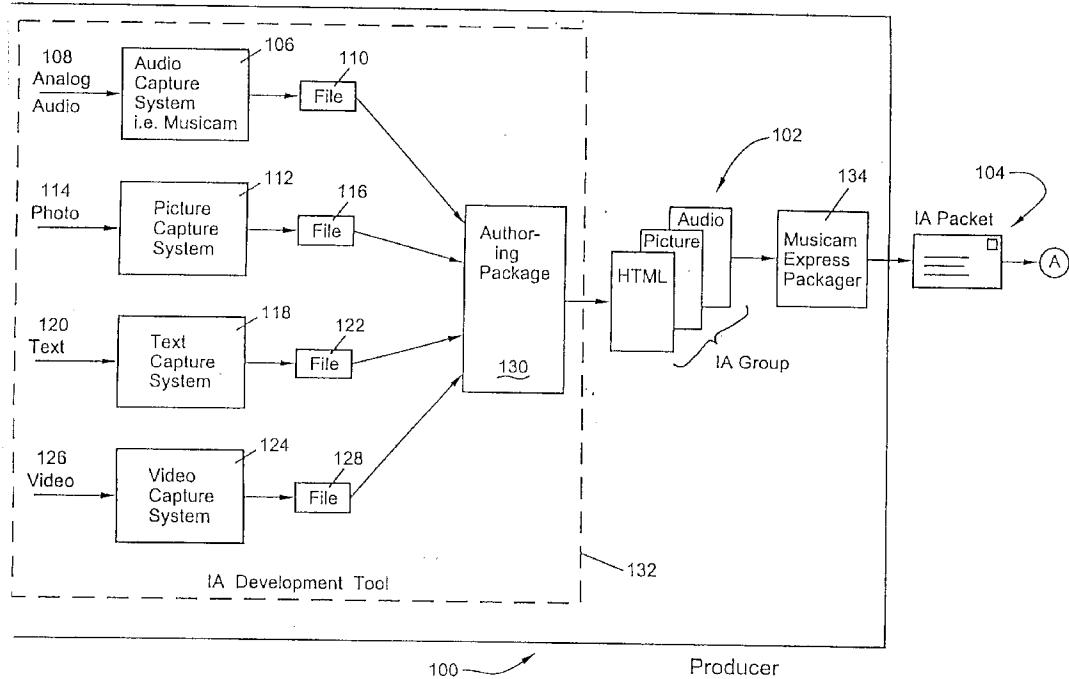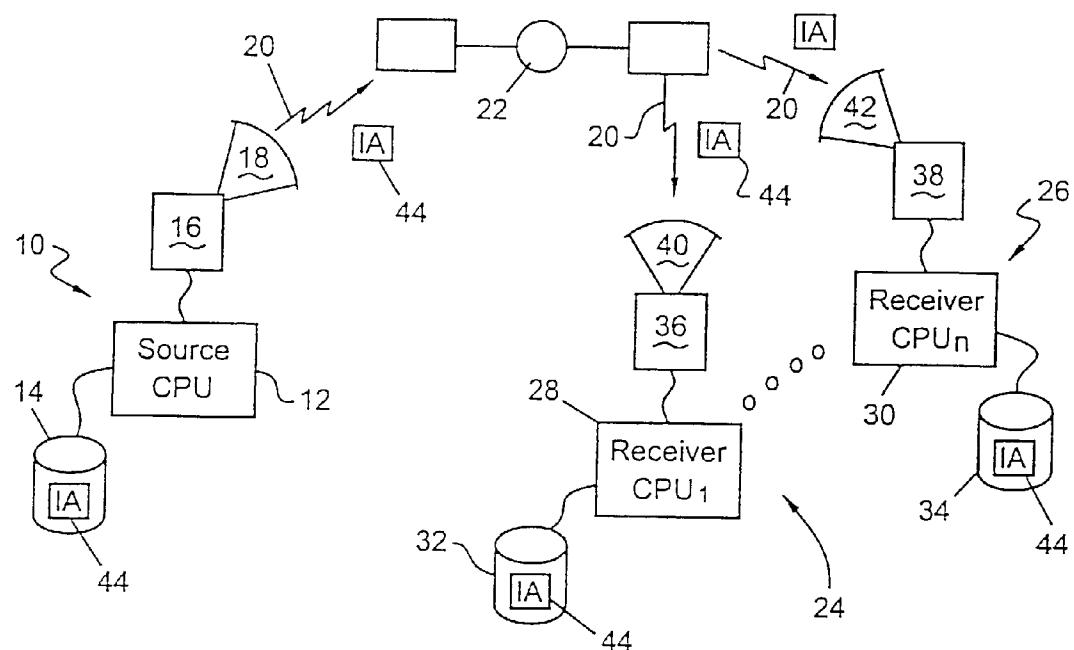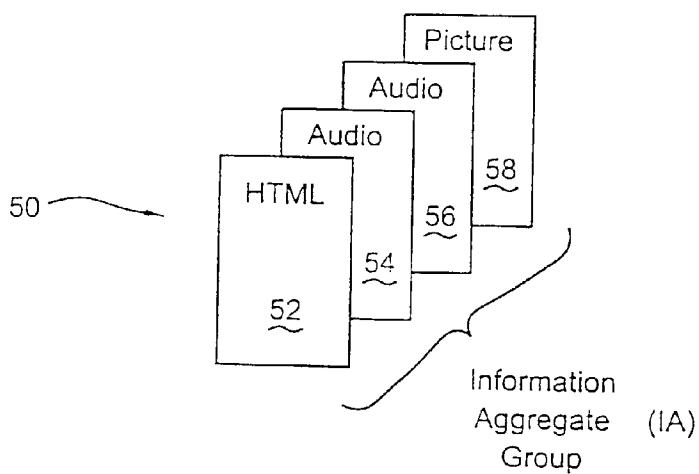