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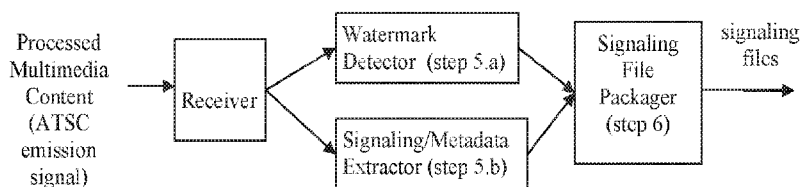


Figure 6. Signaling file generator

FIG. 6

(57) Abstract: The disclosed embodiments relate to media devices implementing new television standards, such as ATSC 3.0, which includes audio/video essence and metadata/signaling. The disclosed embodiments include techniques for creating a signaling file that contains metadata and signaling data about the broadcast service being presented. The signaling file may include URLs that can be used to access signaling information for supplementary signaling and content. The signaling also contains a mapping between a first timing system and a second timing system. The first timing system may comprise the watermark timeline represented in intervals and the second timing system may comprise a DASH presentation time.



WATERMARK-BASED METADATA ACQUISITION AND PROCESSING

CROSS REFERENCE TO RELATED APPLICATIONS

[0001] This application claims the benefit of priority of U.S. Provisional Patent Application No. 62/523,164 filed on June 21, 2017, U.S. Provisional Patent
5 Application No. 62/524,426 filed on June 23, 2017, and U.S. Provisional Patent Application No. 62/654,128 filed on April 6, 2018, the entire contents of which are incorporated by reference as part of the disclosure of this document.

FIELD OF INVENTION

[0002] The present invention generally relates to the field of devices which
10 transmit, receive and process audiovisual content. More particularly, the disclosed embodiments relate to techniques for watermark-based metadata acquisition and processing.

BACKGROUND

[0003] This section is intended to provide a background or context to the
15 disclosed embodiments that are recited in the claims. The description herein may include concepts that could be pursued but are not necessarily ones that have been previously conceived or pursued. Therefore, unless otherwise indicated herein, what is described in this section is not prior art to the description and claims in this application and is not admitted to be prior art by inclusion in this section.

20 [0004] Watermarks can be embedded in audio, images, video or audiovisual content. New television standards, such as HbbTV and ATSC 3.0 allow applications to run on a TV to provide interactive services, targeted advertising with local ad replacement, and audience measurement, video-on-demand, etc. In the HbbTV compliant devices a terminal, such as a television or a set top box (STB) performs
25 application discovery. When application discovery is performed using watermarks, both a STB and a downstream television may attempt to discover the HbbTV service associated with the broadcast. Problems can arise if both the STB and the

downstream television launch the HbbTV service. The result may be duplicated or confusing displays on the screen. In addition, there are a variety of redistribution scenarios based on the metadata extracted from the ATSC content comprising audio/video essence as well as metadata/signaling. A signaling file contains

5 metadata and signaling data about the broadcast service being presented, including URLs that can be used to access signaling information for supplementary signaling and content. Signaling files are delivered to the receiver by a recovery server via broadband in the redistribution scenarios. A first timing information is represented as an interval code that identifies the interval of content in which a watermark payload

10 value is embedded. The watermark payload includes at least the following other fields: 1) a server code field that identifies a server which acts as the starting point for acquisition of supplementary content; and 2) a query flag field, which has a value that changes to announce an event or to indicate the availability of a new signaling file. The first timing information extracted from watermarks and second timing

15 information carried in the ATSC content may need to be reconciled.

[0005] Furthermore, it is desirable to perform audience measurement of media consumption on media applications. Such apps can be resident on a platform such as Roku, a set-top box (STB), or a digital video recorder (DVR). It is also desirable to perform audience measurement of consumption of content via a web browser.

20 [0006] Audience data that is currently available to broadcasters is not consistent across consumption platforms. Most broadcasters have access to precise viewing data from browsers and mobile devices via Google analytics, Omniture/Adobe analytics, etc. Tools for other platforms (e.g. Roku) don't always provide viewing data with the same level of precision and with additional data as the mobile platforms provide, or if

25 they do, they charge premiums for the information.

[0007] As a result, the currently available audience measurement data for application-based viewing is not accepted by advertisers and cannot be used for marketing ad placement in their content.

BRIEF DESCRIPTION OF THE DRAWINGS

- [0008] FIG. 1 illustrates a server-mediated device pairing process using a shared session.
- [0009] FIG. 2 illustrates device pairing by application using direct Websocket communication.
- 5 [0010] FIG. 3 illustrates a pairing process for legacy devices.
- [0011] FIG. 4 illustrates a pairing process for a watermark-capable terminal.
- [0012] FIG. 5 illustrates a process for a pairing server.
- [0013] FIG. 6 illustrates a signaling file generator.
- [0014] FIG. 7 illustrates mappings between watermark interval codes, DASH
10 presentation times, and wall clock time.
- [0015] FIG. 8 illustrates a system for generating ATSC Consumption Data Messages.
- [0016] FIG. 9 illustrates an application reporting system.
- [0017] FIG. 10 illustrates a data preparation process.
- 15 [0018] FIG. 11 illustrates data processing at a streaming client.
- [0019] FIG. 12 illustrates total live views by time period.
- [0020] FIG. 13 illustrates views by platform type.
- [0021] FIG. 14 illustrates views by platform type detail.
- [0022] FIG. 15 illustrates total live views by time period and location.
- 20 [0023] FIG. 16 illustrates views by location.
- [0024] FIG. 17 illustrates total live QHVs by time period.
- [0025] FIG. 18 illustrates QVHs by platform type.

- [0026] FIG. 19 illustrates the AQH trend.
- [0027] FIG. 20 illustrates live views by viewing duration.
- [0028] FIG. 21 illustrates a tabular view of view durations by platform type.
- [0029] FIG. 22 illustrates a graphical view of view durations by platform type.
- 5 [0030] FIG. 23 illustrates live views minute-by-minute.
- [0031] FIG. 24 illustrates a tabular view of minute-by-minute live views by platform type.
- [0032] FIG. 25 illustrates a graphical view of minute-by-minute live views by platform type.
- 10 [0032] FIG. 26 illustrates a block diagram of a device that can be used for implementing various disclosed embodiments.

SUMMARY OF THE INVENTION

[0033] This section is intended to provide a summary of certain exemplary embodiments and is not intended to limit the scope of the embodiments that are
15 disclosed in this application.

[0034] The disclosed embodiments include techniques for creating a signaling file that contains metadata and signaling data about the broadcast service being presented.

[0035] These and other advantages and features of disclosed embodiments, together with the organization and manner of operation thereof, will become apparent
20 from the following detailed description when taken in conjunction with the accompanying drawings.

DETAILED DESCRIPTION OF CERTAIN EMBODIMENTS

[0036] In the following description, for purposes of explanation and not limitation, details and descriptions are set forth in order to provide a thorough

understanding of the disclosed embodiments. However, it will be apparent to those skilled in the art that the present invention may be practiced in other embodiments that depart from these details and descriptions.

[0037] Additionally, in the subject description, the word “exemplary” is used to mean serving as an example, instance, or illustration. Any embodiment or design described herein as “exemplary” is not necessarily to be construed as preferred or advantageous over other embodiments or designs. Rather, use of the word exemplary is intended to present concepts in a concrete manner.

[0038] **Introduction**

10 [0039] **Problem Statement**

[0040] In regular HbbTV broadcast application signaling, the trigger signal (AIT) always goes to the device that has the HbbTV runtime environment, and it always ends there. In some cases, the trigger ends up in a terminal that doesn't understand HbbTV. In such cases HbbTV doesn't work, but no other harm is done. With the current solution for broadband application discovery, something similar applies. The discovery is always performed by the terminal that receives the digital broadcast. This may be the TV that receives the digital broadcast directly, or the Set Top Box (STB), but never a Terminal (TV) that is downstream from the digital receiver (STB).

[0041] With Application Discovery using watermarking, this situation changes. Any device that has access to the (unencrypted) baseband signals may try to discover the HbbTV Service associated with the broadcast. This may be a device (TV) that is downstream from the device that terminates the broadcast, such as the STB. When a TV is connected to an STB, the following situations may occur that may be considered problematic by one or more participants in the value chain: 1) TV discovers, and then launches, an HbbTV service for a broadcast, while the STB also supports HbbTV and may also have launched the HbbTV service. This may result in overlapping calls to action on the screen, which may confuse the user; 2) The HbbTV App can be programmed to automatically show its full user interface. The specification states that this is “usually only used on radio and data services» (that are

received on a TV set-a common case with DB services), but the behavior is legal. This could result in two full user interfaces being shown. A user may want to make the interface disappear- with the other one still showing, or a user may start interacting with one of the two user interfaces, which may or may not result in visible
5 feedback, depending on whether the user uses the remote for the STB (the underlying graphics) or the TV (the graphics that are on top); 3) In the above, the broadcast-s signaled and broadband-discovered apps may be largely the same, or the broadcaster may have decided that the discovered app has a different look, feel, and/or functionality from the broadcast-s signaled one. This is fully legal according to the
10 specs- it's even encouraged for the broadcaster to tailor the app to the discovery mechanism (e.g. because there is no event mechanism in application discovery; knowing about events becomes purely an app functionality, while in broadcast signaling, events are supported "natively" by HbbTV signaling); 4) The TV may show HbbTV functionality on top of a graphical menu that the user interacts with on the
15 STB. This is considered undesirable by TV manufacturers; 5) A completely new element in watermarking-based discovery is that the HbbTV terminal will also attempt to retrieve an app for the recorded program. This is not possible, or at least not done, for broadcast-s signaled apps or for app discovery relying on DVB DI metadata. This may result in confusion, but it may also open up new possibilities.

20 **[0042] Terminology**

[0043] Active Application Device means the device on which the application is determined to run according to the pairing protocol.

[0044] Active Application Device State is a Boolean value indicating whether the application on a paired device is determined to run or not according to the pairing
25 protocol. If the value is true, the application is determined to run. Otherwise, the application is determined to terminate.

[0045] A web session is a sequence of HTTP requests and responses associated to the same web client, application or user.

[0046] A session object is a data structure with temporal data stored on a datastore on a remote server.

[0047] A session identifier (sessionID) is random number generated by the server that uniquely identifies a web session within the scope of the server (or a cluster of
5 servers).

[0048] Device position indicates the position of a device in the paired devices. The device is the upstream device if its value is 'upstream' or the downstream device if the value is 'upstream'.

[0049] Pairing token stored as a cookie (or in other web storage) on a device
10 contains the pairing result of the paired device. It consists of Active Application Device State, Device Position of the pairing, and the validity of the token. It may also contain DeviceInfo and associated ServiceInfo.

[0050] Upstream device is the first of the two devices connected in series (e.g., via HDMI connection).

15 [0051] Downstream device is the second of the two devices connected in series (e.g., via HDMI connection).

[0052] Upstream application is a web application running on a browser on the upstream device.

20 [0053] Downstream application is a web application running on a browser on the downstream device.

[0054] DeviceInfo describes the device being paired, may include device identifier, device model identifier, device manufacturer identifier, device operating system and version, device geographic location, browser information and supported APIs, device capability identifier, application platform information (e.g., HbbTV 1.0,
25 HbbTV1.5, HbbTV 2.0, or ATSC 3.0) including whether the device supports audio and/or video watermark detection and HTML5 WebSocket API.

[0055] ServiceInfo describes the current service associated the launched application, may include the current service/channel identifiers, country code associated with the service, service types (e.g., linear service, on-demand, or time-shift service), broadcast systems (e.g., ATSC 3.0, DVB, ...).

5 [0056] Phase 2 Application Discovery (P2AD): A version of the HbbTV specifications that specifies use of ATSC VP1 watermarks to enable application discovery.

[0057] Dual Terminal Scenario: Use case where two HbbTV terminals are connected in series and the downstream terminal is a P2AD Terminal.

10 [0058] Legacy Terminal: An HbbTV terminal that is not a P2AD Terminal.

[0059] P2AD Terminal: An HbbTV terminal that implements the P2AD specification.

[0060] Upstream Terminal: The terminal in a dual terminal scenario which is the first of the two HbbTV terminals connected in series.

15 [0061] Downstream Terminal: The terminal in a dual terminal scenario which is the second of the two HbbTV terminals connected in series.

[0062] Use Cases

[0063] There are four scenarios where the devices can be connected in series, as shown in the table below.

20

Table 1 Use Cases of Application Conflict

Use Case	Upstream Device	Downstream Device
1	Legacy device	Legacy device
2	Legacy device	Watermark-capable device
3	Watermark-capable device	Legacy device
4	Watermark-capable device	Watermark-capable device

[0064] The pairing protocol described in this disclosure is applicable to the use case #2 where the upstream device is a legacy device (e.g., HbbTV 1.0 or HbbTV 1.5) and the downstream is a watermark-capable device. A legacy device is an HbbTV device that does not support watermark detection and signaling recovery protocol including the pairing protocol. A watermark-capable device supports watermark detection and signaling recovery and may also support WebSocket as defined in W3C HTML5 APIs.

[0065] The pairing protocol is also applicable to the use case #4, where two watermark-capable devices equipped with HbbTV app2app capability can directly negotiate over a WebSocket connection using app2app protocol specified in HbbTV specifications, or make agreement where the application should run using the pairing server mediated approach.

[0066] Communication between Upstream and Downstream Applications

[0067] One-way communication from upstream application to downstream application via watermark

[0068] When upstream and downstream devices are connected in series (e.g., via HDMI connection), at least audiovisual content is passed from the upstream device to the downstream device. A one-way communication channel can be established by embedding watermarks by the upstream application and detecting such watermarks by the downstream application.

[0069] Presentations rendered by the upstream application are usually combined with the base audiovisual content received at the upstream device and such combined audiovisual content is provided to the upstream device. For example,

- Graphic, images or text can be presented by the upstream application as overlay on the base audiovisual content.
- audio presented by the upstream application is mixed with the audio in the base audiovisual content

- Video can be presented by the upstream application as picture-in-picture on the base audiovisual content.

[0070] In one embodiment, watermarks can be embedded by the upstream application in the base audiovisual content without accessing such base audiovisual content. For example, the application creates a graphic or image containing watermarks and overlays it at a specific position on the base video content, an audio content containing watermarks to be mixed with the base audio content.

[0071] In another embodiment, watermarks can be embedded by the upstream application in the base audiovisual content by accessing and directly modifying such base audiovisual content. For example, the application may use WebAudio technology provided by HTML5 API to embed audio watermarks by accessing and modifying the base audio content.

[0072] Watermarks can be used to carry various types of messages for the one-way communication. Watermarks are also used to identify the downstream device: if an application on a device detects watermarks carrying a predefined type of message, this device is identified as the downstream device. For example, if an application on a device detects watermarks carrying a sessionID, the device is identified as the upstream device in the pairing process.

[0073] **Session ID**

[0074] As discussed below, upstream and downstream applications can communicate with each other using web session, mediated by the server.

[0075] In order for two applications on two devices to have access to the session information of a session on a server, a single session ID that uniquely identifies the session must be available to both applications.

[0076] The session ID is embedded as watermarks by the upstream application in the audio and/or video content and detected by the downstream application.

[0077] **WebSocket Server Address**

[0078] Watermarks carrying WebSocket (WS) server address(s) can be embedded into audio and/or video content by the upstream application and detected by the downstream application if WebSocket server is available to the application.

[0079] Once the downstream application recovers the WebSocket server address,
5 it can establish a direct two-way communication channel with the upstream application to negotiate the Active Application Device.

[0080] The Websocket server address can be a full or partial URL that indicates the Websocket server IP address on the upstream device. Note that if a partial WebSocket server address is used, the application has knowledge to construct the full
10 Websocket server address and use it to establish a WebSocket connection with the upstream device.

[0081] Active Application Device State

[0082] If a decision is made by the upstream application as described in the section "Decision made by upstream device" below, such decision can be sent to the
15 downstream application using watermarks.

[0083] Server-mediated communication between applications using shared session.

[0084] Session Management

[0085] Two application instances on two different devices can access the same
20 session object identified using the shared session ID for pairing.

[0086] Session ID is generated by a web server and can be stored on the user agent as cookies or in other web storage. A session object contains a session ID, its expiration, and associated device information and the current service information being paired.

[0087] The general idea is to use a server-generated session ID shared by two
25 devices for communication between two devices. The session ID is passed from the

application instance on the upstream device to the application on the downstream device using watermarks.

