

Title (en)

DEVICE FOR DETERMINING THE TELEVISION VIEWER'S REACTIONS ON A VIDEO ADVERTISING SPOT

Publication

EP 0444260 A3 19920610 (DE)

Application

EP 90123787 A 19901211

Priority

DE 4006244 A 19900228

Abstract (en)

[origin: EP0444260A2] A device for determining the television viewer's reaction to one or more video sequences, in particular an advertising spot, stored on a video tape and played back on a video recorder, comprises at least one monitor for playing back the video spot and an apparatus for generating an assessment signal by viewers while watching the video sequences. To achieve a more rapid, more individual and more interpretable evaluation, provision is made for each individual subject to be allocated a video recorder 5, 6, 7, which can be played individually for said subject, with a monitor 8, 9, 10, and for the apparatus for generating an assessment signal to be formed by a swivel lever 11, 12, 13 which generates a signal in fine stages or infinitely variably. <IMAGE>

IPC 1-7

A63F 9/22

IPC 8 full level

H01H 25/04 (2006.01); **H04H 9/00** (2006.01); **H04H 60/33** (2008.01); **G05G 9/047** (2006.01)

IPC 8 main group level

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CPC (source: EP)

G05G 9/047 (2013.01); **H01H 25/04** (2013.01); **H04H 60/33** (2013.01); **G05G 2009/04718** (2013.01); **G05G 2009/04748** (2013.01)

Citation (search report)

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