

Title (en)

METHOD AND SYSTEM FOR AUDIENCE MEASUREMENT AND TARGETING MEDIA

Title (de)

VERFAHREN UND SYSTEM FÜR PUBLIKUMSMESSUNG UND GEZIELTE MEDIEN

Title (fr)

PROCÉDÉ ET SYSTÈME DE MESURE D'AUDIENCE ET DE CIBLAGE MULTIMÉDIA

Publication

EP 2147514 A4 20121212 (EN)

Application

EP 08748321 A 20080515

Priority

- CA 2008000938 W 20080515
- US 92445107 P 20070515
- US 3779208 A 20080226

Abstract (en)

[origin: WO2008138144A1] An audience measurement and targeted media system and method provides media targeted to the attributes of a particular audience. The method and system may be undertaken as an anonymous process for detecting the presence of individuals in the vicinity of a display and detecting whether said individuals are viewing the display. For this purpose one or more cameras positioned and operable to establish audience attributes and detect audience movement. Attributes of the individuals may also be measured and utilized to rank media based on the attributes of individuals viewing the media on the display. The method and system can allow for media corresponding to the attributes of the audience to be displayed in real-time or near real-time, so as to cause media targeted to said audience to be displayed on the display. The method and system may further generate reports regarding the effectiveness of the display.

IPC 8 full level

G06Q 30/00 (2012.01); **G06Q 30/02** (2012.01); **G06T 7/00** (2006.01); **G09F 27/00** (2006.01); **H04H 60/33** (2008.01); **H04H 60/35** (2008.01); **H04N 21/25** (2011.01); **H04N 21/262** (2011.01); **H04N 21/414** (2011.01); **H04N 21/4223** (2011.01); **H04N 21/442** (2011.01)

CPC (source: EP)

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Citation (search report)

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- [X] EP 1557810 A2 20050727 - SONY UK LTD [GB]
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- [Y] US 2003088832 A1 20030508 - AGOSTINELLI JOHN A [US], et al
- [Y] US 2005038749 A1 20050217 - FITCH STEPHAN J [US], et al
- See references of WO 2008138144A1

Designated contracting state (EPC)

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