METHODS AND APPARATUS FOR MONITORING THE INSERTION OF LOCAL MEDIA CONTENT INTO A PROGRAM STREAM

Abstract: Methods and apparatus for monitoring locally inserted media content are disclosed. A disclosed method includes obtaining identification data and inserting the identification data in the media content after the media content has been received at a media consumption location. Another disclosed method includes receiving media content before the media content is output by a consumer receiving device and monitoring the received media content. Monitoring the received media content may include extracting signatures from the received media content and transmitting the extracted signatures to another location.
INTERNATIONAL SEARCH REPORT

A. CLASSIFICATION OF SUBJECT MATTER
IPC: H04N 7/16(2006.01); H04H 9/00(2006.01)

USPC: 725/19
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)
U.S.: 725/19

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Category *</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>US 5,872,588 (Aras et al.) 16 February 1999 (16.02.1999), fig. 12, col. 20, lines 15-40; fig. 1B; col. 13, lines 53-57; fig. 15, col. 24, lines 29-67; col. 25, lines 1-7; col. 15, lines 58-67; and col. 16, lines 1-34; col. 12, lines 40-54; col. 7, lines 53-54.</td>
<td>16-17, 19-20 4, 10, 12, 14, 18, 25-26, 29-36</td>
</tr>
<tr>
<td>Y</td>
<td>US 5,629,739 (Dougherty) 13 May 1997 (13.05.1997), fig. 1; col.3, lines 58-67; col. 5, lines 30-52; col. 7; lines 1-67.</td>
<td>1-15, 29-36</td>
</tr>
<tr>
<td>Y</td>
<td>US 2002/0194592 (Tsuhida et al.) 19 December 2002 (19.12.2002), fig. 4; paragraph 60; paragraph 74.</td>
<td>1-15,18, 21-26</td>
</tr>
<tr>
<td>Y</td>
<td>US 4,230,990 (Lert et al.) 28 October 1980 (28.10.1980), fig. 1; fig. 2; col. 6, lines 15-31; col. 6, lines 64-68, col. 7, lines 1-4; col. 13, lines 13-61.</td>
<td>15, 21-28, 31-32</td>
</tr>
</tbody>
</table>

Further documents are listed in the continuation of Box C. See patent family annex.

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  - & document member of the same patent family

Date of the actual completion of the international search: 18 July 2006 (18.07.2006)

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