[0088] Session Object

Table 2 Session Object

Field	Description
sessionID	
Validity	This field is present only if the WebSocket Server is available for the application on the device
Pairing Status	If the field value is true, the devices are paired. Otherwise, the devices are unpaired.
Upstream Device	
DeviceInfo	
ServiceInfo	
Active Application Device State	The upstream device is the Active Application Device if the field value is true.
Downstream Device	
DeviceInfo	
ServiceInfo	
Active Application Device State	The upstream device is the Active Application Device if the field value is true.

5 [0089] For example, a session object can be represented as in a data structure with key-value pairs:

```

820947860983: {
    Validity: 2020-11-05T08:15:30-05:00,
    Paring Status: true
10    Upstream {
        HbbTV_version: 1.5,
    
```

```

Active      Application      Device
State: true
}
Downstream {
5           HbbTV__version: 1.5,
Active      Application      Device
State: false
}

```

[0090] The session object is like a data locker for web application instances or
 10 users, and the key for the locker is the session ID. Server only allows the request with
 a session ID to access to the data locker corresponding to the session ID.

[0091] If the applications connect to multiple web servers, knowledge of session
 state (as is typical in a cluster environment) session information must be shared
 between the cluster nodes that are running web server software. Methods and systems
 15 for sharing session state between nodes in a cluster are widely known and available.

**[0092] Direct communications between upstream and downstream
 applications using WebSocket**

[0093] When there are direct communications between upstream and downstream
 applications using protocols such as WebSocket or WebRTC, the protocol should be
 20 applied after exhausting attempts to establish direct communications between the
 application instances on more than one HbbTV devices. For example, if the browser
 on which a HbbTV application is launched on a legacy device supports
 WebSocket/WebRTC, the application may attempt to establish a
 WebSocket/WebRTC connection with another device with a WebSocket/WebRTC
 25 server according to a known discovery protocol if the WebSocket server is not known
 to an application, or to attempt to establish such connection by scanning all possible
 IP addresses and ports within the home network if there is known discovery protocol.

[0094] Session ID in this case is generated locally by the application for each
 associated service/channel. For example, it can be a large random number stored as

cookie for each WebSocket request and response. A session object contains a session ID, its expiration, and associated device information and the current service information being paired.

[0095] Active Application Device Determination

5 **[0096]** Once two devices are paired, the decision on which is the Active Application Device can be made in several approaches as described below.

[0097] Decision made by upstream device

[0098] Once two devices are paired, the application currently running the upstream device takes leadership to determine which one of the paired devices is
10 Active Application Device.

- If the upstream device is determined as Active Application Device, the application on the upstream device embeds an event message containing Active Application Device State value 'false' for the downstream device, and returns true (i.e., the upstream device is the Active Application Device).
- 15 • Otherwise, the application on the upstream device embeds an event message containing Active Application Device State value 'true' for the downstream device, and return false (i.e., the upstream device is not the Active Application Device).

[0099] The event message may be embedded in a single video frame, an interval
20 of audio samples, or continuously in a period of audio and/or video content.

[0100] Decision made by pairing server

[0101] Once two devices are paired on a server using session management, the server may determine which of the paired device is the Active Application Device based on the predefined rules using the DeviceInfo and ServiceInfo about the device
25 and service involved in the pairing process.

[0102] If the upstream device is determined to be the Active Application Device, the server sets the Active Application Device State to true for the upstream device and false for the downstream device in the session object stored on the server, respectively. Otherwise, the server sets the Active Application Device State to false
5 for the upstream device and true for the downstream device in the session object stored on the server, respectively. An event message containing Active Application Device State value 'false' for the downstream device, and returns true (i.e., the upstream device is the Active Application Device).

[0103] After the Active Application Device is determined, the Active Application
10 Device State value associated with the requesting device is included in the response to each HTTP request from both upstream and downstream devices.

[0104] **Decision made by the user of the upstream and downstream devices**

[0105] Once two devices are paired, the applications on both upstream and downstream devices can prompt the user to make decision which device is Active
15 Application Device.

[0106] The application on the upstream device or downstream device can present a user interface that allows the user to make decision. For example, two choices are presented to the user for selection: click here to select the upstream device (i.e., the set-top box) on which the interactive application will run, or click here to select the
20 downstream device (e.g., the TV) on which the interactive application will run. The application sets the Active Application State for the upstream device to true if the user selects the first choice, or sets the Active Application State for the upstream device to true if the user selects the second choice.

[0107] **Decision made by negotiation between upstream and downstream devices**
25

[0108] Once two devices are paired using WebSocket communication between applications on paired devices (e.g., application2application protocols specified in HbbTV and ATSC 3.0), the applications can directly negotiate which device is Active Application Device.

[0109] Pairing Token

[0110] A pairing token contains the result of a paired device. It can be stored as a cookie (or in other web storage) on a device.

[0111] A pairing token contains at least the following information:

- 5 • DevicePosition, which indicates whether the device is a downstream or upstream device.
- Validity (e.g., until a specific date and time, permanent until the application determines to initiate a new pairing process, valid until the Active Application Device State is updated by the application.
- 10 • Active Application Device State is a flag indicating whether the application associated with a service/channel on the device shall run or not.

[0112] A pairing token may also contain DeviceInfo, ServiceInfo, date and time when two devices were paired, and the session ID used for the pairing.

[0113] A web application is sandboxed according to its web origin. Thus, a
15 pairing token is created for all applications on a device with the same web origin. In addition, the pairing token can contain a service/channel identifier as described in ServiceInfo which allows a different pairing token to be created for each service/channel associated with one or more applications that share the same web origin (e.g., a single application is provided for multiple services of a broadcaster, or a
20 broadcaster offers multiple applications that have the same web origin).

[0114] For example, if a broadcast station has 3 channels and a single application is developed for all these channels (or three different applications for the channels share the same web origin), the pairing protocol can be applied to each of the channels, resulting in a different pairing token for each channel. Different pairing
25 token for each channel allows the station to set different pairing preference for different channel. For example, the upstream device may be a legacy device and the downstream device may be a watermark-capable device in paired devices. The

station may prefer to select upstream device as Active Application Device for channel #1, and downstream device as Active Application Device for channel #2 because the application associated with the channel #2 requires advanced capabilities that are available only on the watermark-capable device.

5 **[0115] Device Pairing Protocols**

[0116] Direct Negotiation between upstream and downstream applications using WebSocket

[0117] This pairing protocol is applicable to the use case where both upstream and downstream devices are watermark capable, and WebSocket is available to both
10 upstream and downstream applications. For further details, see the Section “Dual Terminal Scenario Analysis” below.

[0118] Active Application Device determined by upstream application

[0119] This pairing protocol is applicable to the use case where:

- 15 • Both upstream and downstream devices are watermark capable, or the upstream device is a legacy device and the downstream device is watermark capable;
- Active Application Device decision is made by the upstream application; and
- WebSocket may or may not be able to both upstream and downstream applications.

20 **[0120]** This pairing protocol uses watermarks to deliver the Active Application Device decision made by the upstream application to the downstream application. For further details, see the Section “Dual Terminal Scenario Analysis” below.

[0121] Server-Mediated Device Pairing Protocol

[0122] This pairing protocol is applicable to the use case where:

- Both upstream and downstream devices are watermark capable, or the upstream device is a legacy device and the downstream device is watermark capable;
- Active Application Device decision is made by the upstream application, server, users, or both upstream and downstream applications; and
- WebSocket is not available to both upstream and downstream applications.

[0123] Pairing process for application on legacy device

[0124] FIG. 1 shows the pairing process for a legacy device.

[0125] Apply the following pairing protocol on a legacy device, once an application is launched on such device. Set the devicePosition to “upstream”. Note that the legacy device is always the upstream device in the pairing process.

- A. If a valid pairing token is present on the device and Active Application Device State is true in the token, the application continues to provide interactive content without delay.
- B. Otherwise, the application suspends its activities (e.g., by suppressing the graphics overlaps and other interactive features) for a predefined timeout (e.g., a period of 3 seconds counting from the current time) and performs the following steps 1-3 until a pairing is successful (i.e., the pairing status is true).
 1. If a valid sessionID is available, go to step 3. Otherwise, make a HTTP(S) request to an application server capable of session management. The request can be made either to access application resources for interactivity or a specific web page dedicated for pairing on an application web server. The request may contain deviceInfo and ServiceInfo. This step is shown as B.1 in FIG. 1.
 2. Once the application on the device receives the response containing a sessionID (and validity) from the server, it embeds continuously or periodically an event message into audio and/or video watermarks which

contains the sessionID and WebSocket server address (if such WebSocket server is supported by the device). This type of event message is defined by application developers for device pairing purpose. A new sessionID may be provided by the server when the present sessionID is no longer valid. This step is shown as B.2 in FIG. 1.

5

3. Once the sessionID is available, it is included as a cookie or part of the URL in all subsequent HTTP(s) requests made by the application to the application server for the purpose to access interactive content or periodical polling the server for pairing status (e.g., by visiting specific web page dedicated for pairing). This step may consist of more than one HTTP(S) request and can be performed simultaneously with the previous step as long as the devices are not paired during the entire life cycle of the applications. This step is shown as B.3 in FIG. 1.

10

4. If pairing status returned from the server is true (i.e., paired) by the timeout and perform an “Active Application Device Determination” function as described in section [0095].

15

a. If the function returns true (i.e. the device is the Active Application Device), the application continues to run on the device and updates the pairing token associated with the service/channel by setting devicePosition to ‘upstream’, Active Application Device State to true and Validity of the token according to the return value of the “Active Application Device Determination” function.

20

b. Otherwise (i.e. the device is not the Active Application Device), the application terminates and on the device and updates the pairing token associated with the service/channel by setting devicePosition to ‘upstream’, Active Application Device State to false and Validity of the token according to the return value of the “Active Application Device Determination” function.

25

5. If none of the above conditions is met within the timeout, the application continues to run without pairing attempt for the current service. Alternatively, the application may go back to the step B immediately or wait for N seconds to start the pairing again.

5 **[0126] Pairing process for application on watermark-capable device**

[0127] If the device is a watermark-capable and the application is launched through watermark-capable signaling recovery process, apply the following pairing protocol. Note that a watermark-capable device can be either an upstream or downstream device.

- 10 **[0128]** As shown in FIG. 2, in the step D.1: 1) sessionID and WS server address are sent by the upstream application to the downstream application via watermarks as described in the step D.1; and 2) A two-way communication is established between upstream and downstream applications for negotiation on Active Application Device. In step D.4, if the upstream application determines Active Application Device, such
- 15 decision can be sent to the downstream application via watermarks.

C. If a valid pairing token is present on the device and Active Application Device State is true in the pairing token, the application continues to provide interactive content without delay.

- 20 D. Otherwise, the application suspends its activities (e.g., by suppressing the graphics overlaps and other interactive features) for a predefined timeout (e.g., a period of 3 seconds counting from the current time), and 1) set the devicePosition to “upstream” by default; 2) generate a sessionID for WebSocket communication if no valid sessionID is present; 3) continuously (or periodically) embed the sessionID and WebSocket server address into
- 25 watermarks, and continuously performs watermark detection until one of the following conditions occurs.

1. If an event message containing a sessionID without WS server address is detected in the watermarks within a predefined interval (e.g., 1.5 seconds after the start of the pairing process), the application sets the

devicePosition to “downstream” and performs the B.3 steps. Note that the use case #2 shown in Table 1 is identified.

2. If pairing status returned from the server is true (i.e., paired) by the timeout, perform B.4 step. Note that when this event occurs, it was a result of performing the B.1 step for the use case #2 in Table 1.
3. If an event message containing a sessionID and WebSocket server address is detected in the watermarks within a predefined interval (e.g., 1.5 seconds after the start of the pairing process), the application sets the devicePosition to “downstream” and use the WebSocket server address to establish a direct communication channel with the upstream application to negotiate which device is the Active Application Device as described in section [0107] to complete the pairing process. Note that the use case #4 shown in Table 1 is identified.
4. If an event message containing an Active Application Device State is detected in the watermarks within a predefined interval (e.g., 1.5 seconds after the start of the pairing process), the application sets the devicePosition to “downstream” and performs the following steps:
 - a. If the value of the Active Application Device State true (i.e. the device is the Active Application Device), the application continues to run on the device and updates the pairing token associated with the service/channel by setting devicePosition to ‘upstream’, Active Application Device State to true and Validity of the token according to the return value of the “Active Application Device Determination” function.
 - b. Otherwise (i.e., the device is not the Active Application Device), the application terminates and on the device and updates the pairing token associated with the service/channel by setting devicePosition to ‘upstream’, Active Application Device State to false and Validity of

the token according to the return value of the “Active Application Device Determination” function.

5. If none of the above conditions is met within the timeout, the application continues to run without pairing attempt for the current service.

5 Alternatively, the application may go back to the step D immediately or wait for N seconds to start the pairing again.

[0129] Pairing Process at Server

E. When the server receives the request from a device, if the request contains a valid sessionID (i.e., the sessionID is present in server’s session datastore and the sessionID has not expired),

F. Otherwise, the server generates a pseudo-random number as the sessionID and creates a session object. Note that 1) the uniqueness of the sessionID is guaranteed within the scope of the server (or a cluster of servers) for applications associated with one or more broadcast services; 2) the server determines the validity for each sessionID and is responsible for removal of any expired sessionID from the database.

1. The server stores the session object in a datastore on the server.

2. The server sends a response containing the session object to the application.

20 **[0130] Examples of Pairing Process**

[0131] FIGS. 3-5 show the exemplary pairing process for legacy device, watermark-capable device, and pairing sever (if involved).

[0132] Session Hijacking

25 **[0133]** The Session Hijacking attack compromises the session ID by stealing or predicting a valid session token to gain unauthorized access to the Web Server using the common attack methods such as predictable session ID; session sniffing, client-side attacks (XSS, malicious JavaScript Codes, Trojans, etc.), and man-in-the-middle attack.

[0134] The sessionID is only valid during a session for pairing which typically lasts for a few seconds. A large and unique random number generated by the sever using a secure hash function such as SHA-128 or -256 can make sessionID less predictable. HTTPs can be used for client-server communication during the pairing process to mitigate these common attacks. In addition, to prevent unauthorized device from accessing the sessionID by performing watermark detection from the content originated from the downstream device, the watermarks carrying the dynamic event containing the sessionID can be removed or overwritten by the watermark detector or Web application on the downstream device after the sessionID has been detected.

10 [0135] **Re-initiation of pairing process**

[0136] A new pairing process may be initiated in the following cases:

- 15 • Pairing token expires. Expiration terms can be specified by the date and time (e.g., the token expires until a UTC time), the number of times that can be used for launching applications (e.g., a token associated with a service/channel on a device is expired after it has been used N times to skip the pairing process where N ranges from 0 to an indefinite number).
- 20 • Application initiates the pairing process. For example, when the application detects a change of the device capabilities (using the APIs provided by the device), it may initiate the pairing process regardless of expiration terms of the pairing token associated with a service/channel.
- The user may initiate the pairing process using a function provided by the device or the application associated with a service/channel. For example, such function may be provided in form of device configuration or in application function menu.

25 [0137] **De-duplication of Usage Data**

[0138] There are several approaches to ensure accurate viewership/usage data is reported. In other words, only the usage data collected on the Active Application Device should be reported. Note that usage data can be collected and/or reported to a

usage data server by the application and/or device functions on the Active Application Device.

- 5 • If usage reporting is a native function of a paired device, application on such device can notify the device of the pairing decision. If the device is not the Active Application Device, the usage reporting function on the device should not collect and/or report the usage data. A notification API may be needed.
- 10 • Once the decision is made that the upstream device is the Active Application Device, the upstream application removes and/or overwrites all watermarks embedded in content for signaling recovery. Thus, no usage data for the service will be reported on the downstream device, which provides indication that the usage data is duplicated and comes from a non-Active Application Device.
- 15 • Usage data collected by application and/or a native device function contains the information about the pairing result, which is used for duplication on usage data collection server and during usage data processing. For example, a field is added in the usage data to indicate such usage data is collected on an active Application Device or a non-Active Application Device.

