Title (en)

SYSTEMS AND METHODS FOR AUDIENCE MONITORING

Title (de)

VORRICHTUNF UND VERFAHREN ZUR ZUSCHAUERÜBERWACHUNG

Title (fr)

SYSTEMES ET PROCEDES DE MESURE DE L'AUDIMAT

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Application

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Abstract (en)

[origin: WO9907142A1] The present invention provides for modemless communication of television viewer profile data to a central location for analysis and interpretation of viewer interaction with the viewer's television and/or with an on-screen electronic program guide (10).

IPC 1-7 (main, further and additional classification)

H04N 7/10

IPC 8 full level (invention and additional information)

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CPC (invention and additional information)

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