

Title (en)

METHOD AND APPARATUS TO PERFORM REAL-TIME AUDIENCE ESTIMATION AND COMMERCIAL SELECTION SUITABLE FOR TARGETED ADVERTISING

Title (de)

VERFAHREN UND VORRICHTUNG ZUR DURCHFÜHRUNG EINER ECHTZEIT-PUBLIKUMSSCHÄTZUNG UND WERBESPOTAUSWAHL ZUR GEZIELTEN WERBUNG

Title (fr)

MÉTHODE AND APPAREIL EXÉCUTANT DES ESTIMATIONS D'AUDIENCE EN TEMPS RÉEL ET UNE SÉLECTION COMMERCIALE EN VUE DU CIBLAGE DE PUBLICITÉS

Publication

EP 2016766 A2 20090121 (EN)

Application

EP 07797322 A 20070502

Priority

- US 2007068075 W 20070502
- US 74624406 P 20060502

Abstract (en)

[origin: WO2007131068A2] Input measurements from a measurement device are processed as a Markov chain whose transitions depend upon the signal. The desired information related to the device can then be obtained by estimating the state of the signal at a time of interest. A nonlinear filter system can be used to provide an estimate of the signal based on the observation model. The nonlinear filter system may involve a nonlinear filter model and an approximation filter for approximating an optimal nonlinear filter solution. The approximation filter may be a particle filter or a discrete state filter for enabling substantially real-time estimates of the signal based on the observation model. In one application, a click stream (208) entered with respect to a digital set top box (200) of a cable television network is analyzed to determine information regarding users (205) of the digital set top box (206) so that ads (204) can be targeted to the users (205).

IPC 8 full level

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CPC (source: EP US)

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