

Title (en)

SYSTEM AND METHOD FOR SCORING AUDIENCE RESPONSIVENESS AND EXPOSURE TO TELEVISION ADVERTISING

Title (de)

SYSTEM UND VERFAHREN ZUR BEWERTUNG DER PUBLIKUMSANSPRECHBARKEIT UND FERNSEHWERBUNGSEXPOSITION

Title (fr)

SYSTÈME ET PROCÉDÉ DE NOTATION DE LA RÉACTIVITÉ D'UN PUBLIC ET L'EXPOSITION À UNE PUBLICITÉ DE TÉLÉVISION

Publication

**EP 4315870 A1 20240207 (EN)**

Application

**EP 22782254 A 20220331**

Priority

- US 202163169119 P 20210331
- US 202163169110 P 20210331
- US 202163169122 P 20210331
- US 202163169127 P 20210331
- US 2022022942 W 20220331

Abstract (en)

[origin: WO2022212779A1] A system and methods are disclosed for scoring audience responsiveness or exposure to viewing of paid content or advertising via connected television devices ("CTV") and/or over-the-top ("OTT") delivery mechanisms. The scoring system and method determines relevant data and creates and records the relevant data in an "Ad Exposure File" and an "Advertiser Outcome File" and at regular intervals compares them to identify matches via overlapping combinations of IP Address/DID, Timestamp (for confirmation of appropriate recency) and recording a conversion event to the "Exposed Household Record." of the appropriate household on the Ad Exposure File. The system and methods also provide an analytics index and optimization engines to provide effective ways of delivering advertising to households.

IPC 8 full level

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CPC (source: EP GB)

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Designated contracting state (EPC)

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