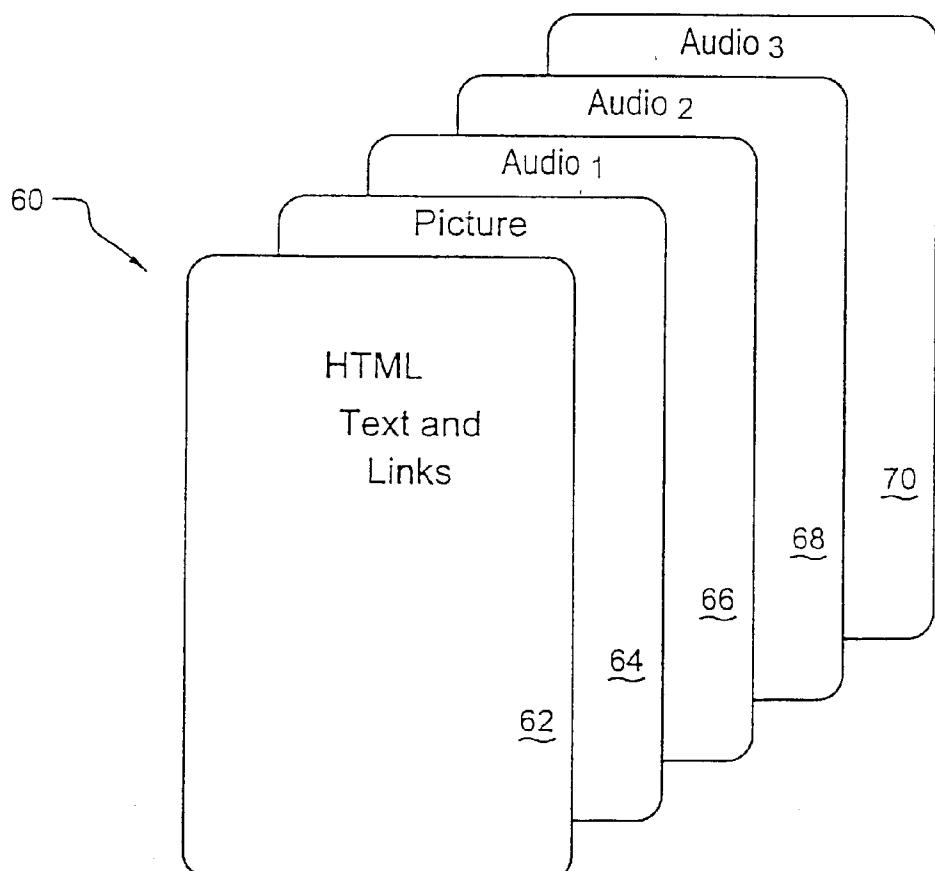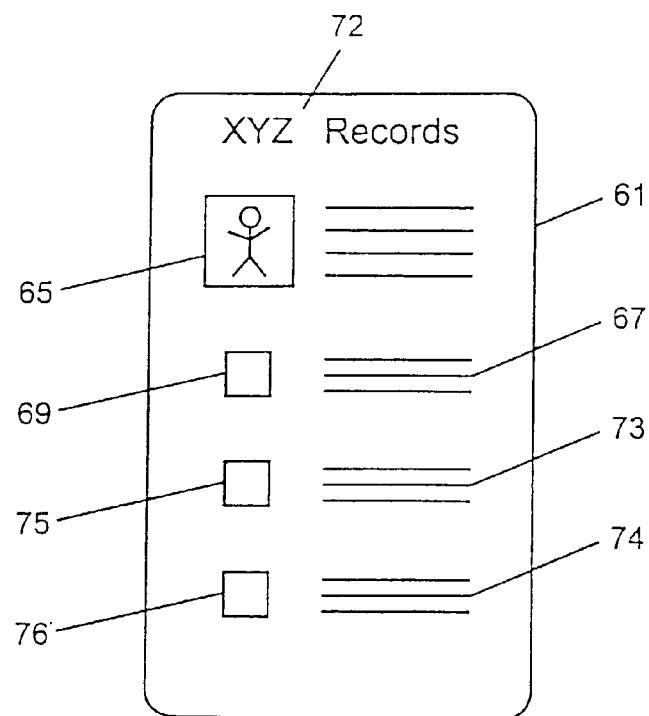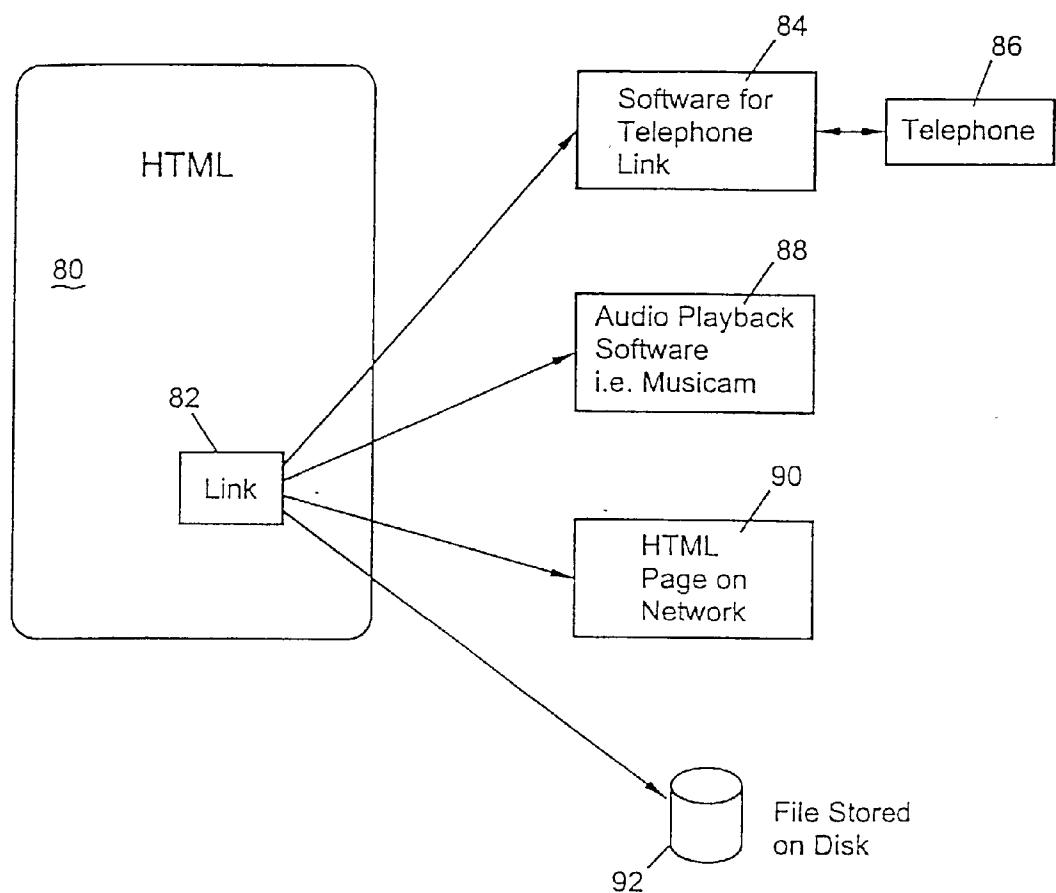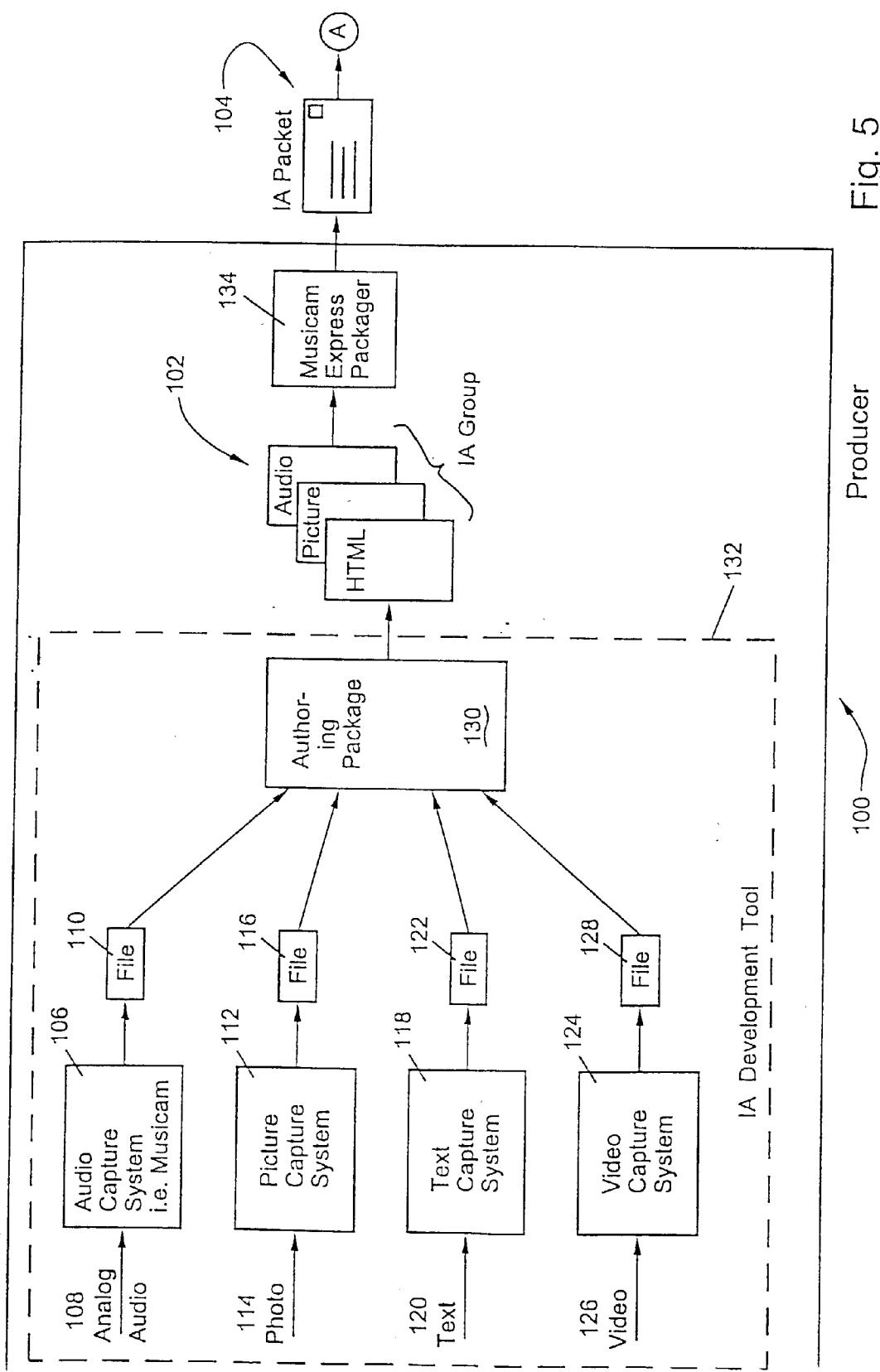