

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)

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

Publication

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Application

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Priority

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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.

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**H04H 9/00**

IPC 8 full level

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