

Title (en)

METHOD AND ARRANGEMENT FOR THE TRANSMITTER-RELATED DETECTION OF LISTENER-RELATED DATA

Title (de)

VERFAHREN SOWIE ANLAGE ZUR SENDERBEZOGENEN ERFASSUNG VON ZUHÖRERBEZOGENEN DATEN

Title (fr)

PROCEDE ET INSTALLATION POUR L'ACQUISITION COTE EMETTEUR DE DONNEES AUDITEUR

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Application

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Abstract (en)

[origin: WO9702672A1] The invention concerns a method and arrangement for the transmitter-related detection of listener-related data concerning a particular listener (2) of the transmitter (1) among a plurality of listeners (2). Coded transmission messages are emitted via a transmitter (1), in particular a radio transmitter, to the listeners (2). Via a data link (3), the transmitter (1) interrogates individual listeners (2) on the respective operating state of a listener-related data-input station (4) with reference to the coded transmission messages and a listener-related memory (6) is assigned given values as a function of the interrogation result.

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