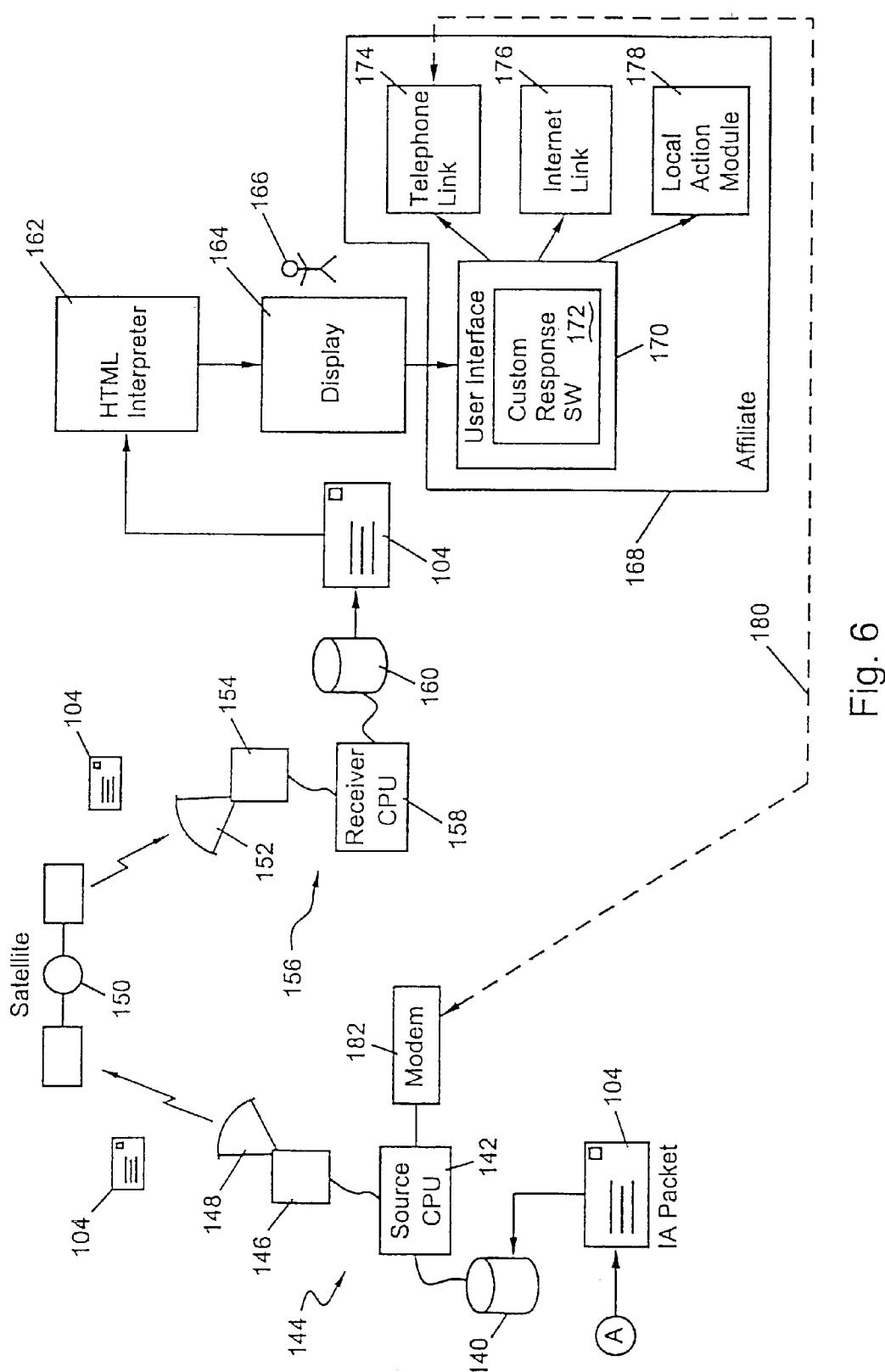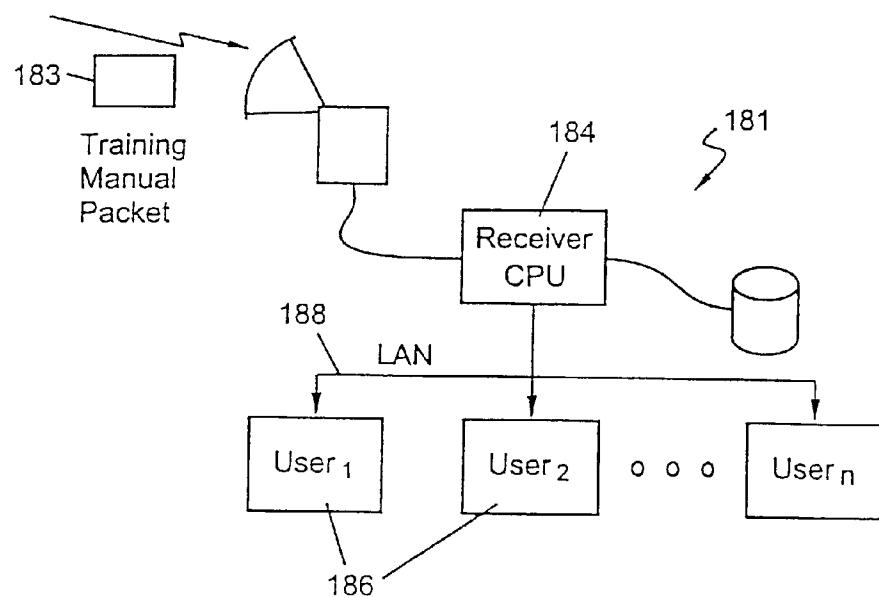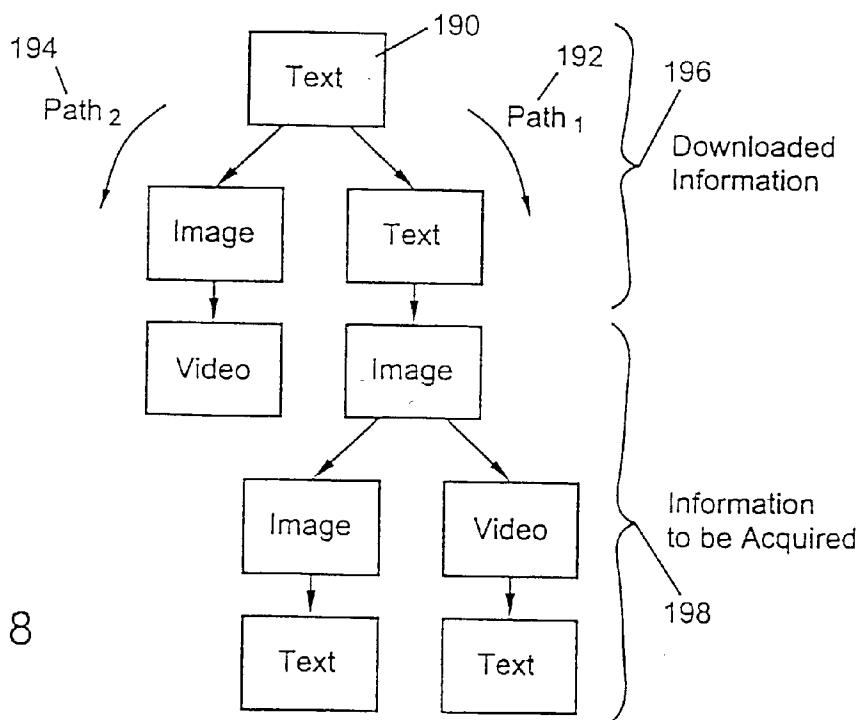
Fig. 8

