

Title (en)

METHODS AND APPARATUS TO MEASURE EXPOSURE TO STREAMING MEDIA

Title (de)

VERFAHREN UND VORRICHTUNG ZUR MESSUNG DER BELICHTUNG VON STREAMING-MEDIEN

Title (fr)

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

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Abstract (en)

[origin: WO2012177874A2] 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 timed text track accompanying the transport stream.

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