

Title (en)

VIEWER IDENTIFICATION APPARATUS FOR USE IN A BROADCAST AUDIENCE MEASUREMENT

Title (de)

VORRICHTUNG ZUR IDENTIFIZIERUNG VON ZUSCHAUERN FÜR VERWENDUNG IN ZUSCHAUERERMITTLUNGSSYSTEM FÜR DEN FERNSEHRUNDFUNK

Title (fr)

APPAREIL D'IDENTIFICATION DE TELESPECTATEUR, A UTILISER DANS LA MESURE DE L'AUDIMAT

Publication

EP 1186127 A1 20020313 (EN)

Application

EP 00918237 A 20000322

Priority

- US 0007572 W 20000322
- US 31528699 A 19990520

Abstract (en)

[origin: WO0072484A1] A broadcast audience measurement system provides a display of the currently recorded audience status on a remote control device located at or near a viewing location from which a broadcast audience member views television programming. Displaying the audience status on a small, viewer-proximate, display, instead of on a separate display next to the television set, allows a broadcast audience research company to use smaller, less obtrusive equipment, thus increasing the likelihood that viewers associated with the statistically selected viewing premises will cooperate with the audience measurement and making their status as members of a research panel less obvious to visitors.

IPC 1-7

H04H 9/00

IPC 8 full level

H04N 17/00 (2006.01); **H04H 60/45** (2008.01); **H04H 60/31** (2008.01)

IPC 8 main group level

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Citation (search report)

See references of WO 0072484A1

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DOCDB simple family (publication)

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DOCDB simple family (application)

US 0007572 W 20000322; AU 3908300 A 20000322; CA 2371499 A 20000322; CN 00810549 A 20000322; EP 00918237 A 20000322; HK 02106724 A 20020913; JP 2000620768 A 20000322; MX PA01011900 A 20000322