

Title (en)
SYSTEM AND METHOD FOR MEDIA AUDIENCE MEASUREMENT

Title (de)
SYSTEM UND VERFAHREN ZUR MESSUNG VON MEDIA-EINSCHALTQUOTEN

Title (fr)
SYSTEME ET PROCEDE DE MESURE DE L'AUDIENCE D'UN MEDIA

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Application
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Abstract (en)
[origin: WO0217429A1] Method and system for media audience measurement, comprising a data receiving unit (1) with a first input (2) for an incoming digital, coded data stream (3), a channel selection device (4) for extracting data, comprising media data and control data, belonging to a selected media channel from said data stream, and a decoding device (5) for decoding extracted data. The system is characterized by a detecting device (8) devised to detect channel information for the new, extracted media channel from decoded control data, upon change of selected media channel, for presentation on a presentation unit (7). The detecting devices preferably comprises the data receiving unit's computer system (30) programmed with a special software, the software of which causes detection and output of said channel information. A data gathering unit (9), is devised, at a media channel change, to store detected channel information for the new media channel in combination with timing data for said media channel channel change. The procedure to detect the channel information after the control data has been decoded in the data receiving unit's decoding device, results in the channel information being shown in plain text immediately when the channel change takes places.

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H04N 7/00

IPC 8 full level
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