[0139] For background information, see:

- 20 1. HbbTV Specifications: HbbTV 1.0 (attached hereto as Appendix C), HbbTV 1.5 (available at <https://www.hbbtv.org/resource-library/#specifications>, which is incorporated herein by reference), and HbbTV 2.0.1 (available at <https://www.hbbtv.org/resource-library/#specifications>, which is incorporated herein by reference).
- 25 2. ATSC Specification A/344 (available at <https://www.atsc.org/standards/atsc-3-0-standards/>, which is incorporated herein by reference); see also US patent application US 2015/0264429, which is incorporated herein by reference.
3. W3C Specification WebSocket APIs (available at <https://www.w3.org/TR/2011/CR-websockets-20111208/>, which is incorporated herein by reference), W3C Specification WebRTC (available at

<https://www.w3.org/TR/webrtc/>, which is incorporated herein by reference), HTTP (Web Origin, cookie, (available at <https://www.w3.org/Protocols/>, which is incorporated herein by reference.)

[0140] Dual Terminal Scenario Analysis

5 **[0141]** This analysis defines a means to avoid conflict between HbbTV applications running on both terminals in a dual terminal scenario.

[0142] Candidate Solutions

[0143] The following solutions may be used alone or in combination.

[0144] Network Signaling

10 **[0145]** The Network Signaling (“NS”) solution employs network communication between the applications running on the upstream and downstream terminal to identify and respond to the dual-terminal scenario.

[0146] This solution has the following functional requirements:

Req. NS1. Applications shall be able to communicate over a network.

15 **[0147]** Req. NS2. Applications shall establish that they are connected in a dual terminal scenario.

Req. NS3. Applications may establish their position (upstream or downstream) in the series connection.

Req. NS4. Applications shall resolve any conflicts.

20 **[0147]** Req. NS1 is expected to be met in any P2AD environment because the P2AD function itself requires access to a broadband server for DNS resolution, AIT recovery, application acquisition, etc. Since both terminals must be able to reach a WAN server for these functions, by definition there is a network path between the two terminals in the dual terminal scenario. It is also possible that other network paths
25 will exist between the two terminals; e.g. the two terminals may be able to connect over a LAN.

[0148] Req. NS2 is non-trivial to fulfill. Issues to address include:

- A household may contain multiple terminals, some of which are in dual terminal configuration and others which are not. For example, there may be a dual terminal configuration and both a P2AD and a legacy terminal not in dual terminal configuration, and all may be tuned to the same service.
- 5 • Unique device identifiers that are persistent and accessible across services have been introduced in HbbTV v2.0.1 but do not exist in prior specification versions.

[0149] Possible means of fulfilling Req. NS2 and Req. NS3 are described below.

[0150] **Device Pairing**

10 [0151] User performs a configuration step wherein the devices are “paired” through the establishment of a data record identifying the devices and their connection relationship. This data record is accessed by applications running on one or both devices to identify the presence of the dual terminal condition and coordinate the application behavior on the two terminals to avoid conflict. The pairing step may

15 involve an action performed on both devices, similar to Bluetooth or YouTube device pairing. The pairing may be established in a peer-to-peer fashion (directly negotiated between the two terminals) or may be established with the assistance of an intermediary; e.g. with each terminal communicating with one or more network servers, or a combination of the two. For purposes of pairing, the terminals can be

20 identified either using the HbbTV unique device identifiers or third-party cookies (in which case the pairing can be maintained across services) or alternately using first-party cookies or the local (web) storage API (in which case the pairing may only be maintained within a service). Ideally, a pairing will persist across application sessions, but pairings may be transient (e.g. within a session).

25 [0152] An example of how device pairing might be accomplished among devices that support terminal discovery and application-to-application communication (e.g. HbbTV 2.0 and later) is as follows:

1. Application is delivered to an STB or TV.
2. Application auto-runs.

3. Application establishes a persistent, unique identity for the terminal on which it is executing.
4. Application uses the terminal discovery service to discover other HbbTV terminals on the local network.
5. Application uses application-to-application service to exchange identities, selected service identifier, and current service time with each terminal running an application that employs the same pairing protocol and identifies those that are currently playing the same service at the same time on the service timeline (“pairing candidates”). If no pairing candidates exist, the application records that it is unpaired and halt the pairing procedure.
6. Applications each generate a unique pairing code and display it on the screen with a message directing the user to enter the pairing code into a terminal connected to the screen on which the pairing code is displayed. The message should also notify the user that they may need to enter more than one pairing code to complete the pairing. The message should also provide the user of a way to dismiss the pairing request. The pairing code is displayed with an opaque background so as to ensure that if it is a downstream device in a dual terminal configuration, a pairing code displayed by the upstream device will be obscured by the pairing code displayed by the downstream device and not visible to the user.
7. If an application receives as user input the pairing code which it is displaying, it removes from the screen its pairing code prompt (to ensure that if it is a downstream device in a dual terminal configuration, the pairing code displayed by the upstream device will no longer be obscured). The application should transmit a message to its pairing candidates indicating that the terminal on which it is running is unpaired.
8. If an application receives a message from another pairing candidate that the terminal on which it is running is unpaired, it should delete any pairing record that it has stored for the sending terminal.
9. If an application receives as user input a different pairing code from the one it is displaying, it transmits a pairing notification message to its pairing

candidates conveying: (a) the pairing code which it has received as user input; and (b) whether or not it is continuing to display its pairing code.

10. If application receives a pairing notification message indicating that the sending application has received as user input the pairing code that the receiving application is displaying, this indicates that the sending and receiving applications are running on terminals connected in the dual terminal configuration and the two devices should be paired. If the pairing notification message indicates that the sending application is continuing to display its pairing code, then the receiving application is running on the downstream terminal and the sending application is running on the upstream terminal. Otherwise, the receiving application is running on the upstream terminal and the sending application is running on the downstream terminal. The receiving application records this pairing and transmits a pairing confirmation message identifying the two devices which have been paired (via the sending and receiving device identifiers) to its pairing candidates. If the receiving application is displaying its pairing code, it should stop displaying its pairing code and end the pairing procedure.
11. If an application receives a pairing confirmation message including its own device identifier, it should stop displaying its pairing code and end the pairing procedure.

[0153] An example of how device pairing might be accomplished among devices that do not support terminal discovery (e.g. HbbTV 1.0 and 1.5) is similar to above, but communication between devices must be brokered by a central server. Devices can't discover each other, so either central server needs to identify pairing candidates within a household or user needs to initiate pairing on the devices.

[0154] Once pairing is established, applications running on paired devices can negotiate to resolve conflicts, which may be fully automated or may include requests for user input to direct the resolution.

[0155] **In-Band Signaling**

[0156] The In-Band Signaling (“IS”) solution to the dual terminal scenario uses modifications to the audio or video introduced by an application running on an upstream terminal to transmit a message that can be received by a downstream terminal (either at the device level or in the running application). The message
5 provides a means for the application on the upstream terminal to make the downstream terminal (or the application running on it) aware of modifications that it is making to the presentation, enabling the downstream terminal to avoid making conflicting modifications.

[0157] IS may be performed using one or more of the techniques described below.

10 [0158] **Video Watermark Insertion**

[0159] The application running on an upstream terminal can insert a video watermark message using the ATSC-defined technology by placing a graphic overlay on the top two lines of video. Such graphic overlays are supported in all HbbTV specification versions, so should be supported in any upstream terminal. With this
15 approach, downstream terminals would be required to support video watermark detection.

[0160] The message could be the `display_override_message` as defined by ATSC, which directs the downstream device to direct applications to suppress any modifications to the received audio and video for up to 15 seconds. The message
20 would need to be periodically sent every 15 seconds during time periods when audio or video modifications made by the application on the downstream terminal could conflict with those of the application on the upstream terminal.

[0161] Alternately, the video watermark message could convey a `dynamic_event_message` carrying a pairing token that uniquely identifies the
25 application instance running on the upstream terminal. This token can be used by both terminals, in combination with NS, to pair the two terminals. An example pairing process is as follows:

1. Application is delivered to STB or TV.

2. Application auto-runs in unpaired state.
3. Application generates a unique pairing token and provides it to a network service (e.g. broadband server hosted by the application developer) or alternately obtains a unique token from the network service.
- 5 4. Application subscribes to dynamic event stream associated with detection of a pairing token in a video watermark.
5. The application periodically embeds the dynamic_event_message conveying the pairing token in the video output of the terminal via video watermark message.
- 10 6. If the application receives a dynamic event associated with detection of a pairing token in a video watermark, the application notifies the network service to establish, via the network service, a pairing connection to the associated terminal.
7. If the application receives notification from the network service that another
15 device has received its pairing token, the application establishes a pairing connection to the associated terminal via the network service.

[0162] Once pairing is established, applications running on paired devices can negotiate to resolve conflicts, which may be fully automated or may include requests for user input to direct the resolution.

- 20 [0163] Note that the insertion of a video watermark message by the upstream terminal may overwrite pre-existing video watermark messages in the video content. For this reason, the insertion should be periodic and very brief (e.g. as short as a single frame). Because terminals in a dual terminal scenario are directly connected by high-quality video connections, very brief video watermark messages may be
25 embedded at very low luminance levels and can be reliably detected.

[0164] **Audio Watermark Insertion**

[0165] Audio watermark modification, LSB encoding, audio replacement, DTMF or similar techniques could be used. HbbTV 2.0 supports WebAudio which can be used for insertion. Different means of insertion for v1.0 or v1.5 are needed.

[0166] User Device Configuration

[0167] P2AD terminals may provide a built-in user configuration setting whereby the P2AD function may be activated or deactivated:

- Globally
- 5 • Individually for each input source (e.g. HDMI1, HDMI2, etc.)
- Individually for each service (e.g. BBC1, BBC2, etc.)

[0168] Technique Without WAN Pairing Server

[0169] With this approach, if the upstream device is a legacy device, it always gets the interactivity. Broadcaster decides on a "leadership position" (either upstream
10 or downstream) for the application which is the terminal position where interactivity is immediately initiated in advance of the initial pairing attempt when dual 2.0.1

terminals are connected in series.

[0170] If application is running on a vl.0/1.5 terminal:

- Periodically (e.g. once per second), briefly (e.g. for 1 frame) overlay a
15 dynamic event video watermark message notifying any downstream application of the presence of the application running on an upstream vl.0/1.5 terminal ('notifying event');
- Provide interactivity on this terminal.

[0171] If application is running on a version 2.0.1 terminal:

20 **[0172]** On launch:

- if no pairing configuration cookie exists; or
- if pairing configuration #1 cookie exists; or
- if pairing configuration #2 cookie exists; and leadership position is upstream

or;

25 if pairing configuration #3 cookie exists and leadership position is downstream:

• Suppress interactivity for a brief period of time (e.g. three seconds) after launching in order to enable notification/pairing to occur.

- Clear pairing configuration cookie.
 - 5 - Subscribe to notifying events and pairing events from video watermark messages.
- Subsequently:
- Periodically (e.g. once per second), briefly (e.g. for 1 frame) overlay a dynamic event video watermark message notifying any downstream application of the presence of an application running on an upstream terminal, the enumeration ID of the terminal, and a randomly generated session ID ('pairing event').
 - 10 - If a notifying event is received from an upstream terminal, extend time to suppress interactivity and record pairing configuration #1 (i.e. this terminal is downstream from a v1.0/1.5 terminal) in a cookie.
 - 15 - If a pairing event is received from an upstream terminal, initiate app2app communication to the upstream terminal from the event and provide the session ID from the event, negotiate with the upstream terminal to establish which terminal will run interactivity, and record pairing configuration #2 (i.e. this terminal is downstream from a v2.0.1 terminal) in a cookie.
 - 20 - If incoming app2app communication is received from a downstream terminal and the randomly generated session ID is provided, negotiate with the downstream terminal to establish which terminal will run interactivity and record pairing configuration #3 (i.e. this terminal is upstream from a v2.0.1 terminal) in a cookie.
 - 25

[0173] Verifier-based Signaling File Generation

[0174] Introduction

[0175] Other embodiments relate to media devices implementing new television standards, such as ATSC 3.0, which includes audio/video essence and metadata/signaling. These embodiments include techniques for creating a signaling

file that contains metadata and signaling data about the broadcast service being presented. The signaling file may include URLs that can be used to access signaling information for supplementary signaling and content. The signaling also contains a mapping between a first timing system and a second timing system. The first timing
5 system may comprise the watermark timeline represented in intervals and the second timing system may comprise a DASH presentation time.

[0176] This embodiment is related to U.S. patent application [US20160057317A1](#), which is incorporated herein by reference. This section describes a method to populate signaling files for redistribution scenarios based on the metadata extracted
10 from the Advanced Television Systems Committee (ATSC) content comprising audio/video essence as well as metadata/signaling and a mapping between the first timing information extracted from watermarks and the second timing information carried in the ATSC content. For further details about ATSC, including ATSC 3.0 see patent application US20150264429, which is incorporated herein by reference.

15 [0177] A signaling file contains metadata and signaling data about the broadcast service being presented including URLs that can be used to access signaling information for supplementary signaling and content. Signaling files are delivered to the receiver by a recovery server via broadband in the redistribution scenarios.

[0178] The first timing information is represented as an interval code that
20 identifies the interval of content in which the watermark payload value is embedded. The watermark payload includes at least the following other fields 1) a server code field that identifies a server which acts as the starting point for acquisition of supplementary content, 2) a query flag field – when its value changes, it announces an event or indicates the availability of a new signaling file.

25 [0179] **Signaling File Generation**

[0180] U.S. patent application US20160057317A1, incorporated herein by reference, and Figures 4 and 6 therein particularly, provides useful background in understanding the present embodiments. With reference to FIG. 6, the following steps may be employed in one embodiment of the present disclosure:

[0181] Receive a multimedia content including audio and video components.

[0182] Embed watermarks into one or both of the audio or the video component, embedded watermarks including a first timing information.

- 5 a. The first timing information is the interval codes embedded in the audio and/or video content

[0183] Process the embedded content for transmission (including packaging the embedded content with metadata into ATSC emission).

- 10 a. The processed multimedia content is ATSC broadcast content.
- b. The processed multimedia content comprising a metadata stream or metadata section that includes the second timing information for content samples in a second timing system (e.g., the Dynamic Adaptive Streaming over HTTP (DASH) timeline). The second timing information is specified by at least two types of the metadata carried in the metadata stream or sections: 1) timing information in DASH Media Presentation Description (MPD) including period start time that specifies the start time of a period and MPD availability start time that is the anchor for the MPD in wall-clock time in Coordinated Universal Time (UTC) for live streaming; 2) the presentation (or composition) time of the content sample being rendered which is specified as an offset from the period start time and defined in codecs such as Moving Pictures Experts Group Part 2 (MPEG-2) and International Organization for Standards Base Media File Format (ISOBMFF).
- 15
- 20

[0184] Obtain, at a receiver device, a first version of the processed multimedia content through a communication channel such as over-the-air broadcast, broadband connection, physical connector, or shared file system.

- 25 a. The first version of the processed multimedia content contains the metadata stream or metadata sections that include the second timing information.

[0185] Perform decoding and rendering of the received first version of processed multimedia content, and simultaneously perform the following steps during decoding and rendering of the received first version of processed multimedia content:

- 5 a. Watermark detection operations on the first version of the processed multimedia content to obtain the first timing information; the first timing information comprising an interval code that is associated with a content sample (a video frame and/or audio frame/sample) currently being rendered, and
- 10 b. Extraction of metadata from the metadata stream or sections in the received first version of processed multimedia content; the metadata includes a second timing information that is associated with a content sample (a video frame and/or audio frame/sample) currently being rendered.

[0186] Once an interval code is extracted in the step 5, immediately create a signaling file that may contain the following information and make the signaling file
15 available to receivers for content signaling in redistribution scenarios:

- 20 a. A mapping between the first timing system and the second timing system. A mapping is a vector consisting of two elements and the first element represents a timing information (t1) in the first timing system and the second element represents a timing information (t2) in the second timing system; the different values of both elements are associated with the same content sample being rendered. For example, assume that t1 is an interval code value 1000 and t2 is a UTC time 2016-11-05T08:15:30-05:00. The mapping (t1,t2) indicates that the starting content sample of the content segment from which the interval code 1000 is extracted is associated with a presentation time value at
25 November 5, 2016, 8:15:30 am, US Eastern Standard Time on DASH timeline.
- b. A description of the media component embedded with a watermark containing the payload containing serverCode and intervalCode.

