

Title (en)  
Improvements relating to television audience research systems.

Title (de)  
Fernsehzuschauerzählsysteme.

Title (fr)  
Systèmes de mesure d'audience de télévision.

Publication  
**EP 0195639 A2 19860924 (EN)**

Application  
**EP 86301944 A 19860317**

Priority  
AU 978885 A 19850318

Abstract (en)  
System and apparatus for television audience research in relation to use of V.C.R., live T.V. or cable T.V., including a signature generator associated with an encoder related to a series of programmes or channels available to the television audience, apparatus to substitute the signature frequency for the UHF or VHF signals received by a television receiver tuner or V.C.R. tuner and apparatus already present in the T.V. or V.C.R. to accept the signature frequency to the exclusion of all others and a decoder collecting output intelligence contained in the signature to establish whether the T.V. or V.C.R. is switched to a particular program representative of the signature. The encoder may be variable to provide a sweep of frequencies and signatures representative of all channels in the viewing area and multiple decoders may be used one for each receiver feeding into a multiplexer.

IPC 1-7  
**H04H 9/00**

IPC 8 full level  
**H04H 9/00** (2006.01); **H04H 20/31** (2008.01); **H04H 60/43** (2008.01); **H04N 17/00** (2006.01)

IPC 8 main group level  
**H04H 1/00** (2006.01)

CPC (source: EP)  
**H04H 20/31** (2013.01); **H04H 60/43** (2013.01)

Cited by  
AU764269B2; US5382970A; US4885632A; US5404160A; FR2718917A1; US5646675A; US5319453A; US5512933A; US4931865A; FR2586881A1; US8260113B2; WO9528778A1; WO9002453A1; WO9417609A1; WO9832251A1; US10469901B2; US11070874B2; US11778268B2; US6513161B2; US6675383B1; US7774807B2; US7958526B2; US8434100B2; US10785534B2; US11252470B2; US11924508B2

Designated contracting state (EPC)  
AT BE CH DE FR GB IT LI LU NL SE

DOCDB simple family (publication)  
**EP 0195639 A2 19860924**; JP S61269596 A 19861128; NO 860998 L 19860919

DOCDB simple family (application)  
**EP 86301944 A 19860317**; JP 6047786 A 19860318; NO 860998 A 19860317