Title (en)

NEURAL NETWORK PROCESSING OF RETURN PATH DATA TO ESTIMATE HOUSEHOLD MEMBER AND VISITOR DEMOGRAPHICS

Title (de)

NEURONALE NETZWERKVERARBEITUNG VON RÜCKWEGDATEN ZUR SCHÄTZUNG VON DEMOGRAPHISCHEN DATEN VON HAUSHALTSMITGLIEDERN UND BESUCHERN

Title (fr)

TRAITEMENT PAR RÉSEAU NEURONAL DE DONNÉES DE TRAJET DE RETOUR PERMETTANT D'ESTIMER LA DÉMOGRAPHIE DES MEMBRES D'UN MÉNAGE ET DES VISITEURS

Publication

EP 3963894 A1 20220309 (EN)

Application

EP 20798859 A 20200430

Priority

- US 201962841641 P 20190501
- US 201916706398 A 20191206
- US 2020030762 W 20200430

Abstract (en)

[origin: WO2020223505A1] Example demographic estimation systems disclosed herein include a feature generator to generate features from return path data reported from set-top boxes associated with return path data households; a neural network to process the features generated from the return path data to predict demographic classification probabilities for the return path data households, the neural network to be trained based on panel data reported from meters that monitor media devices associated with panelist households; a demographic assignment engine to assign one or more demographic categories to respective ones of the return path data households based on the predicted demographic classification probabilities; and a visitor assignment engine to assign virtual visitors to at least a subset of the respective ones of the return path data households based on the one or more demographic categories assigned to the respective ones of the return path data households.

IPC 8 full level

G06N 3/08 (2006.01); **H04N 21/258** (2011.01); **H04N 21/466** (2011.01)

CPC (source: EP)

G06N 3/08 (2013.01); **G06Q 30/02** (2013.01); **G06Q 30/0204** (2013.01); **H04N 21/252** (2013.01); **H04N 21/25883** (2013.01); **H04N 21/25891** (2013.01); **H04N 21/44218** (2013.01); **H04N 21/44222** (2013.01); **H04N 21/6582** (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 2020223505 A1 20201105; **WO 2020223505 A9 20220421**; CN 113785595 A 20211210; EP 3963894 A1 20220309; EP 3963894 A4 20230125

DOCDB simple family (application)

US 2020030762 W 20200430; CN 202080032847 A 20200430; EP 20798859 A 20200430