- c. Content identifier for the segment associated with the extracted service code and interval code.
- d. Service information of the content segment associated with the extracted service code and interval code including service identifiers.
- 5 e. Service signaling including the URLs used by the receiver to report usage data and DASH MPD.
- f. Application signaling including URLs for downloading, launching and management of broadcast applications.
- g. Dynamic events associated with the content segment from which the service
10 code and interval code are extracted.

[0187] As shown in FIG. 6, the signaling file generator receives the processed multimedia content and produces signaling files. It can be placed at one or more of the following points in broadcasting chain:

1. TV station production stage prior to direct transmission to consumers;
- 15 2. TV station production stage prior to transmission to network operators such as Multichannel Video Programming Distributors (MVPDs);
3. Viewing stage at consumer receiver.

[0188] Mapping between DASH timeline and watermark timeline

[0189] This section describes in detail the mappings between the watermark
20 timeline represented in interval codes and the DASH presentation time used in ATSC 3.0 for media presentation.

[0190] For content delivered in ISOBMFF format, samples 0-89 shown in FIG. 7 are media samples as defined in ISOBMFF. All media data in a sample shares a same time stamp. For video content, a sample is typically a video frame. The duration of
25 samples 0-89 is 3 seconds assuming the frame rate is 30 frames per second. For details regarding VPI watermarks, see the above-mentioned US patent application US20150264429.

[0191] When the media segments are delivered to the receiver according to DASH, the receiver is required to have a source for wall clock UTC time. A Network Time Protocol (NTP) hosted on the OS or a Content Delivery Network (CDN) server is typically used for delivery of UTC time to the receiver.

- 5 [0192] The availabilityStartTime field in DASH MPD defines a Segment availability time when the first content segment is available to the distribution network. All content segments of a given presentation described in the MPD have a common availability timeline.

[0193] For live broadcast, a fixed delay offset is sometimes specified in MPD to
10 make sure that the live content is presented on all receivers approximately at the same time. This fixed delay is represented as a time relative to availabilityStartTime and defined as the suggestedPresentationDelay field in MPD. For example, if availabilityStartTime is the midnight on January 1, 2016 and the fixed delay is 10 seconds, a receiver should present the first sample of the live content at 00:00:10, Jan
15 1, 2016 no matter when the sample is available at the receiver for presentation. Thus, the sum of availabilityStartTime and availabilityStartTime represents the earliest presentation time in a MPD.

[0194] **Calculation of the anchor time**

[0195] DASH presentation time is represented as wall clock time in absolute UTC
20 time. Watermark timeline is represented in the interval codes embedded in the content. Incremental interval codes are sequentially embedded in the order of the content presentation. An interval code is a value that identifies the interval of content in which a watermark payload value is embedded. A watermark segment is a continuous interval of watermarked content that contains incremental interval codes.

- 25 [0196] To map from watermark timeline to the presentation timelines, an anchor value (T) on the DASH presentation timeline is established for a watermark segment. For a watermark segment, T represents the DASH presentation time of the first sample (S) of the first content interval from which a specific interval code (N) is extracted.

[0197] T can be calculated as follows:

$$T = \text{EarliestPresentationTime} + \text{PeriodStart} + \text{offset}(S) \text{ Where}$$

1. EarliestPresentationTime is the earliest presentation time in absolute UTC in the MPD,
- 5 2. PeriodStart is the start time of the DASH period that contains the sample S, relative to EarliestPresentationTime,
3. offset(S) is the presentation time of the sample S in the period, relative to PeriodStart, which can be obtained in various methods. If content is available as ISOBMFF format, it is the composition time of the sample N calculated based on Decoding Time to Sample Box (“stts”) and Composition Time to Sample Box (“ctts”). If the timing information is not available as metadata in the content, other methods such as audio sample counting can be used to calculate T.

[0198] As an example, shown in FIG. 7, the parameters for mapping timelines are given in the table below.

Parameter	Value
N	0 (assume that the anchor interval code value is 0)
T	00:00:10, Jan 1, 2016
S	0
EarliestPresentationTime	00:00:10, Jan 1, 2016
PeriodStart	0
offset(S)	0

[0199] For a given T of a watermark segment, an interval code n can be mapped to the DASH presentation: $PT(n) = 1.5*(n-N)+T$ where n is an interval code value extracted from a marked content interval in the watermark segment and PT(n) is the DASH presentation time of the first sample (n) of the marked content interval. For
5 example, the presentation time of first sample 45 of the marked content interval containing the interval code 1 is 87 00:00:11.5000, Jan 1, 2016 as shown in FIG. 7.

[0200] **Alignment between DASH and watermark timelines**

[0201] Watermark timeline is created when VP1 payloads containing consecutive interval codes are continuously embedded in a content stream. It is expected that the
10 same timeline is recovered with extracted VP1 payloads in a watermark detector.

[0202] In order to have a precise mapping between DASH and watermark timelines, alignment between these timelines must be maintained. When overlaps or gaps are introduced in the DASH timeline (e.g., resulting from Media Segments with actual presentation duration of the media stream longer or shorter than indicated by
15 the Period duration), the offsets represented by such overlaps or gaps at the position where overlaps or gaps are present need to be considered in mapping from the watermark timeline to the DASH timeline or vice versa. For example, such overlaps or gaps need to be subtracted from or added to the anchor time T as described in the previous section.

20 [0203] DASH allows for seamless switching between different Representations with different bitrates of a media segment for adaptive delivery of the content. Additional seamless transitions between DASH elements are possible with constraints defined in a system and signaling information described in the MPD:

- seamless switching between Adaptation Sets and each Adaptation Set may
25 represent different codecs, languages, viewpoints, or roles of the content.
- seamless transition between Periods for the purposes of ad insertion, compensate non-constant segment durations, operation changes such as

removal or addition of Representation or Adaptation Sets in the Period,
removal or addition of Content Delivery Networks (CDNs).

- seamless transition between MPDs using MPD chaining, e.g., for the purpose of pre-roll ads, a sequence of programs using multiple MPDs.

- 5 **[0204]** In order to support seamless switching between the elements, the multiple versions of the same element (representative, adaptation set or period) are aligned (i.e., their boundaries are aligned in the media data). If each of the versions is embedded with identical watermarks, a continuous watermark timeline is maintained even if a presentation is created by switching between these switchable elements.
- 10 Otherwise, the offset between the boundary of content segment carrying a watermark payload and the boundary of switchable elements needs to be considered in mapping between timelines.

[0205] Extension/Variations/Embodiments

[0206] Signaling file generator for each service

- 15 **[0207]** A device that performs the steps 4-6 above is needed to generate signaling files for a broadcast service.

[0208] Optional watermark detection

- [0209]** Once the mapping is established, watermark detection step 5.a (shown in FIG. 6) may be skipped as long as continuous interval codes are embedded in the processed multimedia content and the mapping between timing systems does not
20 change.

[0210] Broadcast monitoring and verification

- [0211]** Once the signaling file generator detects an unexpected discontinuity in interval codes extracted by watermark detector, a notification is provided to the
25 broadcasters. Such discontinuity may be caused in watermark embedder, content encoding and packaging or transmission.

[0212] Prediction of signaling file

[0213] To avoid possible latency introduced by signaling file generator, a signaling file can be generated prior to detection of the interval code that is associated with the signaling file. For example, assume a mapping between the first and second timing systems has been established, continuous interval codes are embedded in the current service, and content identifier is not expected to change. If the currently detected interval code is n, a new signaling file can be created which contains the interval code value n+1 and the rest information in the current signaling that is associated with the interval code n.

[0214] **Timing information using fingerprint**

10 [0215] As disclosed in U.S. patent application US20150264429 described above, the first timing information can also be obtained using fingerprint extraction and matching.

[0216] **Application-based Reporting of Media Consumption**

[0217] In another embodiment a system and method for application-based reporting of media consumption is disclosed. Information from Over-The-Top (OTT) metadata (such as content ID's, sources and original broadcast time) is combined with timing from the application (including start and stop times) to populate data in Content Data Messages (CDMs). This allows a broadcast timeline to be built against which the consumer's viewing can be mapped. When a consumer begins OTT viewing, the system captures the metadata which includes the air date and time of the content. The air date and time is used in the CDM as broadcastStartTime. When viewing ends (completes playing or is paused or stopped by the consumer), the duration of the viewing is used to determine the broadcastEndTime. If a consumer skips within the content, the application's data on viewing position is used to determine the position of the consumed content on the broadcast timeline. The system allows comparison of consumption of OTT data with broadcast data by standardizing the data reported, thus bridging the gap between broadcast data used for ATSC-defined CDMs and data available for OTT content.

[0218] This solution allows comparison of consumption of OTT data with broadcast data by standardizing the data reported. The software populates the ATSC-defined CDMs using metadata and other data available from OTT applications (e.g., playback start and stop times). Unlike the use of watermark or fingerprinting data, this analysis is unobtrusive and does not require direct access to the content. Current OTT usage reporting is specific to the technology and platform used. Most OTT applications provide proprietary reporting data that is not standardized, thus usage data is not comparable across delivery mechanisms, or even between application providers.

10 [0219] Other forms of measurement use fingerprinting or watermarking to determine content being consumed. This is challenging for application developers as the content is not usually accessible for detection purposes. This software combines information from the OTT metadata (content IDs and sources as well as original broadcast time) with timing from the application (start and stop times) to populate data in the CDM, bridging the gap between broadcast data used for ATSC-defined CDMs and data available for OTT content.

[0220] The metadata allows the software to build a broadcast timeline against which the consumer's viewing can be mapped. When a consumer begins OTT viewing, the software captures the metadata which includes the air date and time of the content. The air date and time is used in the CDM as broadcastStartTime. When viewing ends (completes playing or is paused or stopped by the consumer), the duration of the viewing is used to determine the broadcastEndTime. If a consumer skips within the content, the application's data on viewing position is used to determine the position of the consumed content on the broadcast timeline.

25 [0221] This solution allows comparison of consumption of OTT data with broadcast data by standardizing the data reported. The solution consists of lightweight usage reporting client (LURC) software that is resident on a media consumption device using a media application and a processing entity called a CDM Builder (CDMB) that uses data from the client to create Consumption Data Messages (CDMs) as defined by ATSC. Using CDM-based reporting data allows comparison across

delivery mechanisms or application providers, unlike current OTT usage reporting which is specific to the technology and platform used.

[0222] Unlike the use of watermark or fingerprinting data used by other forms of measurement, this analysis is unobtrusive and does not require direct access to the
5 content, which is crucial as this content is not usually accessible to media applications for detection purposes.

[0223] In addition, many consumption devices have extremely limited resources available for processing metadata and reporting usage. The use of an intermediary to construct the CDM usage data alleviates many of the concerns that application
10 developers may have regarding the addition of reporting to their systems.

[0224] The LURC reports playback start and stop times along with a media ID that can be used as a reference key to obtain additional data about the content. The CDMB populates CDMs using the timing data from the LURC along with metadata obtained using the media ID, e.g., via queries to other entities or to data stored at a
15 database managed by CDMB.

[0225] **Consumption Data Messages (CDM's) From Over-The-Top (OTT) Metadata and Playout Information Via an Intermediary Entity**

[0226] Referring now to FIG. 8, this embodiment allows the combination of information from the OTT metadata (content IDs and sources as well as original
20 broadcast time) with timing from the media application to populate data in the CDM, bridging the gap between broadcast data used for CDMs and data available for OTT content with minimal impact to the performance of the media application.

[0227] The metadata allows the CDMB to build a broadcast timeline against which the consumer's viewing can be mapped. When a consumer begins OTT
25 viewing, the LURC captures the media ID, which can be used by the CDMB to determine the air date and time of the content. The air date and time is used in the CDM as broadcastStartTime. When viewing ends (completes playing or is paused or stopped by the consumer), the duration of the viewing is used to determine the broadcastEndTime. If a consumer skips within the content, the media application's

data on viewing position is used to determine the position of the consumed content on the broadcast timeline.

[0228] Application-based Reporting of Media Consumption – Data Collection and Presentation

5 **[0229] Introduction**

[0230] This section discusses audience measurement as it pertains to applications, or "apps". These apps can be resident on a platform such as Roku, a set-top box (STB) or a digital video recorder (DVR), or on a mobile device. The measurement described in this document may also apply to user interaction with content via a web
10 browser.

[0231] Platforms include

- Over-The-Top (OTT) Apps on Roku, Amazon FireTV, Apple TV
- Playstation View, Sling, HuluLive
- Mobile Apps (general viewing or station-specific) running on iOS, Android
- 15 • Desktops using browsers such as Chrome, Microsoft Edge/IE, Mozilla Firefox

[0232] Data that is currently available to broadcasters is not consistent across consumption platforms. Most broadcasters have access to precise viewing data from browsers and mobile devices via Google analytics, Omniture/Adobe analytics, etc. Tools for other platforms (e.g., Roku) don't always provide viewing data with the
20 same level of precision and additional data as the mobile platforms provide, or if they do, they charge premiums for the information.

[0233] The present embodiment will be discussed in the context of the Aspect watermark-based audience measurement product available from Verance corporation (www.verance.com) Potential Aspect customers report that the information they
25 have for application-based viewing is not accepted by advertisers and cannot be used for marketing ad placement in their content.

[0234] The intention of Aspect Reporting for Applications is to provide data that is consistent across platforms, not to replace the detailed second-by-second consumption information offered by some application platforms.

[0235] Use Cases

[0236] Users interact with streaming apps in a different way than they interact with linear broadcasts, so measurement via apps will necessarily be different from measurement of linear broadcast television.

5 **[0237]** However, it is possible to create an aggregate measurement for broadcast and streaming of some content. In cases such as live streaming, the total audience may be calculated by summing the number of viewers of the linear broadcast with those viewers using streaming in its many forms. This will be discussed later in this document as there are cautions around ad loads that come into play when aggregating
10 different delivery mechanisms.

[0238] App reporting has a number of distinct use cases:

- Live streaming of current broadcast
- Time shifted viewing of broadcast
- Viewing of mixed content, some that was broadcast, some that was not
- 15 • Viewing of content that was not broadcast

[0239] In the first two cases, cross-platform measurement is fairly straightforward. The third case will be challenging, as only portions of the content will correspond to broadcast.

[0240] The last use case will not involve mapping to broadcast time and audience,
20 as there is no broadcast for comparison. However, reporting on this usage is still important to provide consistency.

[0241] Live Streaming

[0242] Live Streaming is viewing the current broadcast using an OTT mechanism at the same time as it is broadcast over the air (OTA) and/or via cable or satellite. For
25 our purposes, this includes any advertisements and interstitials as broadcast.

[0243] If different advertisements are shown during streaming, that would be considered mixed content. However, if the content is streamed as it was broadcast but different advertisements are presented prior to the initiation of streaming, the

supplemental ad portion would be "Non-Broadcast" and the program content would be Live Streaming.

[0244] Time Shifted Broadcast

5 **[0245]** Time-Shifted Broadcast refers to viewing a prior broadcast, including advertisements and interstitials as they were broadcast.

[0246] As for Live Streaming, if different advertisements are shown, that would be considered mixed content. However, if the content is presented as it was broadcast but different advertisements are presented prior to the initiation of viewing, the supplemental ad portion would be "Non-Broadcast" and the program content would
10 be Time-Shifted Broadcast.

[0247] Mixed Content

[0248] Mixed Content is a combination of content that was broadcast and content that was not broadcast. This can occur when:

- 15
- A news story is edited for length, but a longer version of the story is available for download or streaming
 - A program available via streaming or download includes scenes that were not broadcast
 - A program is presented with different advertisements than were broadcast

[0249] In all these cases, the content that was broadcast will be compared to
20 broadcast viewing, and the content that was not broadcast will be measured separately.

[0250] Non-Broadcast Content

[0251] Non-broadcast content is content that is exclusively available via apps, such as the new Star Trek series that is only available via subscription to CBS All
25 Access. This content will be measured and the measurement results presented, but not compared to broadcast data.

[0252] Usage Metrics

[0253] Key usage metrics are:

- **Views:** number of devices consuming content
- **Viewers:** number of people consuming content
- **Content Impressions:** number of people exposed to content, based on a
5 minimum percentage of the content duration

[0254] **Views**

[0255] The basic unit of measurement for apps will be Views. This term is distinct from "Viewers", which implies individual persons. While linear broadcast measurement assumes that all members of a household are potential viewers, the
10 number viewers of an app can vary greatly depending on the platform on which the app is being run. Viewers of mobile apps are typically one individual (unless sent to a large screen via a device such as a ChromeCast), but viewers of other apps can be an entire household if the app is on a device such as a Roku.

