

Title (en)

METHOD OF IDENTIFICATION OF IMAGE SOURCES FOR AUDIENCE MONITORING AND DEVICE FOR CARRYING OUT SAID METHOD

Title (de)

VERFAHREN ZUR IDENTIFIKATION VON BILDQUELLEN FÜR ZUSCHAUERERMITTELUNGSZWECKE UND VORRICHTUNG ZUR DURCHFÜHRUNG DES VERFAHRENS

Title (fr)

PROCEDE D'IDENTIFICATION DE SOURCES D'IMAGE A DES FINS DE MESURE D'AUDIENCE ET DISPOSITIF POUR SA MISE EN UVRE

Publication

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Application

EP 95917396 A 19950413

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Abstract (en)

[origin: WO9528778A1] Method for the identification of image sources selectively displayable on a television receiver, or recordables and of the various sources (VS1, VS2, VS3, VS_n) available to the user from which the images are derived, these sources including the conventional off-air television network, a cable television network, a satellite television network, a video recorder, a video camera, a videodisk and a data bank. The invention is characterized in that it comprises, on the user receiving end of the video signal derived from each of the available sources, coding at least one image line so as to identify its source and nature and, at the TV receiver end or video recorder end, decoding the coded image line(s) in order to supply to a suitable audience monitoring system (A), in real or delayed time, the identification of the image source available to the user and displayed on the receiver or recorded, at any particular moment. The method of the invention is suitable for television audience monitoring.

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IPC 8 full level

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IPC 8 main group level

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