

Title (en)

SYSTEM FOR MEASURING THE AUDIENCE RATING OF A BROADCASTING STATION

Publication

EP 0309326 B1 19920610 (FR)

Application

EP 88402350 A 19880916

Priority

FR 8713259 A 19870925

Abstract (en)

[origin: EP0309326A1] The audience rating of broadcasts from a station (1), in particular a radio station or a radio/television station, is measured by recording in memory cards (4), principally electronic chip cards, metering units broadcast parallel with and at the time of broadcasts from the station. The parallel broadcast can be a broadcast coded within the radio-frequency band used. Preferably this parallel broadcast is made using a computerised telephone communications server (16) to which the memory cards of the listeners are linked by a reader/recorder (17) connected to a modulator demodulator (18, 19) interfaced (15) with this server. It is shown that measurement of the audience rating is improved, that the quality of the information extracted from this measurement is improved, and that the listeners are spared excessive costs. <IMAGE>

IPC 1-7

H04H 9/00

IPC 8 full level

H04H 60/44 (2008.01); **H04H 60/94** (2008.01); **H04N 17/00** (2006.01)

IPC 8 main group level

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CPC (source: EP)

H04H 60/44 (2013.01); **H04H 60/94** (2013.01)

Cited by

EP0729246A4; EP0715426A4; US5382970A; EP0713333A1; FR2652430A1; EP0426542A1; FR2654286A1; US5173589A; WO9417609A1

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