[0256] Every streaming start to a target device is considered a View. Both Total
15 and Unique Views will be used, as described below.

- **Total Views** counts each session within a time period individually.
- **Unique Views** counts multiple sessions of the same program as **one** Unique View.

[0257] For example, if the viewer starts watching at 6:00pm, stops at 6:10pm and
20 then starts watching again at 6:42pm, this is counted as **two** Total Views, and **one** Unique View for the time period from 6pm to 7pm.

[0258] To be considered a View, the content must be actually consumed. Content that is downloaded but not viewed, for example, is not counted as a View. A Live View requires that **30 seconds** or more of content be consumed during the reporting
25 time period. Average Quarter Hour (AQH) viewing will be calculated by summing the number of viewing seconds for each unique device. A device with a total of more than 300 seconds within a 15-minute period is counted as one AQH View. For minute-by-minute viewing trends, a View is a unique device that consumes more than **30 seconds** of content during a given minute.

[0259] Viewers

[0260] Because we are measuring content consumption at the device level, it is possible to tell **what** is being consumed, as well as **when** viewing occurred and for how long, but it is not possible to determine precisely **who** is watching the content.

5 Demographic data about household composition will be available, but the exact individuals consuming the content will not be known.

[0261] Content Impressions

[0262] The number of people exposed to a program or piece of content. This is based on a TBD minimum percentage of the content consumed, as the duration of streaming clips tend to vary widely.

10

[0263] Potential Views

[0264] Data that would be useful to determine Potential Views (akin to HUT or Universe in the broadcast world) includes:

- Number apps installed (not applicable to web browser views)
- 15 • Number unique devices using the app in last N days
- Number of unique devices using app during each day
- Number of devices using app at a particular time
- Population of everyone over 2, 12, or 18 years old in the LMA of the station related to the content
- 20 • A value that is defined by the report user as potential views (e.g., input via the reporting interface)

Note: TV and radio ratings are usually based on the number of people residing in the area that are over two years of age (i.e., the 2+ population of the area).

[0265] Comparison to Broadcast

25 **[0266]** The app audience can be compared to or combined with the broadcast audience when the broadcast and app content overlap. When content differs between the distribution methods, this will be indicated in reports, for example showing the measurement in dashed lines or an alternate color.

[0267] Reporting Sources

[0268] Table 1 shows a matrix of different types of content, their sources and delivery methods, and what entity (device or software) could be used to report usage.

Source	Content Type	Delivery Method	Code/Abbreviation	Reporting Entity
Broadcast				
Broadcast	Live	Over-the-Air	OTA	CTV
Broadcast	Recorded	Digital Video Recorder	DVR	CTV or DVR
MVPD	Live	Set-top Box	STB	CTV or STB
MVPD	Recorded	Set-top Box + DVR	STB-DVR	CTV, STB, or DVR
MVPD	On-Demand	Set-top Box VOD	STB-VOD	CTV or STB
Digital				
OTT	Live	OTT Device + App	OTT-LIVE	CTV, OTT Device, or OTT App
OTT	On-Demand	OTT Device + App	OTT-VOD	CTV, OTT Device, or OTT App
Mobile	Live	Mobile Device + App	MOBILE-LIVE	Mobile Device or App
Mobile	On-Demand	Mobile Device + App	MOBILE-VOD	Mobile Device or App
Desktop	Live	Web Browser	DESKTOP-LIVE	PC or Browser Plugin
Desktop	On-Demand	Web Browser	DESKTOP-VOD	PC or Browser Plugin
vMVPD's, Sub-Category of OTT				
vMVPD	Live	OTT	vMVPD-LIVE	CTV, OTT Device, or OTT App
vMVPD	Live	Mobile	vMVPD-LIVE	Mobile Device or App
vMVPD	Live	Browser	vMVPD-LIVE	PC or Browser Plugin
vMVPD	Recorded	OTT	vMVPD-CloudDVR	CTV, OTT Device, or OTT App
vMVPD	Recorded	Mobile	vMVPD-CloudDVR	Mobile Device or App
vMVPD	Recorded	Browser	vMVPD-CloudDVR	PC or Browser Plugin
vMVPD	On-Demand	OTT	vMVPD-VOD	CTV, OTT Device, or OTT App
vMVPD	On-Demand	Mobile	vMVPD-VOD	Mobile Device or App
vMVPD	On-Demand	Browser	vMVPD-VOD	PC or Browser Plugin

Table 1. Sources for Viewing Local & Network Television Content**[0269] Architecture and Components**

[0270] The reporting system for applications begins as content is made available, at the point of broadcasting, multicasting, or unicasting. Content is packaged into segments for streaming via technologies such as DASH (Dynamic Adaptive Streaming over HTTP) or HLS (HTTP Live Streaming). Note that, although this document refers specifically to broadcast content, the components and techniques described could be used for non-broadcast content (e.g., supplemental content streams, VOD, etc.).

10 **[0271]** Components of the system include:

- **Broadcast Payout:** The existing system used to distribute broadcast content (e.g., ATSC 1.0, ATSC 3.0, DVB)
- **Watermark Embedder:** A system that embeds a watermark in content such as audio or video
- 15 • **Publisher:** The existing system used to transcode and configure broadcast content into a format suitable for streaming
 - **Watermark Detector:** A detector that is capable of extracting the watermark payload in real-time
 - **Timed Metadata Creator:** A software application that inserts either watermark payload data or Media ID and broadcast timing data into metadata used in streaming applications (e.g., emsg, ID3 tags)
- 20 • **Stream Packager:** The existing system used to encapsulate and distribute broadcast content as streaming content (e.g., DASH, HLS)
- **Consumption Device:** A client of the streaming distribution system that ingests and renders streamed content
 - 25 ○ **Media Application:** The application that ingests and renders content, usually resident on the consumption device. Extracts a watermark payload or Media ID, as well as timing information, from the Timed Metadata.
 - **Reporting Client:** An application that captures information about consumption time, any available watermarks or tags, and content metadata
- 30 • **CDM Builder:** A service or entity that uses data from the Reporting Client, along with data from the Metadata Repository, to build Consumption Data Messages (CDMs). The CDM Builder can either be part of the Consumption Device or a separate entity or service.

- **Metadata Repository:** A service that provides information about broadcast content. Maps the Media ID to broadcast time and source.
- **Recovery Data Repository:** A service that provides information about broadcast content. Maps the watermark payload to broadcast time and source.
- 5 • **Signaling File Repository:** A source of content and data files (not discussed in this document).
- **Processing & Data Storage:** The system that processes and stores CDMs.

[0272] An overview of the App Reporting System is shown in **Error! Reference source not found.** FIG. 9 shows the data flow through the content distribution and
10 usage reporting system. An example of potential workflows is outlined below, but additional workflows using similar components are possible.

[0273] Audio and/or video content is watermarked prior to multiplexing for broadcast. The watermark can indicate information such as the broadcast source and time. This content is multiplexed with metadata and other broadcast information.

15 [0274] The Publishing tool takes this information and content and creates a data stream or files that are suitable for streaming. This may include detection of watermarks in content to create Timed Metadata. If the content is not watermarked, or if watermark detection is not present in the Publishing tool, the Timed Metadata can be created based on the broadcast metadata (broadcast time, source, Media ID, etc.). If
20 Timed Metadata is not created, the Consumption Device will use standard metadata for reporting (see FIG. 11**Error! Reference source not found.**).

[0275] If using watermarks, the publishing tool also calculates the watermark offset, which is the number of milliseconds since the start of the first 1.5-second watermark segment.

25 [0276] The processed content and metadata is passed to the OTT tool for packaging and distribution. The Consumption Device receives the content, presents it to the end user, and provides the metadata to the Reporting Client. The Reporting Client extracts the key information from the metadata, along with consumption information, and passes this to the CDM Builder (which can be part of the
30 Consumption Device or can be a separate service or entity).

[0277] The CDM Builder retrieves recovery data (based on the watermark) and/or metadata information (based on the Media ID) and uses this information, in conjunction with the consumption data, to construct CDMs. The data flow for data preparation is shown in FIG. 10Error! Reference source not found..

5 [0278] The data processing at the streaming client can be performed in a number of ways, depending both on the incoming data stream and the client features. See FIG. 11, which shows the data processing at the Streaming Client. Some OTT applications, such as web browsers, may be able to detect watermarks. If a watermark detector is available, content recovery may proceed using recovered content, or the
10 watermark payload can be passed through the Consumption Device's Reporting Client to the CDM Builder. However, many platforms and application toolsets for devices such as phones and tablets are not designed to easily allow the insertion of a detector into the audio or video path. In these cases, alternative methods of obtaining the broadcast time are employed. This can be based on Timed Metadata or on standard
15 metadata available to applications.

[0279] Timed Metadata is joined with consumption data (playback timing, etc.) by the Reporting Client. This information is passed to a CDM Builder that can be a separate service or internal to the Consumption Device.

[0280] Reporting Data

20 [0281] Data is reported in the CDM format. The CDM schema allows additional properties to be defined; additional fields can be added to CDMs and they will still be compliant with the ATSC specifications.

[0282] Consumption Data

[0283] The watermark is used to determine both the source of the content and the
25 time at which it was broadcast. A number of metadata fields exist to determine the content source, but special processing is required to determine the broadcast time.

[0284] Sources of Timeline Data

[0285] The best available source should be used to obtain the timeline information. The sources, in order of preference, are:

- 5 1. **Watermark Detection:** When use of the watermark is possible, data recovery and reporting can occur for these apps as it does for other distribution methods that use watermark detection.
2. **Timed Metadata with Watermark Payload:** If content includes metadata containing the watermark payload, that information can be used to determine the broadcast timeline by obtaining the recovery data (either using ATSC recovery methods or a separate process).
- 10 3. **Timed Metadata with Media ID:** Timed Metadata, if present, references the broadcast time in UTC as well as other information via the Media ID.
4. **Standard Metadata:** If no Timed Metadata is available, the Consumption Device uses standard metadata to determine the approximate broadcast timeline.

15 [0286] While Timed Metadata is the most straightforward method of determining the broadcast timeline, the watermark is preferred as it is integral to the content (tags may be removed or altered by intermediaries). Timed Metadata with watermark payloads will provide more consistent and precise timing information than Timed Metadata with Media IDs. Both are more precise and consistent across platforms than
20 standard metadata.

[0287] Mapping to Broadcast Timeline

[0288] Playback data from the app can be used to determine which content was consumed, and this can be mapped to the broadcast timeline. Apps have access to information about the position of the content being presented relative to the content
25 stream (i.e., the current position within the stream).

[0289] For example, suppose the first segment of content was broadcast at 8:02 PM. If the app reports that the user watched the entire first minute of the content, then skipped ahead three minutes and watched two more minutes, we can determine that content between 8:02 and 8:03, and between 8:06 and 8:08, was viewed.

30 [0290] **Timing Data Source**

[0291] As the precision of the timing data will vary between different sources, the CDMs should include a field that indicates the data source. Values should include:

- 5 • **Watermark Recovery** (default, assumed if the data source field is not present): the content watermark was used in the content recovery and reporting process
- **Timed Metadata with Watermark Payload**: Timed Metadata with the watermark payload was used to calculate the broadcast time
- **Timed Metadata with Media ID**: Timed Metadata with a Media ID and broadcast timing data was used to calculate the broadcast time
- 10 • **Standard Metadata**: Content metadata was used to infer the broadcast time

[0292] **Location**

[0293] The data reported must include information about where the content consumption occurred geographically. For example, we would like to determine whether the consumption happened inside the market area of the content's origin or
15 outside it. Ideally, this data would be provided by the platform's geolocation service (latitude and longitude). If this is not available, an IP address lookup could be used.

[0294] **Reporting Device**

[0295] Device IDs will be assigned per application, not per device. For example, if a tablet has station KTAN's news alert application, Chrome, and the HuluLive app,
20 that tablet will have three device IDs. The device ID included in the usage report will be the device ID that corresponds to the application that was used to consume the content.

[0296] Device fields that are tracked currently include:

- 25 • Device ID
- Model
- Manufacturer
- Operating System
- Peripheral device (true or false)

[0297] Data about the reporting device should also include the delivery method and reporting platform and version as reports will need to specify these (e.g., number of Views on Roku vs. Amazon vs. station app on mobile).

[0298] Additional Data

- 5 [0299] Additional data may be available via the content metadata or other sources. To take full advantage of application-based data, CDMs can be extended to include extra data available to apps such as tags (e.g., "local", "city__hall", "pets"), duration of VOD clip, ad data, etc.

[0300] Data Validation and Processing

- 10 [0301] Data validation will follow MRC standards for data filtration of suspicious data. Bridging values and other details will be determined during the design phase, in accordance with guidelines such as those set forth by the Market Research Council (MRC) and others as appropriate.

[0302] Reports

- 15 [0303] **Total Live Views**

[0304] *Between 6:00pm and 6:30pm, how many total views of live content were measured within the market area?* The objective of this report is to determine how many views of live content occurred during a specific time period or program for a minimum amount of time. The user will enter the market, station, apps (one, multiple
20 or all), date range, and time period or program name. This report will show a summary of all live views and will allow the user to drill down into the data by platform type and platform type detail.

[0305] Filters and Selectors

- 25
- Market
 - Station/Source
 - Apps: selection of one, multiple, or all apps
 - Date Range
 - Timeperiod or Program

[0306] Summary

[0307] A summary of *the* total live views by time period is shown in FIG. 12.

[0308] **By Platform Type**

[0309] FIG. 13 shows the views by platform type. Repeats the table shown below for each date in range and provides summary over total date range.

5 [0310] **Platform Type Detail**

[0311] FIG. 14 shows the views by platform type detail. When drilling into details for October 5th, timeperiod of MF 6p-630p, the report below is shown in FIG. 14.

[0312] **Geographical Distribution of Views**

10 [0313] *Between 6:00pm and 6:30pm, how many total views of live content were measured, and where were the viewers located?* The objective of this report is to determine where views of live content occurred during a specific time period or program for a minimum amount of time. The user will enter the market, station, apps (one, multiple or all), date range, and time period or program name. This report will
15 show a summary of all live views and will indicate where the views were measured. The user can drill down into the data by platform type and platform type detail.

[0314] **Filters and Selectors**

- Market
- Station/Source
- 20 • Apps: selection of one, multiple, or all apps
- Date Range
- Timeperiod or Program

[0315] **Summary**

[0316] FIG. 15 shows the total live views by time period and location.

25 [0317] **By View Location**

[0318] FIG. 16 shows views by location. Repeats the table shown below for each date in range and provides summary over total date range.

Date Range: 5 October

Timeperiod/Program: MF 6p-630p

5 [0319] **By Platform Type and Platform Type Detail**

[0320] The report shows further tables and charts of geographical viewing breakdowns by platform and platform type.

[0321] **Average Quarter Hour Audience and Rating**

[0322] *Between 6:00pm and 6:30pm, what is the Average Quarter Hour (AQH) Audience and Rating (defined as watching 5 minutes within a 15-minute period) of live content?* The objective of this report is to determine how many QHVs of live content occurred during a specific time period or program. The user will enter the market, station, apps (one, multiple or all), date range, and time period or program name. For this report, the user will also select the market population base (such as the
10 2+, 12+, or 18+ population of the market) or to input their own value for AQH Rating (denominator). The value and value source will be shown in the report. This report will show a summary of all live QHVs and will allow the user to drill down into the data by platform type and platform type detail.

[0323] **Filters and Selectors**

- 20
- Market
 - Station/Source
 - Apps: selection of one, multiple, or all apps
 - Date Range
 - Timeperiod or Program

25 [0324] **Summary**

[0325] FIG. 17 shows a summary of the total live QHVs by time period.

[0326] **By Platform Type**

[0327] FIG. 18 shows QHVs by platform type. Repeats the table for each date in range and provides summary over total date range.

[0328] **Time Period Summary**

[0329] FIG. 19 shows AQH trend, including a summary trend across multiple
5 dates for the timeperiod of MF 6p-630p.

[0330] **Unique Live Views**

[0331] *Between 6:00pm and 6:30pm, how many unique viewers of live content were measured within the market area?* The objective of this report is to determine how many unique views of live content occurred during a specific time period or
10 program. The user will enter the market, station, apps (one, multiple or all), date range, and time period or program name. This report is the same as the Market Live Views report; the only difference is that this report shows unique views instead of total views.

