

Title (en)

Methods and apparatus to characterize households with media meter data

Title (de)

Verfahren und Vorrichtung zur Charakterisierung von Haushalten mit Medienzählerdaten

Title (fr)

Procédés et appareil pour caractériser des foyers avec des données de compteurs de média

Publication

**EP 2824854 A1 20150114 (EN)**

Application

**EP 14002366 A 20140709**

Priority

US 201361844301 P 20130709

Abstract (en)

Methods, apparatus, systems and articles of manufacture are disclosed to characterize households with media meter data. An example method includes identifying, with a processor, a power status and a first automatic gain control (AGC) value for an exposure minute from a panelist audience meter in a first household, the panelist audience meter comprising a power sensor, identifying a second AGC value and a daypart for a household tuning minute from a first media meter (MM) in the first household, the MM comprising microphones to collect audio data, and calculating model coefficients based on the exposure minute and the household tuning minute to be applied to data from a second MM in a second household, the model coefficients to facilitate a power status probability calculation in the second household devoid of the panelist audience meter having the power sensor.

IPC 8 full level

**H04H 60/32** (2008.01); **H04H 60/58** (2008.01)

CPC (source: EP)

**H04H 60/32** (2013.01); **H04H 60/58** (2013.01); **H04H 60/31** (2013.01); **H04H 60/52** (2013.01)

Citation (applicant)

US 5481294 A 19960102 - THOMAS WILLIAM L [US], et al

Citation (search report)

- [I] US 2013160042 A1 20130620 - STOKES ROBERT [US], et al
- [I] WO 2006096177 A1 20060914 - NIELSEN MEDIA RES INC [US], et al
- [I] WO 2007022250 A2 20070222 - NIELSEN MEDIA RES INC [US], et al

Designated contracting state (EPC)

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Designated extension state (EPC)

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**EP 2824854 A1 20150114**; CA 2856246 A1 20150109; CN 104281516 A 20150114; HK 1206122 A1 20151231

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**EP 14002366 A 20140709**; CA 2856246 A 20140709; CN 201410341892 A 20140709; HK 15106685 A 20150713