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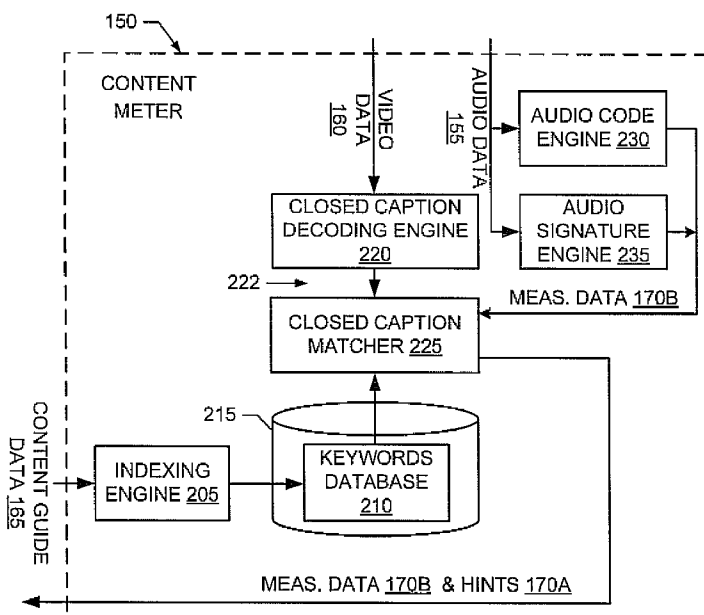
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(54) Title: METHODS AND APPARATUS TO METER CONTENT EXPOSURE USING CLOSED CAPTION INFORMATION



(57) Abstract: Methods and apparatus to meter content exposure using closed caption information are disclosed. An example method comprises developing a keyword database of terms based on program guide descriptive of programs for a given time period, generating one or more values representative of likelihoods that one or more respective media content was presented based on a comparison of closed caption text and the keyword database, collecting audience measurement data, and employing the one or more likelihood values to identify a set of reference data for comparison to the audience measurement data to identify presented content.

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**INTERNATIONAL SEARCH REPORT**

International application No. PCT/US07/70878
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**A. CLASSIFICATION OF SUBJECT MATTER**  
 IPC(8) - H04N 5/91 (2007.10)  
 USPC - 386/46  
 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)  
 IPC(8) - H04N 5/91 (2007.10)  
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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)  
 Database: MicroPatent  
 Search Terms: EPG; audio; video signature; database

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 6,973,256 B1 (DAGTAS) 06 December 2005 (06.12.2005) entire document	1-23
Y	US 6,925,650 B1 (ARSENAULT et al) 02 August 2005 (02.08.2005) entire document	1-23
Y	US 6,973,665 B2 (DUDKIEWICZ et al) 06 December 2005 (06.12.2005) entire document	3-5, 13, 19, 20

Further documents are listed in the continuation of Box C.

\* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance	"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
"E" earlier application or patent but published on or after the international filing date	"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
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"O" document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family
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