AGGREGATE INFORMATION PRODUCTION AND DISPLAY SYSTEM

CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] This application is a non-provisional application claiming priority of provisional application U.S. Ser. No. 60/097,903, filed Oct. 9, 1996.

STATEMENT REGARDING FEDERALLY SPONSORED RESEARCH OR DEVELOPMENT

[0002] Not Applicable

BACKGROUND OF THE INVENTION

[0003] The software files utilized to implement the preferred embodiment of the present invention are provided in printed form and are attached as Appendices A, B and C. This software is used to implement the invention on equipment available from Starguide, Inc., of Reno, Nev. This software directly corresponds to software submitted on Disks A, B and C of the parent application.

[0004] The software and technology presented herein is a further improvement of the technology disclosed in the Applicant's co-pending application "Audio File Distribution and Production System," filed Sep. 1, 1995 as a provisional provisional application, Serial No. 60/003,164; and file don Aug. 30, 1996 as a non-provisional application, Serial No. __/_____ (Attorney Docket 10952US02).

[0005] All of the software appendices A, B, and C referenced above, along with the above-referenced papers—provisional and non-provisional applications along with their referenced incorporations and appendices—are expressly incorporated herein by reference in their entireties.

[0006] This invention relates to a software production system for packaging aggregates of information into addressable packets which are transmitted to receivers over a satellite network, with the information aggregates (IA's) displayed and arranged for use via an associated Hypertext Markup Language (HTML) file, or other such display language file and interpreter. The HTML file would include a link to software for providing a low-cost communication link from the receiving station (or stations) back to the transmitting station. An example low-cost (and consequently low throughput) link would include a software link for telephoning and, for instance, directing the transmission source station to send more information as needed. This telephone linkup might also connect to other external telephonic sources. Alternatively, other low-cost links might be used to remedy asymmetrical data link problems existing between satellite transmission and receiving stations.

[0007] Satellite networks are used to transmit large quantities of information from a transmission station to an orbiting satellite which relays the transmission back down to a variety of receiving stations. Such digital information can include, for example, text, photographs, audio, video, and/or animation. While satellite transmission has been recognized as an efficient method for distributing such diverse information, organization of such varied media has presented problems. Generally a receiver of such varied media must sort out and discern the purpose of each file and the requisite playback or viewing tool to use with each particular file.

Thus, while a user may receive a file or group of files over the satellite transmission network, follow-up printed documentation, or even a live representative, must often arrive separately in order to explain and organize the files sent. This is because satellite receivers are generally one-way data collection systems, and generally cannot send information via satellite back to the transmitting station. While separate satellite transmitters might exist at a receiver station, this is generally an expensive communication method and requires the extra satellite transmission hardware and related upkeep.

