

Title (en)
DETECTING AND MEASURING EXPOSURE TO MEDIA CONTENT ITEMS

Title (de)
DETEKTION UND MESSUNG DER EXPOSITION GEGENÜBER MEDIENINHALTSELEMENTEN

Title (fr)
DETECTION ET MESURE D'UNE EXPOSITION A DES ARTICLES DE CONTENU MEDIA

Publication
EP 1784711 A2 20070516 (EN)

Application
EP 05793408 A 20050831

Priority

- US 2005031250 W 20050831
- US 60622904 P 20040831
- US 21654305 A 20050830

Abstract (en)
[origin: WO2006026736A2] User exposure to media items is detected and measured. A mobile client device carried by a user digitally samples the audio environment of the user on a regular basis. These samples are transformed into a stream of data signatures and compared with reference media items to detect user exposure to the reference items. Purchase behavior following exposure to selected media content items can be detected and tracked as well, so as to gauge effectiveness of media items such as advertisements.

IPC 8 full level
G06F 17/30 (2006.01); **G06Q 30/00** (2012.01); **H04H 60/58** (2008.01); **H04H 60/63** (2008.01)

IPC 8 main group level
H04H 1/00 (2006.01)

CPC (source: EP)
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Designated contracting state (EPC)
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Designated extension state (EPC)
AL BA HR MK YU

DOCDB simple family (publication)
WO 2006026736 A2 20060309; **WO 2006026736 A3 20071122**; BR PI0514559 A 20080617; EP 1784711 A2 20070516; EP 1784711 A4 20081001; JP 2008511937 A 20080417; JP 5026269 B2 20120912

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