

Title (en)
METHODS AND SYSTEMS FOR PROVIDING BROADCAST AD IDENTIFICATION

Title (de)
VERFAHREN UND SYSTEME ZUR BEREITSTELLUNG VON RUNDfunkWERBUNGSIDENTIFIZIERUNG

Title (fr)
PROCÉDÉS ET SYSTÈMES POUR FOURNIR UNE IDENTIFICATION DE PUBLICITÉ DE DIFFUSION

Publication
EP 2850838 A1 20150325 (EN)

Application
EP 13785191 A 20130416

Priority

- IB 2012051584 W 20120401
- US 201261669132 P 20120709
- US 201313821983 A 20130310
- US 201313832083 A 20130315
- IL 2013050328 W 20130416

Abstract (en)
[origin: WO2013164817A1] The present invention discloses methods and systems for providing broadcast ad identification. Methods include the steps of: providing fingerprint signatures of each frame in a broadcast video; and designating at least two repeat fingerprint signatures upon detecting at least one fingerprint-signature match from the signatures. Preferably, methods further include: prior to the designating, determining whether the fingerprint signatures correspond to a known ad based upon detecting at least one fingerprint- signature match of the fingerprint signatures with pre-indexed fingerprint signatures of pre-indexed ads. Preferably, method further include: creating segments of the fingerprint signatures, ordered according to a timeline temporal proximity of the fingerprint signatures, by grouping at least two fingerprint signatures based on a repeat temporal proximity of at least two repeat fingerprint signatures respective of at least two fingerprint signatures. Preferably, methods further include detecting at least one ad candidate based on an occurrence of at least one repeat segment.

IPC 8 full level
H04H 60/37 (2008.01); **G06F 17/30** (2006.01); **H04H 20/14** (2008.01); **H04H 60/59** (2008.01); **H04N 21/234** (2011.01); **H04N 21/81** (2011.01); **H04N 21/8352** (2011.01); **H04N 21/8358** (2011.01); **H04N 21/845** (2011.01)

CPC (source: EP)
H04H 20/14 (2013.01); **H04H 60/375** (2013.01); **H04H 60/59** (2013.01); **H04N 21/23418** (2013.01); **H04N 21/812** (2013.01); **H04N 21/8352** (2013.01); **H04N 21/8358** (2013.01); **H04N 21/8456** (2013.01)

Designated contracting state (EPC)
AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO RS SE SI SK SM TR

Designated extension state (EPC)
BA ME

DOCDB simple family (publication)
WO 2013164817 A1 20131107; EP 2850838 A1 20150325; EP 2850838 A4 20160120; HK 1203259 A1 20151023; IN 11195DEN2014 A 20151002

DOCDB simple family (application)
IL 2013050328 W 20130416; EP 13785191 A 20130416; HK 15103683 A 20150415; IN 11195DEN2014 A 20141229