

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
28 January 2010 (28.01.2010)

(10) International Publication Number
WO 2010/011505 A3

- (51) **International Patent Classification:**
H04N 7/173 (2006.01)
- (21) **International Application Number:**
PCT/US2009/050234
- (22) **International Filing Date:**
10 July 2009 (10.07.2009)
- (25) **Filing Language:** English
- (26) **Publication Language:** English
- (30) **Priority Data:**
12/176,384 20 July 2008 (20.07.2008) US
- (72) **Inventor; and**
- (71) **Applicant : REYNOLDS, Edward** [US/US]; 3008 E. Via Taranto, Anaheim, CA 92806 (US).
- (74) **Agents: EISENHUT, Heidi, L. et al;** Loza & Loza, LLP, 305 N. Second Avenue, #127, Upland, CA 91786 (US).
- (81) **Designated States** (*unless otherwise indicated, for every kind of national protection available*): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP,

KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PE, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) **Designated States** (*unless otherwise indicated, for every kind of regional protection available*): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

- with international search report (Art. 21(3))
- before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))

(88) **Date of publication of the international search report:**
15 April 2010



WO 2010/011505 A3

(54) **Title:** SYSTEMS FOR AUTOMATIC AUDIENCE SIZE MEASUREMENT AND INTERACTIVITY

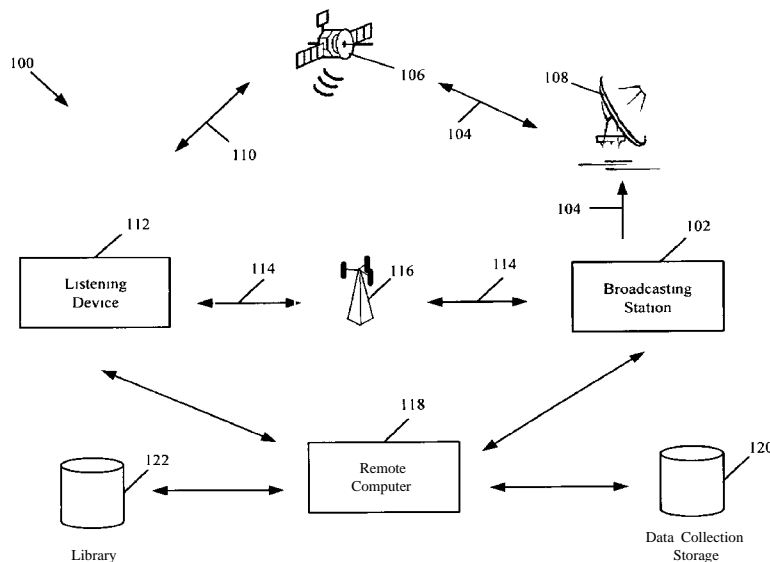




FIGURE 1

(57) **Abstract:** A system for automatically measuring the size of a radio or television audience at any particular time is provided. In the system, a remote computer may identify the broadcast stations to which listening devices, such as radios or televisions, are tuned. To identify the broadcast stations, the remote computer commands the listening device instructing/commanding the listening device to poll its radio receiver tuner to determine the frequency it is tuned to. This information is then transmitted from the listening device to the remote computer where it may be used to determine what broadcast station the listening device is tuned to. This data is then stored and accumulated, so that over time the listening habits of the user may be identified. The collected data may be used by broadcast stations to determine the cost of advertisements. Additionally, the system provides for the monetization of advertising by charging advertisers for downloads.

A. CLASSIFICATION OF SUBJECT MATTER		
H04N 7/173(2006.01)i		
According to International Patent Classification (IPC) or to both national classification and IPC		
B. FIELDS SEARCHED		
Minimum documentation searched (classification system followed by classification symbols) H04N 7/173, G06F 13/00, H04H 60/33, H04H 60/46, H04H 9/00, H04N 5/445		
Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched Korean utility models and applications for utility models Japanese utility models and applications for utility models (Chinese Patents and application for patent)		
Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) eKOMPASS(KIPO internal) & Keywords broadcast, listen, identify		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No
X A	US 2003-0073402 A1 (RUSSELL M. HERRING et al.) 17 April 2003 See abstract ; claims 1-3 ; [0003] , [0013] -[0016] , [0039] -[0050] ; figure 1.	1-2 ,9-11 ,15 3-8 ,12-14 ,16-20
A	US 2006-0026640 A1 (MICHAEL POCOCK) 02 February 2006 See abstract ; claims 1,2,4,16,19 ; [0016] , [0021] ; figure 7.	1-20
A	KR 10-2007-0108175 A (SOFTBANKBB CORP) 08 November 2007 See abstract ; claim 1, figure 1.	1-20
<input type="checkbox"/> Further documents are listed in the continuation of Box C <input checked="" type="checkbox"/> See patent family annex		
* Special categories of cited documents "A" document defining the general state of the art which is not considered to be of particular relevance "E" earlier application or patent but published on or after the international filing date "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of citation or other special reason (as specified) "O" document referring to an oral disclosure, use, exhibition or other means "P" document published prior to the international filing date but later than the priority date claimed "T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention "X" document of particular relevance, the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone "Y" document of particular relevance, the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art "&" document member of the same patent family		
Date of the actual completion of the international search 23 FEBRUARY 2010 (23 02 2010)		Date of mailing of the international search report 24 FEBRUARY 2010 (24.02.2010)
Name and mailing address of the ISA/KR  Korean Intellectual Property Office Government Complex-Daejeon, 139 Seonsa-ro, Seo-gu, Daejeon 302-701, Republic of Korea Facsimile No 82-42-472-7140		Authorized officer Moon, Nam Doo Telephone No 82-42-481-5751 

INTERNATIONAL SEARCH REPORT
 Information on patent family members

International application No
 PCT/US2009/050234

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 2003-0073402 A 1	17.04.2003	None	
US 2006-0026640 A 1	02.02.2006	US 2002-0023272 A 1 US 5661787 A 1 US 6314577 B 1 US 7574721 B 2	21.02.2002 26.08.1997 06.11.2001 11.08.2009
KR 10-2007-0108175 A	08.11.2007	CN 101107799 A CN 101107799 CO EP 1852989 A 1 JP W020-060757 47A1 WO 2006-075747 A 1	16.01.2008 16.01.2008 07.11.2007 20.07.2006 20.07.2006