

Title (en)

METHOD FOR ASSESSMENT OF AUDIENCE ATTENTION

Title (de)

VERFAHREN ZUR BEWERTUNG DER PUBLIKUMSAUFMERKSAMKEIT

Title (fr)

PROCÉDÉ D'ÉVALUATION DE L'ATTENTION D'UN PUBLIC

Publication

**EP 3952746 A2 20220216 (EN)**

Application

**EP 20809217 A 20200410**

Priority

- US 201962831902 P 20190410
- US 201962879765 P 20190729
- US 2020027605 W 20200410

Abstract (en)

[origin: WO2020236331A2] A method to assess a human subject's attention while experiencing dynamic media. An attention-predictive response (e.g. time course of gaze position, or pupil size, or heart- rate, etc.) is monitored while the subject watches the media. Similarity of the time course of this response to the time course of a predicted response provides a quantitative measure of the subject's attention to the media

IPC 8 full level

**A61B 5/16** (2006.01); **H04H 60/33** (2008.01)

CPC (source: EP)

**A61B 5/0022** (2013.01); **A61B 5/02438** (2013.01); **A61B 5/1128** (2013.01); **A61B 5/163** (2017.07); **A61B 5/165** (2013.01); **A61B 5/681** (2013.01); **A61B 5/7246** (2013.01); **G16H 10/20** (2017.12); **G16H 40/63** (2017.12); **G16H 50/30** (2017.12); **A61B 5/0533** (2013.01); **A61B 5/08** (2013.01); **A61B 5/168** (2013.01); **A61B 2503/24** (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 2020236331 A2 20201126**; **WO 2020236331 A3 20210211**; EP 3952746 A2 20220216; EP 3952746 A4 20220608

DOCDB simple family (application)

**US 2020027605 W 20200410**; EP 20809217 A 20200410