

Title (en)

METHODS AND APPARATUS TO MEASURE EXPOSURE TO STREAMING MEDIA

Title (de)

VERFAHREN UND VORRICHTUNG ZUR MESSUNG DER EXPOSITION GEGENÜBER STREAMING-MEDIEN

Title (fr)

PROCÉDÉS ET APPAREILS POUR ÉVALUER L'AUDIENCE D'UN MULTIMÉDIA DIFFUSÉ EN CONTINU

Publication

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Application

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- US 201113341661 A 20111230
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- US 2012043539 W 20120621

Abstract (en)

[origin: WO2012177870A2] Methods and apparatus to measure exposure to streaming media are described. An example method includes extracting metering data from media obtained from a media provider. Metadata identifying the media based on the extracted metering data is generated. The media is transcoded into a transport stream, the transport stream having a streaming format. The metadata is embedded in a metadata channel of the transport stream.

IPC 8 full level

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Citation (search report)

- [X1] US 2006242325 A1 20061026 - RAMASWAMY ARUN [US], et al
- [X1] US 2004003394 A1 20040101 - RAMASWAMY ARUN [US]
- See also references of WO 2012177870A2

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