

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 A4 20081001 (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)

G06F 16/634 (2018.12); **G06F 16/68** (2018.12); **G06F 16/683** (2018.12); **G06Q 30/02** (2013.01); **H04H 60/58** (2013.01); **H04H 60/63** (2013.01); **H04N 21/2407** (2013.01); **H04N 21/26603** (2013.01); **H04N 21/812** (2013.01); **H04H 2201/90** (2013.01)

Citation (search report)

- [X] WO 0079709 A1 20001228 - APEL STEVEN G [US]
- [A] US 5574962 A 19961112 - FARDEAU MICHEL [FR], et al
- See references of WO 2006026736A2

Citation (examination)

JAAP HAITSMAN ET AL: "A Highly Robust Audio Fingerprinting System With an Efficient Search Strategy", JOURNAL OF NEW MUSIC RESEARCH, 1 June 2003 (2003-06-01), Lisse, pages 211 - 221, XP055259740, Retrieved from the Internet <URL:http://www.cs.northwestern.edu/~pardo/courses/casa2009/casa_papers_2009/papers/audio fingerprint - haitsma.pdf> [retrieved on 20160318], DOI: 10.1076/jnmr.32.2.211.16746

Designated contracting state (EPC)

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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

DOCDB simple family (application)

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