

Title (en)

SYSTEM FOR COLLECTING DATA CONCERNING VIEWER RESPONSE TO BROADCAST PROGRAMMES

Title (de)

VORRICHTUNG ZUR SPEICHERUNG VON DATEN BEZÜGLICH ZUSCHAUERREAKTIONEN ZU RUNDfunkPROGRAMMEN

Title (fr)

DISPOSITIF POUR LE STOCKAGE DES DONNEES CONCERNANT LES REACTIONS DE TELESPECTATEURS AUX PROGRAMMES DE RADIODIFFUSION

Publication

EP 0781476 A1 19970702 (EN)

Application

EP 95922636 A 19950621

Priority

- GB 9501462 W 19950621
- GB 9412440 A 19940621

Abstract (en)

[origin: WO9535606A1] This invention relates to a data collection system for collecting data concerning transmitted material received by a participant. A participant has a remote data collection unit (20) comprising a processing unit (21) and a hand held unit (28). Transmitted material is received via aerial (42) and coded data in lines 7 to 12 of the incoming signal is retrieved and passed to a data control (27). Data concerning viewing of commercials starts to be stored when the participant keeps button (37) of the hand held unit (28) depressed during a commercial. Currently retrieved coded data, together with the unique identity of the collection unit, and current time are stored to a removable smartcard (30). When full, the smartcard is sent to a central facility where stored data is retrieved for cross referencing with data obtained when the participant initially obtained the data collection unit. Thus, a database of viewing data can be built up.

IPC 1-7

H04H 9/00

IPC 8 full level

H04N 17/00 (2006.01); **H04H 60/37** (2008.01); **H04H 60/40** (2008.01); **H04H 60/45** (2008.01); **H04H 60/66** (2008.01)

IPC 8 main group level

H04H 1/00 (2006.01)

CPC (source: EP)

H04H 60/375 (2013.01); **H04H 60/40** (2013.01); **H04H 60/45** (2013.01); **H04H 60/66** (2013.01)

Citation (search report)

See references of WO 9535606A1

Designated contracting state (EPC)

AT BE CH DE DK ES FR GB GR IE IT LI LU MC NL PT SE

DOCDB simple family (publication)

WO 9535606 A1 19951228; AT E269611 T1 20040715; AU 2746495 A 19960115; AU 686825 B2 19980212; DE 69533163 D1 20040722; DE 69533163 T2 20050317; EP 0781476 A1 19970702; EP 0781476 B1 20040616; ES 2224128 T3 20050301; FI 965183 A0 19961220; GB 9412440 D0 19940810; JP H10502225 A 19980224; ZA 955130 B 19960131

DOCDB simple family (application)

GB 9501462 W 19950621; AT 95922636 T 19950621; AU 2746495 A 19950621; DE 69533163 T 19950621; EP 95922636 A 19950621; ES 95922636 T 19950621; FI 965183 A 19961220; GB 9412440 A 19940621; JP 50184695 A 19950621; ZA 955130 A 19950621