[0008] Accordingly, companies such as SONY NETWORKS, or TM CENTURY, will send audio information and other such files to satellite receiving stations which are owned and/or controlled by entities such as radio or television, stations. The receiving station might be a subscriber of the above mentioned companies' services, or the transmitting company may be trying to solicit new business. In either instance, the receiving station has been designated to receive downloaded information in the form of computer files which might include, for instance, sound bytes from a new record, or sound effects for possible use on a radio show, or video clips for use on the news. In the past, such files have been downloaded and identified by letter/number identifiers typically associated with the naming of each file on the computer's operating system. The user must then sort through and organize the various information, categorizing the source of the downloaded information, the playback media, and the topic to which it relates. For a radio or television station that constantly receives information, this organizational problem is greatly compounded.

[0009] Methods and computer languages exist which are designed to organize, display, and link together information from a variety of different playback and display media. One such language is Hypertext Markup Language (HTML) which is used to display "web pages" on the internet. This language, however, has not been used to organize and display different types of media information transmitted over a satellite network to receiving stations. An HTML page can therefore be developed to identify and link together various media files which have been transmitted with the HTML page, or are known to exist on the receiving station's computer storage medium. Organization of the files is thereby provided by textual or graphical orientation of the HTML page, or pages. The various media files can then be conveniently accessed via clicking on a button or textual area which has been linked to the file.

[0010] Accordingly, what is needed in the field is a system which will produce organized information groups and packets for the transmission and display of satellite information consisting of aggregate media files which are transmitted to a receiving station. An HTML page, for instance, might provide links to files which are transmitted with the page. The HTML page might also provide links to playback software (e.g. MUSICAM) and/or other files already associated with the receiving station. The HTML page might alternatively provide a software link to a telephone connection which could provide data dialog with an external site. The telephone connection might be used to call the satellite transmission station to further direct the transmission source to transmit more and/or different information to the receiving station, or to a group of stations.

BRIEF SUMMARY OF THE INVENTION

[0011]   The present invention provides a satellite production and display system, and associated software, for organizing various pieces of information into an information aggregate (IA) group and IA packet which are then transmitted and received over a satellite network. Such IA packets would be generated by "producer" stations or terminals. The IA group consists of an HTML page or pages, along with associated media files which are referenced and linked by, for instance, HTML page. An IA packet consists of an IA group which has been "packaged" for delivery to a particular satellite receiver destination, or a collection of satellite receivers. Such receiving stations can be dynamically grouped and re-grouped according, for instance, to their nature (e.g. sports radio stations) and/or data needs. The HTML page, when interpreted by the receiving station, would present textual and/or graphical explanations of the data that has been sent with transmission. The user might then use a pointing device, such as a mouse, to "click-on" or choose a particular audio, video, picture, or text file that is associated, or linked, with the HTML page.

[0012]   This information production and display system thereby allows a producer station to carefully generate, organize, and/or choreograph the presentation of a set of media files to be transmitted to a receiving satellite station. For example, the producer user's distinctive logo might appear prominently across the top of the page. Animated text or graphical characters might be added for emphasis, as desired. The producer might then graphically or textually describe each audio, video, or pictorial clip which has been sent with the HTML page and provide an associated mouse button. The user can scan down the HTML page and hear or view only those items of interest. For instance, a record company might transmit promotional about an upcoming album to be released by a particular artist. Information about the album and album cover could be graphically displayed to a receiver such as a radio station. Below the cover, different album tracks could be textually described with an associated HTML mouse button for access and playback of that particular album track, or portion thereof, which is located in an associated audio file.

[0013]   In yet another example, an advertiser might send a commercial spot to a radio or television station, but would provide specific instructions (e.g. textual, audio, video) on when and how the commercial is to be played. For instance, certain commercials are only suited for certain times of day. Other commercials should not be played directly before or after a competitor's advertisement. The present system would allow, for example, a convenient method for organizing and presenting such instructions, and would also allow the receiving station to conveniently preview the material by clicking on a mouse button linked to the audio or video file.

[0014]   In still another example, a company which sells sound bytes, sound effects, or video clips to subscriber stations could organize the clips with a textual description of each clip. The receiving station could then quickly scan through and sample the material sent in deciding whether to use or purchase the material from that particular producer of the IA group and packet.

[0015]   In the present embodiment, the HTML page has specially created software links which use MUSICAM soft-

ware for playing such audio clips. MUSICAM is a registered trademark of Corporate Computer Systems (CCS), Inc. which is a subsidiary of Starguide Digital networks, Inc. Such MUSICAM software, as copyrighted and available from CCS and Starguide provides much more dynamic and accurate playback quality than conventional computer playback methods. Such MUSICAM software would reside in memory at each local receiving station instead of being downloaded repeatedly. Other such software players or viewers for audio, pictorial, and video files could similarly be stored and linked for rapid playback of any file type by the receiving station.

[0016]   Internet "web page" applications using HTML typically link one web page to yet another web page through connection to a universal resource locator or URL address. Such URL's contain the next picture, page, or text to be downloaded according to the web page's HTML instructions. As one option, the present application might also provide such URL links to internet locations via a telephone connection to the internet.

[0017]   More importantly, the HTML page of the present invention would provide a software connection to a low-cost communication medium whereby external sites—such as the source transmission station—could be contacted and a dialog when ensue. Low-cost links generally imply a lower throughput than satellite transmission rates. However, what is needed is some connection between receiving station and, for example, the transmitting station, which is convenient to use, low-cost to acquire, and low-cost to operate. While the present invention embodies the use of any such low-cost link as implemented using a variety of data transfer techniques, the following example details the use of a telephone as one such convenient, low-cost data link.

[0018]   Hence, a telephonic linkup could be used to contact any of a number of sites external to the receiving station. One such telephone linkup would include calls directed back to the satellite transmission source. The satellite transmissions, in this case, are one-way broadcast transmissions from a source station to a receiving station or group of stations. While permitting relatively high throughputs of data to be transmitted to a vast number of receiving stations, there generally exists no low-cost and convenient feedback mechanism from the receiver station back to the transmitting station. Such a telephone linkup would provide a low throughput, yet inexpensive feedback connection between the receiving and the transmitting station. A low-level data dialog could exist thereby facilitating a request for the transmission of new, or different, data to the receiving unit. Alternatively, such a data link might, for example, facilitate registration of a user as a new subscriber to a data service, or confirm a user's acceptance of the most recently sent materials from such a data service.