[0332] **Total Live Views by Duration**

15 [0333] *Between 6:00pm and 6:30pm, what is the frequency distribution of viewing duration for Total Views or Unique Views?* The objective of this report is to analyze the duration of live content views during a specific time period or program for a minimum amount of time. The user will enter the market, station, apps (one, multiple or all), date range, and time period or program name. The user selects whether to
20 show total views, unique views, or both. This report will show a summary of view durations and will allow the user to drill down into the data by platform type and platform type detail.

[0334] **Filters and Selectors**

- 25
- Market
 - Station/Source
 - View Type (Total, Unique, or Both)
 - Apps: selection of one, multiple, or all apps
 - Date Range

- Timeperiod or Program

[0335] **Summary**

[0336] FIG. 20 shows live views by viewing duration

Date Range: 5 October

5 Timeperiod/Program: MF 6p-630p

[0337] **By Platform Type**

[0338] FIG. 21 shows view durations by platform type: tabular view.

Date Range: 5 October.

[0339] FIG. 22 shows view durations by platform type: graphical view.

10 [0340] **By Platform Type Detail**

[0341] The report shows further tables and charts of viewing duration breakdowns by platform type.

[0342] **Live View Trend**

[0343] *Between 6:00pm and 6:30pm, when were Live Views measured?* The
 15 objective of this report is to determine how the number of unique concurrent live content views varies during a specific time period or program for a minimum amount of time. The user will enter the market, station, apps (one, multiple or all), date range, and time period or program name. The user selects whether to show total views, unique views, or both. This report will show a summary of view durations and will
 20 allow the user to drill down into the data by platform type and platform type detail.

[0344] **Filters and Selectors**

- Market
- Station/Source
- Apps: selection of one, multiple, or all apps
- 25 • Date Range

- Timeperiod or Program

[0345] **Summary**

[0346] FIG. 23 shows live views, minute by minute.

Date Range: 5 October

- 5 Timeperiod/Program: MF 6p-630p

[0347] **By Platform Type**

[0348] FIG. 24 shows minute by minute live views by platform type: tabular view. FIG. 25 shows minute by minute live views by platform type: graphical view.

Date Range: 5 October

- 10 Timeperiod/Program: MF 6p-630p

[0349] **By Platform Type Detail**

[0350] The report shows further tables and charts of viewing duration breakdowns by platform type.

[0351] **Definitions and Abbreviations**

- 15 [0352] **Definitions**

[0353] **Media Content** is digital data whether in encrypted or unencrypted form that represents some combination of digitally encoded audio, video, and/or image content intended for output by the Product in a predetermined, continuous, sequential manner.

- 20 [0354] **Media ID** uniquely identifies content, allowing the system to determine the content source and broadcast time.

[0355] **Playback** is any operation performed by a Product for the purpose of producing or having produced a contemporaneous display of Media Content.

[0356] Abbreviations

Table 2. Abbreviations

Abbreviation	Description
ATSC	Advanced Television Systems Committee
CDM	Consumption Data Message
DASH	Dynamic Adaptive Streaming over HTTP
DVR	Digital Video Recorder
HLS	HTTP Live Streaming
MVPD	Multichannel Video Programming Distributor
OTA	Over The Air
STB	Set-Top Box
UTC	Coordinated Universal Time
vMVPD	Virtual Multichannel Video Programming Distributor
VOD	Video On Demand
WM Payload	The payload data contained in a watermark.

[0357] Usage Data from Applications

- 5 **[0358]** This section outlines the data that is required in usage reporting from apps developed for specific local broadcasters.

[0359] Use Cases

[0360] Content played via an app may be any of the following locally-sourced content:

- 10
 - 1. Live streaming of current broadcast. Many apps only offer this during specific times of day (e.g., local news).
 - 2. Previously-aired content.

- 3. Content that was broadcast by another station (e.g., a sister station). Some stations have one app for both stations, so that one app will have content from both.
- 4. Content that was not aired (clips that were either cut from the broadcast or were never intended to be broadcast, including consumer-sourced content).
- 5. Mixed content where an edited version of the content was aired, but the full content was not (e.g., "For more on this story, use our app").

Examples of use cases 1, 2, and 3 are provided at the end of this document. The data for use cases 4 and 5 is expected to be the same as the data for use case 2.

10 **[0361] CDM Data**

[0362] This table is based on the Extended CDM Format described in Service Usage Reporting: Verance Extensions. Please refer to that document, and to ATSC A/333, for additional details on the fields described below as well as the related schemas.

- 15 **[0363]** The following information uses examples from fictional station WKAW. A set of values for each station will be provided separately.

Field	Cardinality	Description
CDM	1	Consumption Data Message object. Top level JSON object
ProtocolVersion	1	Major and minor version of CDM protocol The current version of the protocol is 0x00.
DeviceInfo	1	Consumption Device information
deviceID	1	Consumption device identifier For Aspect reporting, this value shall be set to the call letters of the station associated

Field	Cardinality	Description
		<p>with the app followed by the device's MAC address, if available. If MAC address is not available, use another globally-unique identifier that will be consistent for this device.</p> <p>Example using MAC address: WKAWDTb8:27:eb:6b:5e:15</p> <p>Example using a globally-unique ID: WKAWDTe05ddc0c-f3c1-45fe-be1d-79f46a74c6b7</p>
deviceModel	1	Consumption device model device model (e.g., Moto X)
deviceManufacturer	1	Consumption device manufacturer (e.g., Motorola)
deviceOS	1	Consumption device Operating system and version (e.g., Android 5.1)
peripheralDevice	1	<p>Indication if the consumption device is a peripheral device.</p> <p>For Aspect reporting, set this value to TRUE if the application is aware that the output is being directed to a remote screen (e.g. via iOS AirPlay or Google Cast); FALSE otherwise.</p>
deviceLocation	1	Consumption device last known location
latitude	1	Latitude information from location service. If user has opted out of location usage from

Field	Cardinality	Description
		the app, use NOTREPORTED.
longitude	1	Longitude information from location service. If user has opted out of location usage from the app, use NOTREPORTED.
clockSource	0..1	<p>Indicates whether the device clock has been set manually by the user or automatically by a service.</p> <p>This will typically be 1 (set automatically). Do not include this element if the clock source is unknown.</p>
AVService	0..N	Array of AVService, including CDUs.
country	1	<p>ISO 3166-1 alpha-2 country code associated with the primary administrative entity under which the given bsid is assigned.</p> <p>For apps associated with US-based stations, this value is "US"</p>
bsid	1	<p>Identifier of the entire broadcast stream</p> <p>BSID assigned to station that broadcast the content. Since BSIDs have not yet been assigned, Aspect is using the ATSC 1.0 TSID for reporting.</p>
serviceID	1	Service identifier that identifies this Service within the scope of this Broadcast area.

Field	Cardinality	Description
		<p>For Aspect reporting, this value is the major virtual channel number concatenated with the minor channel number (sub-channel) padded to 2 digits. For example, subchannel 3 of station 42 would have a service ID of 4203.</p> <p>For Aspect App-based reporting, the serviceID is the Service ID as described above for broadcast for the main subchannel, prepended with a 5 and zero or one zeroes (0) such that the result is a 5-digit number. For example, if the broadcast service ID was 4203, the service ID used by the app will be 54203.</p>
globalServiceID	1	<p>A globally unique URI that identifies the ATSC 3.0 Service.</p> <p>For Aspect reporting, this is the short call sign followed by the short name of the station as assigned by Rovi. For WKAW: "urn:v1000.tv/WKAW/WKAWDT"</p>
serviceType	1	Type of service; for an app-based service, this value is 3.
reportInterval	1..N	Reporting interval
startTime	1	Start time of reporting interval
endTime	1	End time of reporting interval
DestinationDeviceType	1	Destination device type.

Field	Cardinality	Description
		<p>For a device using its primary display, this value is 0.</p> <p>If a device's output is being directed to a remote screen (e.g. via iOS AirPlay or Google Cast), this value is 1.</p>
ContentID	0..1	<p>Content ID, which is either EIDR, Ad-ID, or a clip ID.</p> <p>If none of these IDs are known, do not include this element.</p>
type	1	<p>If EIDR or Ad-ID are known, "EIDR" or "Ad-ID".</p> <p>For Aspect reporting of a clip that does not have an EIDR or Ad-ID assigned, use the following value to indicate that "Clip ID" is being used, the broadcaster's call sign for CALL:</p> <p>tag:aspect.us,2017:CALL</p> <p>For example,</p> <p>tag:aspect.us,2017:WKAW</p>
cid	1	<p>For EIDR and Ad-ID, this is a patterned string.</p> <p>If using a Clip ID, use an ID that uniquely references this clip within the A/V service.</p> <p>These strings are described in the information following this table.</p>

Field	Cardinality	Description
	1..N	Interval of content that is presented at a particular speed
broadcastInterval	1	<p>Start time of the interval when content is presented at a particular speed on the broadcast timeline</p> <p>The start time can be recovered using the Aspect watermark and the ATSC recovery mechanisms.</p> <p>If the Aspect watermark detector or the content stream is not available, use the airdate from the content metadata (e.g., "tsairdate"). If the content is not viewed from the beginning of the clip, use the video position data to determine the broadcastStartTime.</p> <p>If no airdate is available, set this to be the UTC datetime that the app began displaying the content.</p>
broadcastStartTime	1	<p>End time of the interval when content is presented at a particular speed on the broadcast timeline</p> <p>The end time can be recovered using the last Aspect watermark detected and the ATSC recovery mechanisms.</p> <p>If the Aspect watermark detector or the content stream is not available, add the duration of the viewing of the content to</p>
broadcastEndTime		

Field	Cardinality	Description
		<p>the broadcastStartTime.</p> <p>If the broadcastStartTime is not available, set this to be the UTC datetime that the app stopped displaying the content.</p>
speed	0..1	A floating point number that indicates the playback speed
receiverStartTime	1	Start time of the interval when content is presented at a particular speed on the receiver timeline
Component	1..N	Individual content components within a given channel. For Aspect reporting, only one component, audio, is currently needed.
componentType	1	Type of the component (e.g. audio, video, closed caption, etc.). For audio, this value is 0
componentRole	1	Role of the component. For "complete main" audio, this value is 0
componentName	0..1	<p>Human readable name of the component.</p> <p>For Aspect reporting, this element can be omitted.</p>
componentID	1	<p>Component ID.</p> <p>The value of this element should be the same as the asset_id in the MPEG Media Transport Package (MMTP) table corresponding to this component.</p>

Field	Cardinality	Description
		For Aspect reporting, this value should be "NOTREPORTED".
componentLang	0..1	Component Language; typically, English (value = "en") or Spanish (value = "es"), per ISO 639-1 via BCP 47.
startTime	1	Start time of the interval when content component is presented
endTime	1	End time of the interval when content component is presented
SourceDeliveryPath	1..N	Delivery path used for or the source of the content component being consumed
type	1	Type of delivery path used for or source of the content component being consumed For an app, this will typically be 5 (delivered over IP via an intermediary).
startTime	1	Start time of the interval when content component is received via indicated delivery path or from the source
endTime	1	End time of the interval when content component is received via indicated delivery path or from the source

[0364] **protocolVersion** – This field shall contain the major and minor protocol versions of the syntax and semantics of the CDM, coded as hexadecimal values each in the range 0x0 to 0xF. The overall **protocolVersion** will be coded as a concatenated string of the form “0x<major protocol version as hexadecimal digit><minor protocol

5

version as hexadecimal digit>”. A change in the major version level shall indicate a non-backward-compatible level of change. The initial value of this field shall be 0. The value of this field shall be incremented by one each time the structure of the CDM is changed in a non-backward compatible manner from a previous major
5 version. The second number is the CDM’s minor version, which shall represent the minor version of the syntax and semantics of the CDM. A change in the minor version level for each value of the first number shall indicate a backward-compatible level of change within that major version. The initial value is 0. The value of this field shall be incremented by one each time the structure of the CDM is changed in backward-
10 compatible manner from a previous minor change (within the scope of a major revision).

[0365] **DeviceInfo** – The consumption device information.

[0366] **DeviceInfo.deviceID** – A field that shall identify the consumption device identifier. A value of “NOTREPORTED” indicates that the consumption device
15 identifier is intentionally not revealed.

[0367] **DeviceInfo.deviceModel** – A field that shall identify the consumption device model (e.g., XYZ-NG3400). A value of “NOTREPORTED” indicates that the consumption device model is intentionally not revealed.

[0368] **DeviceInfo.deviceManufacturer** – A field that shall identify the
20 consumption device manufacturer (e.g. ABC company). A value of “NOTREPORTED” indicates that the consumption device manufacturer is intentionally not revealed.

[0369] **DeviceInfo.deviceOS** – A field that shall identify the consumption device operating system and version (e.g. iOS 9.0.2, Android 5.0.1). A value of
25 “NOTREPORTED” indicates that the consumption device operating system is intentionally not revealed.

[0370] **DeviceInfo.peripheralDevice** – A field that shall identify if the consumption device is an external peripheral (e.g. a ATSC tuner dongle). A value of

“NOTREPORTED” indicates that it is intentionally not revealed if the consumption device is external or not.

[0371] **DeviceInfo.deviceLocation** – An object that shall identify the last known location of the consumption device.

- 5 [0372] **DeviceInfo.deviceLocation.latitude** – A field that shall contain the latitude of the last known device location coded in decimal degrees format (e.g. “[+–]DDD.DDDDD”) as a string. A value of “NOTREPORTED” indicates that the device location is intentionally not revealed.

- 10 [0373] **DeviceInfo.deviceLocation.longitude** – A field that shall contain the longitude of the last known device location coded in decimal degrees format (e.g. “[+–]DDD.DDDDD”) as a string. A value of “NOTREPORTED” indicates that the device location is intentionally not revealed.

[0374] **DeviceInfo.clockSource** – An unsigned integer that shall contain the source of the time that has been set in the device clock.

- 15 0 – device clock has been set manually by the user
1 – device clock has been set automatically by a service

[0375] **AVService** – This element contains the list of zero or more elements describing activity intervals based on content delivered continuously. For Aspect reporting, there shall be one or more elements.

- 20 [0376] **country** – Country code associated with the primary administrative entity under which the value provided in **bsid** is assigned, using the applicable alpha-2 country code format as defined in ISO 3166-1.

[0377] **bsid** – Identifier of the whole broadcast stream.

- 25 [0378] **serviceID** – This value of **serviceID** identifies the service associated with the usage data in this **AVService** element.

- [0379] **globalServiceID** – This globally unique URI identifies the service associated with the usage data in this **AVService** element.
- [0380] **serviceType** – The value of the field **@serviceCategory**.
- [0381] **reportInterval** – One or more periods of display of content for this
5 **AVService**.
- [0382] **reportInterval.startTime** – The UTC **dateTime** at the beginning of the event. Intervals shall begin when display of the content begins.
- [0383] **reportInterval.endTime** – The UTC **dateTime** at the end of the event. Intervals shall end when display of the content ends.
- 10 [0384] **DestinationDeviceType** – An unsigned integer denoting the class of usage or device type (presentation device). Defined values are:
- 0 – Content is presented on a Primary Device
 - 1 – Content is presented on a Companion Device
 - 2 – Content is sent to a Time-shift-buffer
 - 15 3 – Content is sent to a Long-term storage
 - 4 to 255 – Reserved.
- [0385] **ContentID** – This field shall identify the content associated with this instance of **reportInterval**. This field is required if the **ContentID** is available to the device.
- 20 [0386] **ContentID.type** – A field that is required when **ContentID** element is included. Two values are defined currently by ATSC:
- “**EIDR**” indicates a content identification per the EIDR registry (<http://eidr.org>).
 - “**Ad-ID**” indicates a content identifier per the Ad-ID registry ([http://ad-](http://ad-id.org)
25 [id.org](http://ad-id.org)).
 - For Aspect reporting, an additional value is defined, using the "tag:" format:

- “tag:aspect.us,2017:CALL” indicates the station that is the source of the content in the "CALL" field of the identifier. For example, content from WKAW will have a ContentID.type of tag:aspect.us,2017:WKAW

[0387] **ContentID.cid** – A field that is required when **ContentId** element is

5 included that provides the content identification for this **reportInterval** element. The type of content identifier shall be as given in the **ContentID.type** attribute. Either an EIDR (34-character canonical form with hyphens) or Ad-ID (11 or 12-character canonical form) can be included.

If using a Clip ID, insert the broadcaster's unique identifier (BUID) for the clip into
10 this field.

