

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

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- 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)

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