[0019]   The present invention would also prove to be extremely useful with distributed teaching systems whereby teaching or instructional materials are distributed from a central location to various remote locations. In one instance, a training manual with linked textual, audio, and video portions could be transmitted to many remote receiving stations. Alternatively still, one receiving station might receive the training material and distribute it for viewing via a LAN network. Furthermore, "live" training sessions with intermixed audio and video portions could be centrally

distributed. The low throughput phone feedback might then be used for student feedback or questions with the teacher thereby interactively serving many remote locations and students. The training manual and associated software might also automatically sense the training "path" taken by the user, and transmit a request for the next set of informational data needed to proceed through a training session.

[0020] Accordingly, it is an object of the present invention to provide an information production and display system, and related software, to facilitate the organized satellite transmission, reception, display and access of information aggregates consisting of media data and files.

[0021] It is still another object of the present invention to provide production, or producer, software for the creation of HTML pages with linked media files for transmission over a satellite network to receiving stations.

[0022] It is yet another object of the present invention to provide for production of HTML pages with linked media files for transmission over a satellite network to receiving stations, with HTML links to MUSICAM software located at the receiving station for playback of audio files.

[0023] It is still another object of the present invention to provide for production of HTML pages with linked media files for transmission over a satellite network to receiving stations, with HTML links to software stored at the receiving station for performing local actions.

[0024] Yet another object of the present invention is to provide for production of HTML page with linked media files for transmission over a satellite network to receiving stations, with HTML links to software for establishing an external data link connection.

[0025] Still another object of the present invention is to provide for production of HTML pages with linked media files for transmission over a satellite network to receiving stations, with HTML links to software for establishing an external data link connection such a telephonic connection.

[0026] It is a further object of the present invention to provide for production of HTML pages with linked media files for transmission over a satellite network to receiving stations, with HTML links to software for establishing an external connection such as a telephonic connection, with the telephone connection being made to the transmission source station to further direct future transmissions.

[0027] It is a yet another object of the present invention to provide production of HTML pages with linked media files for transmission over a satellite network to receiving stations, with the pages serving as distributed training materials.

[0028] It is a still another object of the present invention to provide for production of HTML pages with linked media files for transmission over a satellite network to receiving stations, with the pages serving as distributed training materials, with HTML links to software for establishing an external connection such a telephone connection to the transmission source, the training session thereby being interactive.

[0029] Other objects and advantages of this invention will become apparent from the following description taken in conjunction with the accompanying drawings wherein are set forth, by way of illustration and example, certain embodiments of this specification and include exemplary embodiments of the present invention and illustrate various objects and features thereof.

BRIEF DESCRIPTION OF THE SEVERAL VIEWS OF THE DRAWINGS

[0030] FIG. 1 shows a block diagram for transmitting an information aggregate (IA) packet from a satellite transmission station source computer to a plurality of satellite receiver station computers 1 through n via a satellite relay.

[0031] FIG. 2 shows a block diagram of an information aggregate (IA) group as made up of an HTML page which displays and organizes the linked audio and picture files.

[0032] FIG. 3 shows a block diagram of another example information aggregate consisting of a record promotional page.

[0033] FIG. 4 shows a block diagram of an HTML page with example links to a software telephone link, MUSICAM playback software, an HTML internet page, or a file stored on the local receiver storage medium.

[0034] FIG. 5 shows a block diagram of the producer software for generating an IA packet.

[0035] FIG. 6 shows a block diagram, as continued from FIG. 5, of the satellite network for transmitting and receiving the resulting IA packet, the HTML interpreter and display, and the affiliate software for facilitating links from the interpreted and displayed HTML page.

[0036] FIG. 7 shows a block diagram of an example training manual packet being received and distributed over a LAN network.

[0037] FIG. 8 shows a block diagram of a training manual IA group with a first and second path for training information.

DETAILED DESCRIPTION OF THE INVENTION

[0038] Referring now to FIG. 1, a block diagram of a satellite transmission network is shown. A satellite transmission system 10 is shown comprised of a source central processing unit (CPU) 12 which is connected to a memory storage means 14, typically a high density disk drive unit. The transmission system includes a transmitter 16 and a satellite transmission antenna 18. The antenna 18 sends a signal 20 to an orbiting satellite 22. The satellite 22 relays the signal 20 to an orbiting satellite 22. The satellite 22 relays the signal 20 to one of many, e.g. 1 through n, satellite receiving stations 24, 26. Each receiving station has a receiver CPU 28, 30; a corresponding disk drive unit 32, 34; a corresponding receiver 36, 38; and satellite signal receiving antenna 40, 42. As shown in this diagram, the information aggregate (IA) packet 44, described below, is transmitted from the disk drive 14 of the source station 10 to the plurality of receiving stations 24, 26 and subsequently stored on the receiving station disk drives 32, 34. Each packet 44 is structured to contain information on its intended satellite receiver destination. Accordingly, packets can be selectively sent to a large group of receiving stations, e.g. only radio stations with an "all news" format. Alternatively, a packet 44

4

might be structured to be sent to only one particular receiving station, e.g. CBS news in New York.

[0039] Referring now to **FIG. 2**, an information aggregate group **50** is shown which is comprised of a Hypertext Markup Language (HTML) organizational page or file **52**, with an associated audio file **54**, another associated audio file **56**, and an associated picture file **58**. The information aggregate might consist of any such combination of media files including, but not limited to text, audio, video, program, and animation files.

[0040] Referring now to **FIG. 3, a** more detailed example of an information aggregate group **60** is shown. In this example, a record company has created a promotional sheet for a new record by a particular artist. When the HTML file **62** is interpreted and displayed the result will appear like the display page **61** with the text and graphical boxes appropriately placed. The company has placed their name and logo **72** across the top of the page **61**. The picture file **64** is linked to appear at location **65**. Text **67** describes the first audio track and HTML software "button"**69** links to and allows playback of the audio file **66**. Similarly, text **73** and button **75** addresses and links the second audio file **68**, and text **74** and button **76** addresses and links the third audio file. The IA group **60** thereby provides a convenient method for organizing a series of media files in a textual and graphical format which is aesthetically pleasing and easy to use.

[0041] Referring now to **FIG. 4**, an additional example of an HTML page **80** is shown which might be used to organize media files into an IA group. In this example, the HTML link **82** is shown to access a variety of example linking options. The first option shows a link to software **84** which would provide an external telephone connection **86**. The second option shows a link to audio playback software **88** which would include MUSICAM software which would reside in local memory **32, 34** of the receiver stations **24, 26** of **FIG. 1**. The third option shows a link to an HTML page **90** on the internet, via a telephone connection and standard related software (e.g. NETSCAPE). As similar to the second option, the fourth option shows the link accessing a file or software stored in local memory **92** of the receiving station (see also **32, 34** of **FIG. 1**). This file might be an audio or video file which is access frequently in many different applications, or a software program to perform a localized action at the receiving station.