For example, the content of the HTTP "Referer" element, without the hostname of the URL, and without arguments such as "Autostart", could be used as the BUID.

For live content, prepend "L-" to the BUID.

For non-live content, prepend "P", followed by the duration of the clip in integer
15 seconds, followed by a dash (-). If the duration is not known, omit the duration.

For example, if a clip of unknown length has an BUID of

video?videoId=123455678&videoVersion=1.0

The value would be **P-video?videoId=123455678&videoVersion=1.0**

For a 2-minute clip with an BUID of

20 **clip/12345678/content-title-headline?autostart=true**

The value would be **P120-clip/1234567/content-title-headline**

For a live clip with a BUID of

watch-live

The value would be **L-watch-live**

25 [0388] **broadcastInterval** – An interval when content is presented at a particular speed.

[0389] **broadcastInterval.broadcastStartTime** – The UTC **dateTime** on the broadcast timeline at the beginning of the interval when content is presented at a particular speed indicated by **broadcastInterval.speed**.

[0390] **broadcastInterval.broadcastEndTime** – The UTC **dateTime** on the broadcast timeline at the end of the interval when content is presented at a particular speed indicated by **broadcastInterval.speed**.

[0391] **broadcastInterval.speed** – A floating point number that indicates the
5 playback speed with the value:

=0 – indicates paused playback

>0 – indicates forward playback at the indicated speed. The value 1 indicates a playback at the normal speed, the value greater than 1 indicates fast forward playback and the value between 0 and 1 indicates slow forward playback

10 <0 – indicates backward playback at the indicated speed. The value -1 indicates backward playback at the normal speed, the value less than -1 indicates fast backward playback, and the value between 0 and -1 indicates slow backward playback

When **broadcastInterval.speed** is not included then it is inferred to be equal to 1.

15 The value of **broadcastInterval.speed** should be evaluated to the nearest 0.1 for the purposes of determining speed change or classifying trick modes.

The value of **broadcastInterval.speed** should be related to the other entries as follows:

(i-1)'th **broadcast.speed** should be equal to difference between (i-1)'th array
20 entries (**broadcastInterval.broadcastEndTime** -
broadcastInterval.broadcastStartTime) divided by the difference
between i' th array entry **broadcastInterval.receiverStartTime** minus (i-
1)'th array entry **broadcastInterval.receiverStartTime**.

[0392] **broadcastInterval.receiverStartTime** – The UTC **dateTime** on the
25 receiver timeline at the beginning of the interval when content is presented at a particular speed. Any of the value **receiverStartTime** shall not be less than the value of **startTime** property of this **reportInterval** instance and shall not be greater than the value of **endTime** attribute of this **reportInterval** instance. They shall obey following constraints:

- The value i'th array entry **broadcastInterval.receiverStartTime** shall not be less than or equal to value of (i-1)'th array entry **broadcastInterval.receiverStartTime**.
 - The value of 1st array entry **broadcastInterval.receiverStartTime** shall be equal to the value **reportInterval.StartTime**.
- 1 to N array entries for receiver timeline indicated by **broadcastInterval.receiverStartTime** shall span entire **reportInterval** period from **reportInterval.startTime** to **reportInterval.endTime** in a non-overlapping manner.

10 [0393] **Component** – Content component type, role, name, ID and time interval information. A component is present and shall be reported in the Component field only if it is presented on a Primary Device or Companion Device or sent to a Time-shift-buffer or Long-term storage, as specified in **DestinationDeviceType** field. A component shall not be reported in the Component field if it is not presented on any

15 Primary Device or Companion Device, nor sent to any Time-shift- buffer or Long-term storage.

[0394] **Component.componentType** – The type of component is indicated. Value of 0 shall indicate an audio component. Value of 1 shall indicate a video component. Value of 2 shall indicate a closed caption component. Value of 3 shall

20 indicate an application component. Values 4 to 255 shall be reserved.

[0395] **Component.componentRole** – A unsigned byte that shall represent the role or kind of the component. In this case, the **componentRole** attribute shall be interpreted as follows:

- For audio component (when **componentType** value above is equal to 0) values of **componentRole** shall be as defined in section “User Service Description for MMTP – Semantics” of A/331.
- For Video (when **componentType** value above is equal to 1) values of **componentRole** shall be as follows: 0 = Primary video, 1-254 = reserved, 255 = unknown.

- For Closed Caption component (when **componentType** value above is equal to 2) values of **componentRole** shall be as follows: 0 = Normal, 1 = Easy reader, 2-254 = reserved, 255 = unknown.
- When **componentType** value above is between 3 to 255, inclusive, the **componentRole** shall be equal to 255.

5 [0396] **Component.componentName** – A string representing the human-readable name of the component.

[0397] **Component.componentId** – A string representing **component** identifier.

10 [0398] **Component.componentLang** – A string representing component language.

[0399] **Component.startTime** – the UTC **dateTime** at the beginning of the event. Interval shall begin when display of this content component begins within the time period defined by the **reportInterval** instance. The value shall not be less than the value of **startTime** attribute of this **reportInterval** instance.

15 [0400] **Component.endTime** – the UTC **dateTime** at the end of the event. Interval shall end when display of this content component ends within the time period defined by the **reportInterval** instance. The value shall not be greater than the value of **endTime** attribute of this **reportInterval** instance.

20 [0401] **Component.SourceDeliveryPath** – Delivery path used for or the source of the content component indicated by the parent **Component** element.

[0402] **SourceDeliveryPath.type** –

- 0 – Broadcast delivery (content component is delivered by broadcast)
- 1 – Broadband delivery (content component is delivered directly by broadband by broadcaster)
- 25 2 – Time-shift-buffer source (content source is local time shift buffer)
- 3 – Hard-drive source (content source is local hard drive)
- 4 – Delivery via direct connection (HDMI)
- 5 – Alternate IP delivery (content component is delivered via intermediary)

6 to 255 – Reserved.

[0403] **SourceDeliveryPath.startTime** – the UTC **dateTime** at the beginning of the event, within the time interval defined by the parent **Component** element. Interval shall begin when the delivery of content component begins on the path or from the
5 source indicated by the value of **type** attribute. The value shall not be less than the value of **startTime** attribute of the parent **Component** element.

[0404] **SourceDeliveryPath.endTime** – the UTC **dateTime** at the end of the event, within the time interval defined by the parent **Component** element. Interval shall end when the delivery of content component ends on the path or from the source
10 indicated by the value of **type** attribute. The value shall not be greater than the value of **endTime** attribute of the parent **Component** element.

Examples

Use Case 1: Live Stream

```

5  {
      "CDM":{
          "protocolVersion":"0x00",
          "DeviceInfo":[
              {
10             "deviceID":"WKAWDt8:27:eb:1f:ce:46",
                "deviceModel":"Moto X",
                "deviceManufacturer":"Motorola",
                "deviceOS":"Android 5.1",
                "peripheralDevice":"FALSE",
                "deviceLocation":{
15                 "latitude":"+32.7157",
                    "longitude":"-117.1611"
                }
            }
          ],
20      "AVService":{
          {
              "country":"US",
              "bsid":4,
              "serviceID":50901,
25              "globalServiceID":"urn:v1000.tv/WKAW/WKAWDT",
              "serviceType":3,
              "reportInterval":[
                  {
30                  "startTime":"2017-03-26T22:48:44.683Z",
                      "endTime":"2017-03-26T22:49:17.705Z",
                      "DestinationDeviceType":0,
                      "ContentID":{
                          "type":"tag:aspect.us,2017:WKAW",
                          "cid":"L-watch-live"
                      }
                  },
35                  "BroadcastInterval":[
                      {
                          "receiverStartTime":"2017-03-26T22:48:44.683Z",
                          "broadcastStartTime":"2017-03-26T22:48:44.683Z",
40                          "broadcastEndTime":"2017-03-26T22:49:17.705Z",
                          "speed":1.0
                      }
                  ]
              },
              "Component":[
45              {
                  "componentType":0,
                  "componentRole":0,
                  "componentID":"NOTREPORTED",
                  "componentLang":"en",
                  "startTime":"2017-03-26T22:48:44.683Z",
50                  "endTime":"2017-03-26T22:49:17.705Z",
                  "SourceDeliveryPath":[
                      {
75                      "type":5,
                          "startTime":"2017-03-26T22:48:44.683Z",
                          "endTime":"2017-03-26T22:49:17.705Z"
                      }
                  ]
              }
            ]
          }
        ]
      }
    }
  }
65 }

```

Use Case 2: Recorded Content Stream

This example includes the case where the device is showing content on a remote screen, and the broadcast time is known by the application. The differences between this example and Use Case 1 are highlighted in **bold**.

```

5  (
    "CDM":{
      "protocolVersion":"0x00",
      "DeviceInfo":[
10     {
        "deviceID":"WKAWDTb8:27:eb:1f:ce:46",
        "deviceModel":"Moto X",
        "deviceManufacturer":"Motorola",
        "deviceOS":"Android 5.1",
15     "peripheralDevice":"TRUE",
        "deviceLocation":{
          "latitude":"+32.7157",
          "longitude":"-117.1611"
        }
      ]
    },
20   "AVService":{
    (
      "country":"US",
      "bsid":4,
25     "serviceID":50901,
      "globalServiceID":"urn:v1000.tv/WKAW/WKAWDT",
      "serviceType":3,
      "reportInterval":[
30     (
        "startTime":"2017-03-26T22:48:44.683Z",
        "endTime":"2017-03-26T22:49:17.705Z",
        "DestinationDeviceType":1,
        "ContentID":{
          "type":"tag:aspect.us,2017:WKAW",
35         "cid":"P300-clip/12345678-Local-Hero-Rescues-Toddler"
        },
        "BroadcastInterval":[
40     (
        "receiverStartTime":"2017-03-26T22:48:44.683Z",
        "broadcastStartTime":"2017-03-23T12:27:40.572Z",
        "broadcastEndTime":"2017-03-23T12:28:13.594Z",
        "speed":1.0
      )
    ]
  ],
45   "Component":[
    (
      "componentType":0,
      "componentRole":0,
50     "componentID":"NOTREPORTED",
      "componentLang":"en",
      "startTime":"2017-03-26T22:48:44.683Z",
      "endTime":"2017-03-26T22:49:17.705Z",
      "SourceDeliveryPath":[
55     (
        "type":5,
        "startTime":"2017-03-26T22:48:44.683Z",
        "endTime":"2017-03-26T22:49:17.705Z"
      )
    ]
  ]
    )
  ]
}
60
}
65
}

```


[0405] It is understood that the various embodiments of the present invention may be implemented individually, or collectively, in devices comprised of various hardware and/or software modules and components. These devices, for example, may
5 comprise a processor, a memory unit, an interface that are communicatively connected to each other, and may range from desktop and/or laptop computers, to consumer electronic devices such as media players, mobile devices and the like. For example, FIG. 26 illustrates a block diagram of a device 1000 within which the various disclosed embodiments may be implemented. The device 1000 comprises at
10 least one processor 1002 and/or controller, at least one memory 1004 unit that is in communication with the processor 1002, and at least one communication unit 1006 that enables the exchange of data and information, directly or indirectly, through the communication link 1008 with other entities, devices and networks. The communication unit 1006 may provide wired and/or wireless communication
15 capabilities in accordance with one or more communication protocols, and therefore it may comprise the proper transmitter/receiver antennas, circuitry and ports, as well as the encoding/decoding capabilities that may be necessary for proper transmission and/or reception of data and other information.

[0406] Referring back to FIG. 26 the device 1000 and the like may be
20 implemented in software, hardware, firmware, or combinations thereof. Similarly, the various components or sub-components within each module may be implemented in software, hardware or firmware. The connectivity between the modules and/or components within the modules may be provided using any one of the connectivity methods and media that is known in the art, including, but not limited to,
25 communications over the Internet, wired, or wireless networks using the appropriate protocols.

[0407] Various embodiments described herein are described in the general context of methods or processes, which may be implemented in one embodiment by a computer program product, embodied in a computer-readable medium, including
30 computer-executable instructions, such as program code, executed by computers in

networked environments. A computer-readable medium may include removable and non-removable storage devices including, but not limited to, Read Only Memory (ROM), Random Access Memory (RAM), compact discs (CDs), digital versatile discs (DVD), etc. Therefore, the computer-readable media that is described in the present application comprises non-transitory storage media. Generally, program modules may include routines, programs, objects, components, data structures, etc. that perform particular tasks or implement particular abstract data types. Computer-executable instructions, associated data structures, and program modules represent examples of program code for executing steps of the methods disclosed herein. The particular sequence of such executable instructions or associated data structures represents examples of corresponding acts for implementing the functions described in such steps or processes.

[0408] The foregoing description of embodiments has been presented for purposes of illustration and description. The foregoing description is not intended to be exhaustive or to limit embodiments of the present invention to the precise form disclosed, and modifications and variations are possible in light of the above teachings or may be acquired from practice of various embodiments. The embodiments discussed herein were chosen and described in order to explain the principles and the nature of various embodiments and its practical application to enable one skilled in the art to utilize the present invention in various embodiments and with various modifications as are suited to the particular use contemplated. The features of the embodiments described herein may be combined in all possible combinations of methods, apparatus, modules, systems, and computer program products.

25

WHAT IS CLAIMED IS:

1. A method of generating a signaling file comprising:
 - obtaining at a receiver device, a first version of multimedia content including audio and video components having watermarks embedded into at least one of the
 - 5 audio and video components, where the embedded watermarks include interval codes containing a first timing information, the multimedia content being received through a communication channel, wherein the first version of the multimedia content contains a metadata stream that includes second timing information for content samples in a second timing system;
 - 10 decoding and rendering the received first version of the multimedia content while simultaneously: detecting watermarks on the first version of the multimedia content to obtain the first timing information for content samples in a first timing system, wherein the first timing information comprises an interval code that is associated with a received content sample; and extracting metadata from the metadata
 - 15 stream in the received first version of multimedia content, wherein the metadata includes a second timing information that is associated with a received content sample;
 - creating a signaling file once an interval code is extracted; and
 - making the signaling file available to receivers for content signaling.
 - 20
2. The method of claim 1 wherein the second timing system is a DASH timeline specified by at least two types of metadata carried in the metadata stream including:
 - timing information in DASH MPD including period start time that specifies the start time of a period and MPD availability start time that is the anchor for the
 - 25 MPD in wall-clock time in UTC for live streaming; and
 - the presentation time of the content sample being rendered which is specified as an offset from the period start time and defined in one or more codecs.
3. The method of claim 1 wherein the signaling file created contains information
- 30 selected from the group consisting of:
 - a mapping between the first timing system and the second timing system;

- a description of the media component embedded with a watermark containing a payload containing a server code and interval code;
- content identifier for the segment associated with the extracted service code and interval code;
- 5 service information of the content segment associated with the extracted service code and interval code including service identifiers;
- service signaling including the URLs used by the receiver to report usage data and DASH MPD;
- application signaling including URLs for downloading, launching and
- 10 management of broadcast applications; and
- dynamic events associated with the content segment from which the service code and interval code are extracted.
4. The method of claim 1 wherein creating a signaling file takes place at a
- 15 location selected from the group consisting of:
- a television production stage prior to the direct transmission to consumers;
- a television station production stage prior to transmission to network operators; and
- a consumer receiver.
- 20
5. The method of claim 1 wherein the signaling file created contains information including a mapping between the first timing system and the second timing system;
- wherein the mapping includes a vector having a first element representing timing information in a first timing system and a second element representing timing
- 25 information in a second timing system, such that the first and second elements are associated with the same content sample being rendered.

