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(54) **METHOD AND SYSTEM FOR REAL-TIME AUDIENCE CHARACTERISATION**

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PROCÉDÉ ET SYSTÈME DE CARACTÉRISATION D'AUDIENCE EN TEMPS RÉEL

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(56) References cited:

**WO-A1-2016/109455 US-A1- 2011 028 160**

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- **VASILIOS MAVROUDIS ET AL: "Eavesdropping  
Whilst You're Shopping: Balancing  
Personalisation and Privacy in Connected Retail  
Spaces", ARXIV.ORG, CORNELL UNIVERSITY  
LIBRARY, 201 OLIN LIBRARY CORNELL  
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