[0042] Hence, while previous applications and uses of HTML have used the HTML linking capability to connect to URL addresses, e.g. addresses of other web pages and sites on the internet, the present invention teaches the use of HTML to link together and use software programs, digital files, and the link to organize, present, and use a variety of mixed media information. Accordingly, the options described for this particular link are for example purposes only; the preferred embodiment is not meant to be limited only to such example linking options, as many others options could be offered to facilitate organization of the transmitted media files and data.

[0043] Referring now to **FIG. 5, a** block diagram is shown of the "producer" software **100** for generating an IA group **100** and subsequent IA packet **102**. For example purposes, the IA packet **102** has been depicted as a filled, addressed, and stamped envelope. This analogy is accurate in that the IA group **102** is packaged in a satellite transmittable format

with an address tag and/or encoded key as to its receiver destination. The producer software **100** is thereby comprised of various capture systems for digitizing information into files to be grouped. In this example, an audio capture system **106** such as MUSICAM can be used to convert an analog audio signal **108** into a digital audio file **110**. A photo or image capture system **112** such as a scanner can be used to convert a photograph or image **114** into a digitized image file **116** (e.g. a *.gif file). A text capture system **118** can be used to convert text **120** into digitized text file **122**. Finally, a video capture system **124** can be used to convert a video segment **126** into a digitized video file **128**. Other digital, animation, or program files might also be incorporated, as appropriate.

[0044] The files **110, 116, 122,** and **128** are fed into an HTML authoring package **130**. There are many such packages available, but the preferred embodiment uses MICROSOFT WORD with INTERNET ASSISTANT. This collection of capture systems **106, 112, 118,** and **124**, along with the authoring package **130** form an information aggregate (IA) development tool **132**. This development tool **132** generates the above described IA group **102**. A packager **134**, such as that offered by MUSICAM EXPRESS, then takes the IA group **102** and creates the above described IA packet **104**. As described in the above incorporated patent applications, the packager **134** would be part of a MUSICAM EXPRESS NETWORK comprised of numerous hubs and connected producers.

[0045] Referring also to **FIG. 6**, the block diagram of **FIG. 5** is continued from point "A". In **FIG. 6**, the IA packet **104** is transferred and stored on the disk drive **140** which is connected to the source CPU **142** of the transmission station **144**. The associated transmitter **146** and satellite antenna **148** is used to transmit the IA packet **104** to an orbiting satellite **150** which relays the IA packet **104** to an orbiting satellite **150** which relays the IA packet **104** information signal to an appropriate receiver antenna **152** and receiver **154** of the receiving station **156**. The receiver CPU **158** processes and stores the received data in the receiver disk drive unit **160**. An HTML interpreter **162** must next be used to interpret and display **164** the HTML page information and corresponding links with the associated files. The preferred embodiment uses a MICROSOFT HTML Interpreter plug-in to the receiver CPU **158**.

[0046] In displaying and interacting with the HTML page, the user invokes the "affiliate" software **168**. This software includes a user interface **170** which in turn runs custom response software **172**. The response software **172** facilitates the various linking options exemplified in **FIG. 4**. As shown in this example, the user might choose between a telephone link **174**, an internet link **176**, or a local action module **178**.

[0047] As noted above, an important feature of the present invention is the ability for the receiver station **156** to communicate, via a low-cost linkup such as telephone, back with the transmitting station **144**. As shown in fathom, a connection **180** can be made back to a modem **182** which is connected to the source CPU **142**. Again, the telephone linkup has a limited throughput due to the limited bandwidth of existing telephone and modem data connections. While an ISDN connection will provide higher throughputs, the telephone connection provides a low-level data dialog—as compared to satellite transmission rates—between the

receiver station and the transmitting station. This allows the receiving station to provide feedback to the transmitting station and further direct data transmission, as needed.

[0048]   The internet would also provide a useful low-cost feedback connection due to the low-cost of gaining online access. Most internet providers now offer fixed rates as low as $15-20 per month for unlimited usage. Such a data connection might prove to be more cost effective than eve a telephone linkup if the throughput levels of data were found to be acceptable for the user's purposes.

[0049]   As mentioned above, any such low-cost linkup is intended to be embodied within the scope of this invention, and the examples presented are not intended to be limit the invention to these particular linking options.

[0050]   The present invention would also be ideally suited for distributed, or distant, teaching and training facilities. Using the producer software **100** (See **FIG. 5**), an individual or company could create a training manual which would consist of multiple HTML pages with links in the appropriate spots to video, audio, and textual information. Accordingly, a company could create and update one version of a particular training manual and periodically send it out to sites across the world. Each site could receive its own training manual packet **183** and allow training to occur directly from the receiver CPU **28, 30** (See **FIG. 1**). Alternatively, as shown in **FIG. 7, a** receiving station **181** could receive the manual and distribute access to the receiver CPU **184** an LAN connection **188** to multiple users **186**.

[0051]   The training manual or training course would likely consist of a large volume of information which spans many HTML pages and links together numerous graphical, audio, and video files. The manual will also likely have different paths which a user can follow through the complex link of mixed-media information. As a result, it may not be practical to group together and send the entire manual as an IA group or packet. Instead, the manual would be produced in smaller IA groups or packets. The telephone linkup **180**, as shown in **FIG. 6**, could then be used to request the next set of information as it becomes needed by the user. This would prevent the costly transmission of information which the user may not need, or even desire.

[0052]   Referring also to **FIG. 8, a** block diagram of a portion of an example training manual or IA grouping is shown. From the initial text **190**, the manual breaks off into a first path **192** and a second path **194**. The already transmitted and acquired information might include the portion **196**. If the user follows the first path **192**, then a need exists for the remaining information **198** as the user proceeds. Accordingly, the telephone linkup **180**, as discussed above, could be used to request a transmission to the receiving station of the information to be acquired **198**.

[0053]   Similarly, other remote teaching systems might use the present system. For instance, a teacher or professor in a central location could send IA groups to multiple teaching facilities. The grouping might include video clips and audio clips about the topic of discussion which could be played, and replayed, by each receiving site. The telephone linkup back to the transmitting site could then provide low-level feedback from students, such as textual questions and the link, whereby the teacher would then respond to the question. The answer might come through the same telephone

linkup, or the teacher might feel the need to direct an answer to the entire collection of receiving sites.

[0054]   As discussed above, any type of information can be grouped and organized together into the IA grouping. Such information might include actual programs or computer software to be run by the receiving CPU. One convenient way of sending such programs is through JAVA programs which are placed inside the HTML page code. JAVA programs thereby allow the HTML page to run programs while being displayed to the user. This allows moving graphical patterns and the like to be used to enhance the HTML page. In the teaching example above, this would allow a physics professor to send a program to show and perform a simulation between, for instance, two physical objects.

[0055]   Numerous modifications may be made to the foregoing system without departing from the basic teachings thereof. Although the present invention has been described in substantial detail with reference to one or more specific embodiments, those of skill in the art will recognize that changes may be made thereto without departing from the scope and spirit of the invention as set forth in the appended claims.

