

Title (en)

METHOD FOR IDENTIFYING VIDEO SEGMENTS AND DISPLAYING CONTEXTUALLY TARGETED CONTENT ON A CONNECTED TELEVISION

Title (de)

VERFAHREN ZUR IDENTIFIZIERUNG VON VIDEOSEGMENTEN UND ZUR ANZEIGE EINES KONTEXTUELL GEZIELTEN INHALTS AUF EINEM VERBUNDENEN FERNSEHER

Title (fr)

PROCÉDÉ D'IDENTIFICATION DE SEGMENTS VIDÉO ET D'AFFICHAGE DE CONTENU CIBLÉ CONTEXTUELLEMENT SUR TÉLÉVISEUR CONNECTÉ

Publication

EP 2520084 A4 20131113 (EN)

Application

EP 10844152 A 20101118

Priority

- US 29071409 P 20091229
- US 78872110 A 20100527
- US 2010057153 W 20101118

Abstract (en)

[origin: WO2011090540A2] Systems and methods for identifying which video segment is being displayed on a screen of a television system. The video segment is identified by deriving data from the television signals, the derived data being indicative of the video segment being displayed on the screen. This feature can be used to extract a viewer's reaction (such as changing the channel) to a specific video segment (such as an advertisement) and reporting the extracted information as metrics. The systems and methods may further provide contextually targeted content to the television system. The contextual targeting is based on not only identification of the video segment being displayed, but also a determination concerning the playing time or offset time of the particular portion of the video segment being currently displayed.

IPC 8 full level

G06F 17/30 (2006.01); **G06K 9/00** (2006.01); **H04N 5/445** (2011.01); **H04N 7/08** (2006.01)

CPC (source: CN EP US)

G06F 16/783 (2018.12 - CN EP); **G06Q 30/02** (2013.01 - CN EP); **H04N 21/44008** (2013.01 - CN EP); **H04N 21/44224** (2020.08 - CN EP US); **H04N 21/47** (2013.01 - CN EP); **H04N 21/478** (2013.01 - CN EP); **H04N 21/8456** (2013.01 - CN EP)

Citation (search report)

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DOCDB simple family (publication)

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DOCDB simple family (application)

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