

Title (en)

METHOD ABD SYSTEM FOR MEASURING AUDIENCE RATINGS

Title (de)

VERFAHREN UND SYSTEM ZUR MESSUNG VON EINSCHALTQUOTEN

Title (fr)

METHODE ET APPAREIL POUR LA MESURE DE L'INDICE D'ECOUTE

Publication

EP 1466429 A2 20041013 (DE)

Application

EP 02700101 A 20020307

Priority

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- CH 5102001 A 20010320

Abstract (en)

[origin: WO02075989A2] The audience ratings of radio and TV programs can be determined in real time by means of devices for determining media behavior (1, 1', , 1<N>) installed in the media consumer's home. These devices transmit data to a data collection center (3) via a communication network (2). The data are acquired and transmitted in real time and are automatically evaluated in the data collection center, a conversion system (4) calculating the audience ratings. A distribution center (5) forwards raw data or evaluated data directly from the data collection center (3) to evaluation PCs (7) (7<N>) or display devices (8) (8n) via a communication system (6), for example the internet.

IPC 1-7

H04H 9/00

IPC 8 full level

H04H 9/00 (2006.01); **H04H 60/64** (2008.01); **H04H 60/33** (2008.01); **H04H 60/91** (2008.01)

IPC 8 main group level

H04H 1/00 (2006.01)

CPC (source: EP US)

H04H 60/64 (2013.01 - EP US); **H04H 60/33** (2013.01 - EP US); **H04H 60/91** (2013.01 - EP US)

Citation (search report)

See references of WO 02075989A2

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WO 02075989 A2 20020926; **WO 02075989 A3 20030605**; CH 695526 A5 20060615; EP 1466429 A2 20041013; US 2004111738 A1 20040610

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