1. A media distribution network comprising:

a producer station for transmitting an envelope of data, the envelope of data including a plurality of media files selected from the group consisting of an audio file, a text file, and a video file, the envelope of data further including a mark-up language document having a plurality of tags each respectively associated with at least one of the plurality of media files;

a satellite for broadcasting the envelope;

a plurality of receiving stations receiving the envelope from the satellite, each of the receiving stations locally storing the data of the envelope in a respective local storage medium, each of the plurality of receiving stations including means for accessing the mark-up language document, the mark-up language document providing means for accessing selective ones of the plurality of media files via the plurality of tags.

2. A media distribution network as claimed in claim 1 wherein the plurality of media files comprises at least one audio file and the plurality of tags comprises at least one tag associated with the at least one audio file, activation of the tag resulting in audio play of the audio file.

3. A media distribution network as claimed in claim 1 wherein the plurality of media files comprises at least one video file and the plurality of tags comprises at least one tag associated with the at least one video file, activation of the tag resulting in audio play of the video file.

4. A media distribution network as claimed in claim 1 wherein the mark-up language document is formatted as an HTML document.

5. A media distribution network as claimed in claim 1 wherein the mark-up language document further comprises a tag for accessing a telephone link.

6. A media distribution network as claimed in claim 5 wherein the mark-up language document further comprises a tag for requesting a further mark-up language document over the telephone link.

7. A media distribution network as claimed in claim 1 wherein the mark-up language document itself includes or includes a tag to indicia describing content of the one or more media files.

8. A media distribution network as claimed in claim 1 wherein the mark-up language document itself includes or includes a tag to a company logo.

9. A transmitter for use in transmitting an envelope of data to a receiving station for local storage by the receiving station, the transmitter comprising:

a computer system storing the envelope of data, the envelope of data including a plurality of media files selected from the group consisting of an audio file, a text file, and a video file, the envelope of data further including a mark-up language document having a plurality of tags each respectively associated with at least one of the plurality of media files;

an RF transmitter for modulating the envelope of data for RF transmission.

10. A transmitter as claimed in claim 9 wherein the plurality of media files comprises at least one audio file and the plurality of tags comprises at least one tag associated with the at least one audio file, activation of the tag resulting in audio play of the audio file.

11. A transmitter as claimed in claim 9 wherein the plurality of media files comprises at least one video file and the plurality of tags comprises at least one tag associated with the at least one video file, activation of the tag resulting in audio play of the video file.

12. A transmitter as claimed in claim 9 wherein the mark-up language document is formatted as an HTML document.

13. A transmitter as claimed in claim 9 wherein the mark-up language document further comprises a tag for accessing a telephone link.

14. A transmitter as claimed in claim 13 wherein the mark-up language document further comprises a tag for requesting a further mark-up language document over the telephone link.

15. A transmitter as claimed in claim 9 wherein the mark-up language document itself includes or includes a tag to indicia describing content of the one or more media files.

16. A transmitter as claimed in claim 9 wherein the mark-up language document itself includes or includes a tag to a company logo.

17. A receiver for receiving an envelope of data that has been modulated to RF, the receiver comprising:

a demodulator for demodulating the envelope of data;

a computer system locally storing the envelope of data, the envelope of data including a plurality of media files selected from the group consisting of an audio file, a text file, and a video file, the envelope of data further including a mark-up language document having a plurality of tags each respectively associated with at least one of the plurality of media files, the computer system being operable to access the plurality of media files via the plurality of tags of the mark-up language document.

18. A receiver as claimed in claim 17 wherein the plurality of media files comprises at least one audio file and the plurality of tags comprises at least one tag associated with the at least one audio file, activation of the tag resulting in audio play of the audio file.

19. A receiver as claimed in claim 17 wherein the plurality of media files comprises at least one video file and the plurality of tags comprises at least one tag associated with the at least one video file, activation of the tag resulting in audio play of the video file.

20. A receiver as claimed in claim 17 wherein the mark-up language document is formatted as an HTML document.

21. A receiver as claimed in claim 17 wherein the mark-up language document further comprises a tag for accessing a telephone link.

22. A receiver as claimed in claim 21 wherein the mark-up language document further comprises a tag for requesting a further mark-up language document over the telephone link.

23. A receiver as claimed in claim 21 wherein the mark-up language document itself includes or includes a tag to indicia describing content of the one or more media files.

24. A receiver as claimed in claim 21 wherein the mark-up language document itself includes or includes a tag to a company logo.

25. A data transmission comprising:

a plurality of RF modulated data elements, the plurality of RF modulated data elements including

a plurality of media files selected from the group consisting of an audio file, a text file, and a video file, and

a mark-up language document having a plurality of tags each respectively associated with at least one of the plurality of media files.

26. A data transmission as claimed in claim 25 wherein the mark-up language document is formatted as an HTML document.

27. A data transmission as claimed in claim 26 wherein the mark-up language document further comprises a tag for accessing a telephone link.

28. A data transmission as claimed in claim 27 wherein the mark-up language document further comprises a tag for requesting a further mark-up language document over the telephone link.

29. A data transmission as claimed in claim 25 wherein the mark-up language document itself includes or includes a tag to indicia describing content of the one or more media files.

30. A data transmission as claimed in claim 25 wherein the mark-up language document itself includes or includes a tag to a company logo.

31. A media distribution system comprising:

a producer station for transmitting an envelope of data, the envelope of data including a plurality of media files selected from the group consisting of an audio file, a text file, and a video file, the envelope of data further including a mark-up language document having a plurality of tags each respectively associated with at least one of the plurality of media files;

a receiving station receiving the envelope, the receiving station locally storing the data of the envelope in a respective local storage medium, the receiving station including means for accessing the mark-up language document, the mark-up language document providing means for accessing selective ones of the plurality of media files via the plurality of tags.

32. A media distribution system as claimed in claim 31 wherein the plurality of media files comprises at least one

audio file and the plurality of tags comprises at least one tag associated with the at least one audio file, activation of the tag resulting in audio play of the audio file.

33. A media distribution system as claimed in claim 31 wherein the plurality of media files comprises at least one video file and the plurality of tags comprises at least one tag associated with the at least one video file, activation of the tag resulting in audio play of the video file.

34. A media distribution system as claimed in claim 31 wherein the mark-up language document is formatted as an HTML document.

35. A media distribution system as claimed in claim 31 wherein the mark-up language document further comprises a tag for accessing a telephone link.

36. A media distribution system as claimed in claim 35 wherein the mark-up language document further comprises a tag for requesting a further mark-up language document over the telephone link.

37. A media distribution system as claimed in claim 31 wherein the mark-up language document itself includes or includes a tag to indicia describing content of the one or more media files.

38. A media distribution system as claimed in claim 31 wherein the mark-up language document itself includes or includes a tag to a company logo.

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