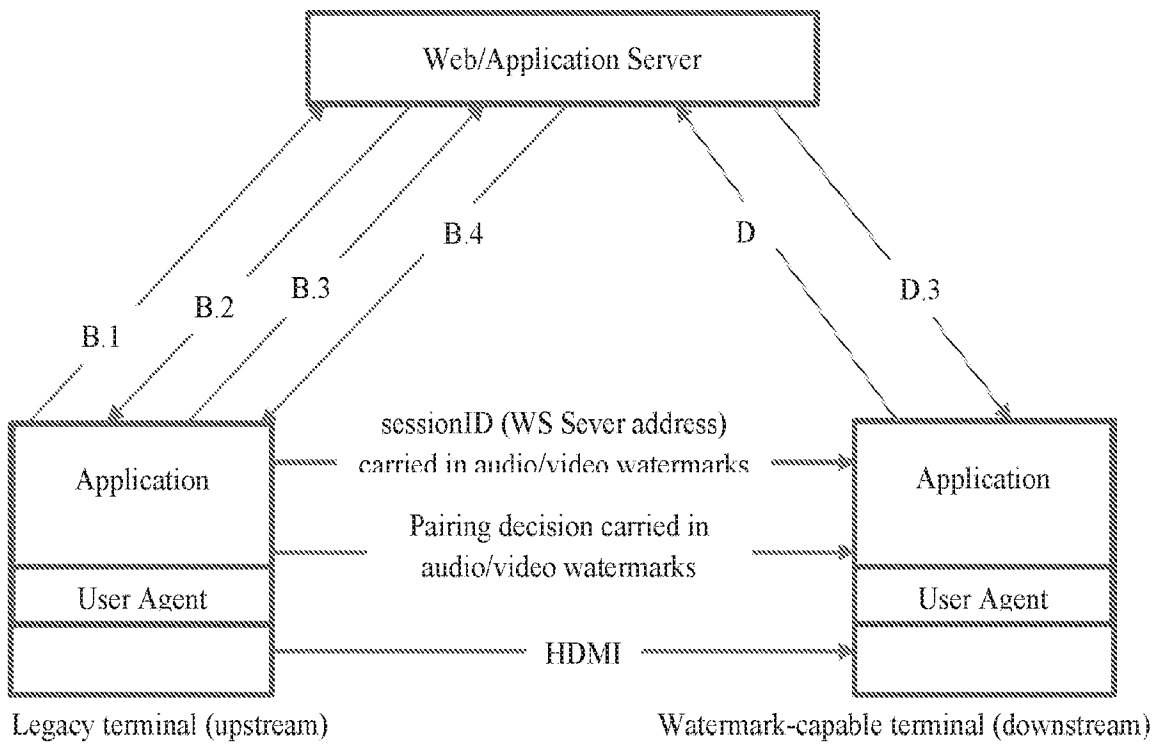


Figure 1. Server-mediated device pairing process using shared session

FIG. 1

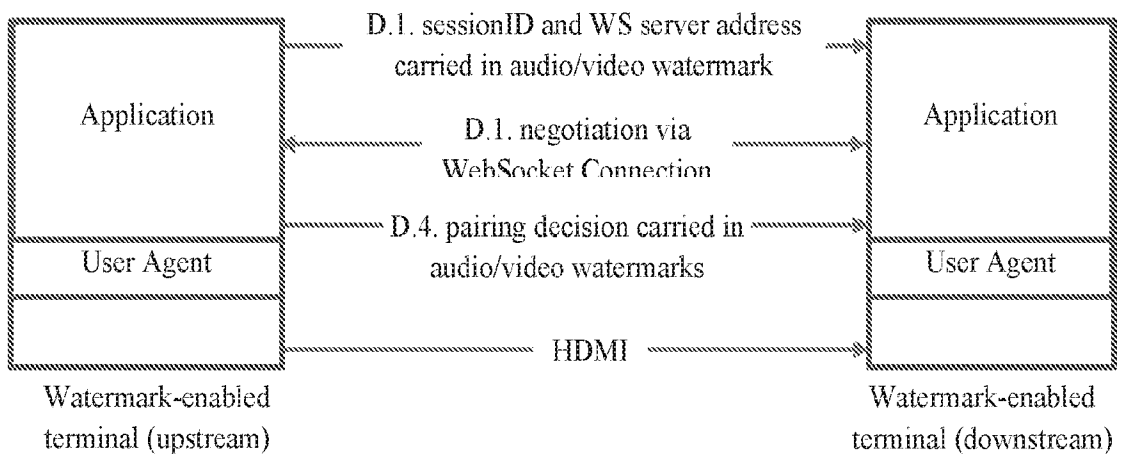


Figure 2. Device pairing by application using direct WebSocket communication

FIG. 2

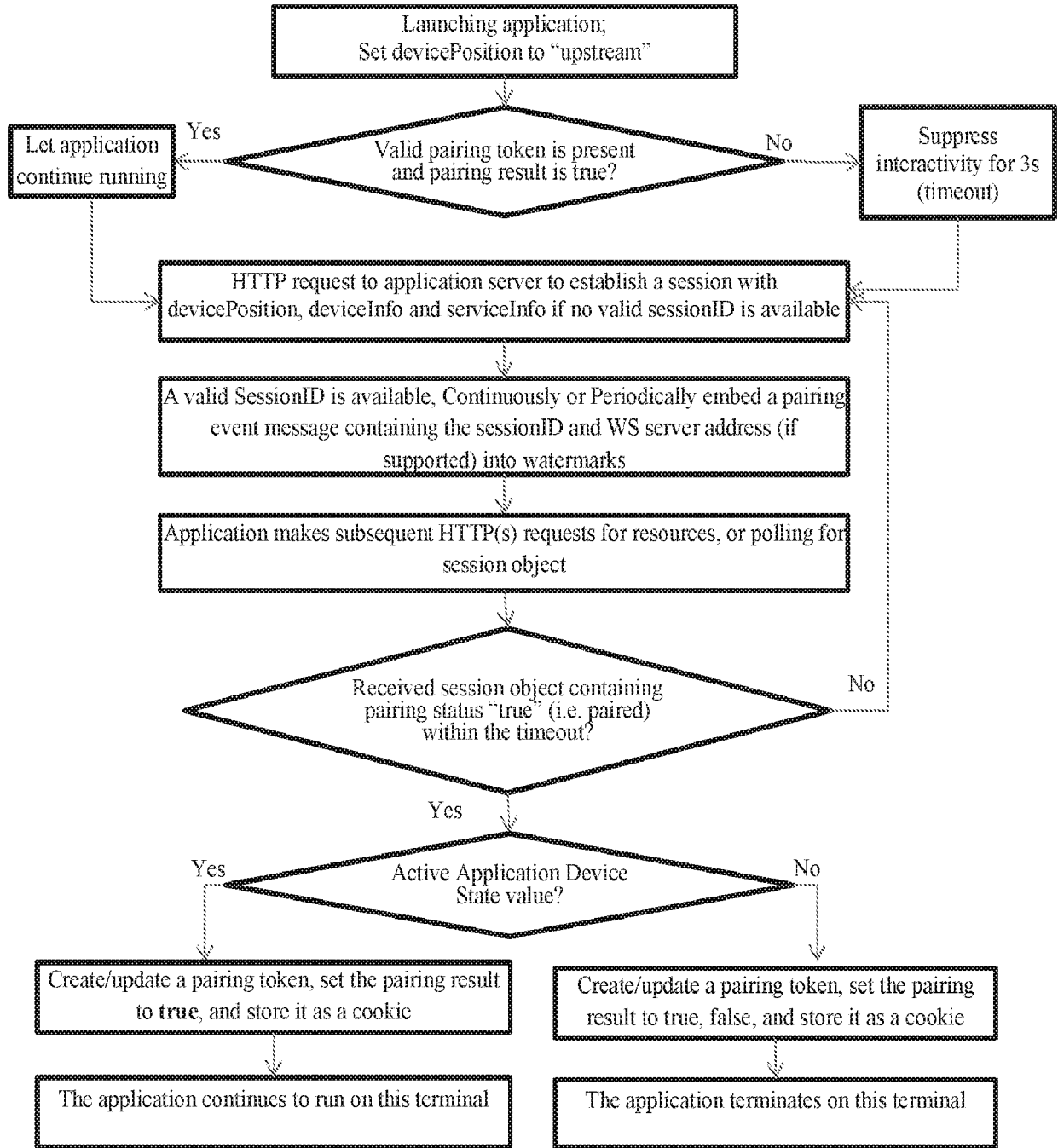


Figure 3. Pairing process for legacy device (e.g., HbbTV 1.0 and 1.5)

FIG. 3

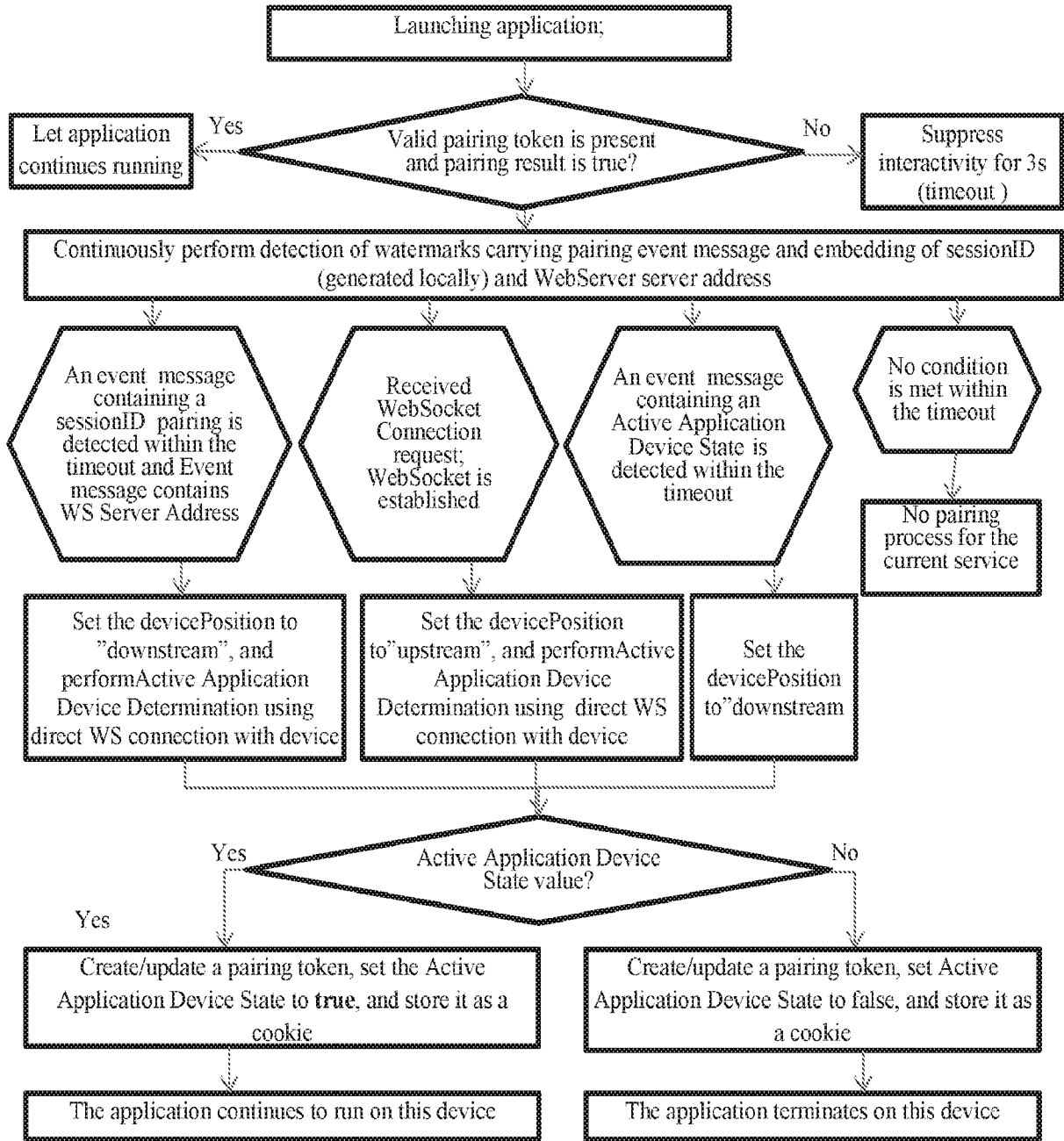


Figure 4. Pairing process for watermark-capable terminal (e.g., HbbTV 2.01+)

FIG. 4

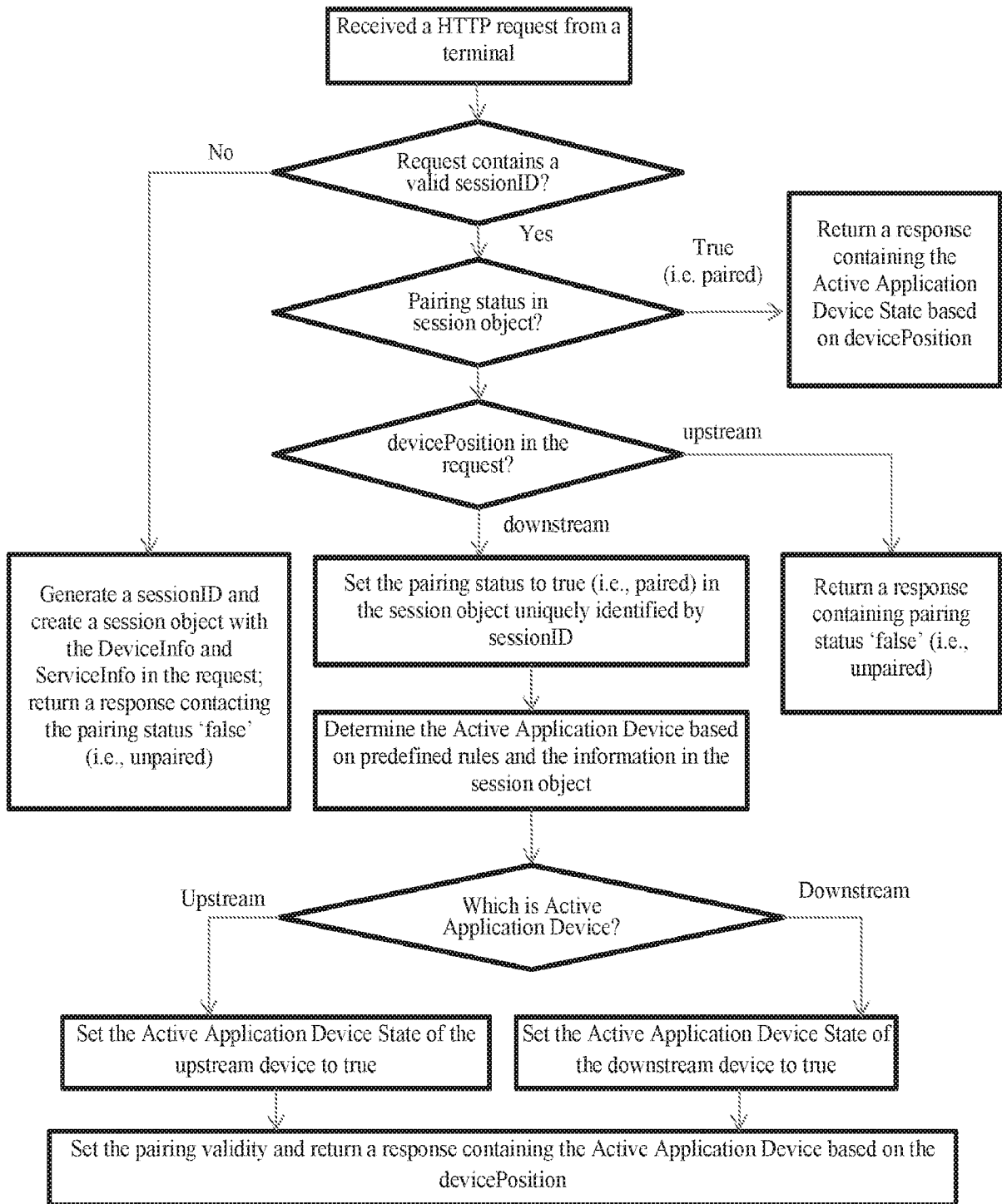


Figure 5. Pairing Server

FIG. 5

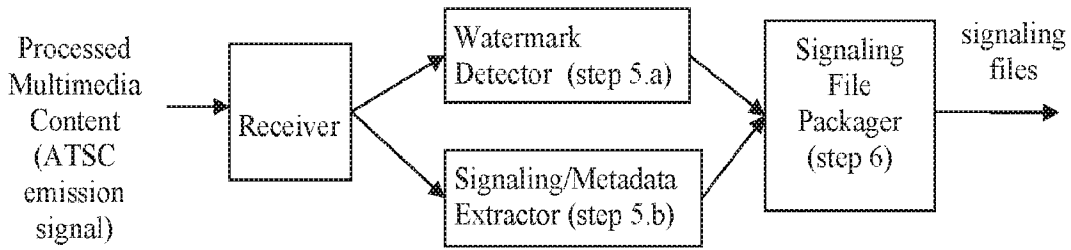


Figure 6. Signaling file generator

FIG. 6

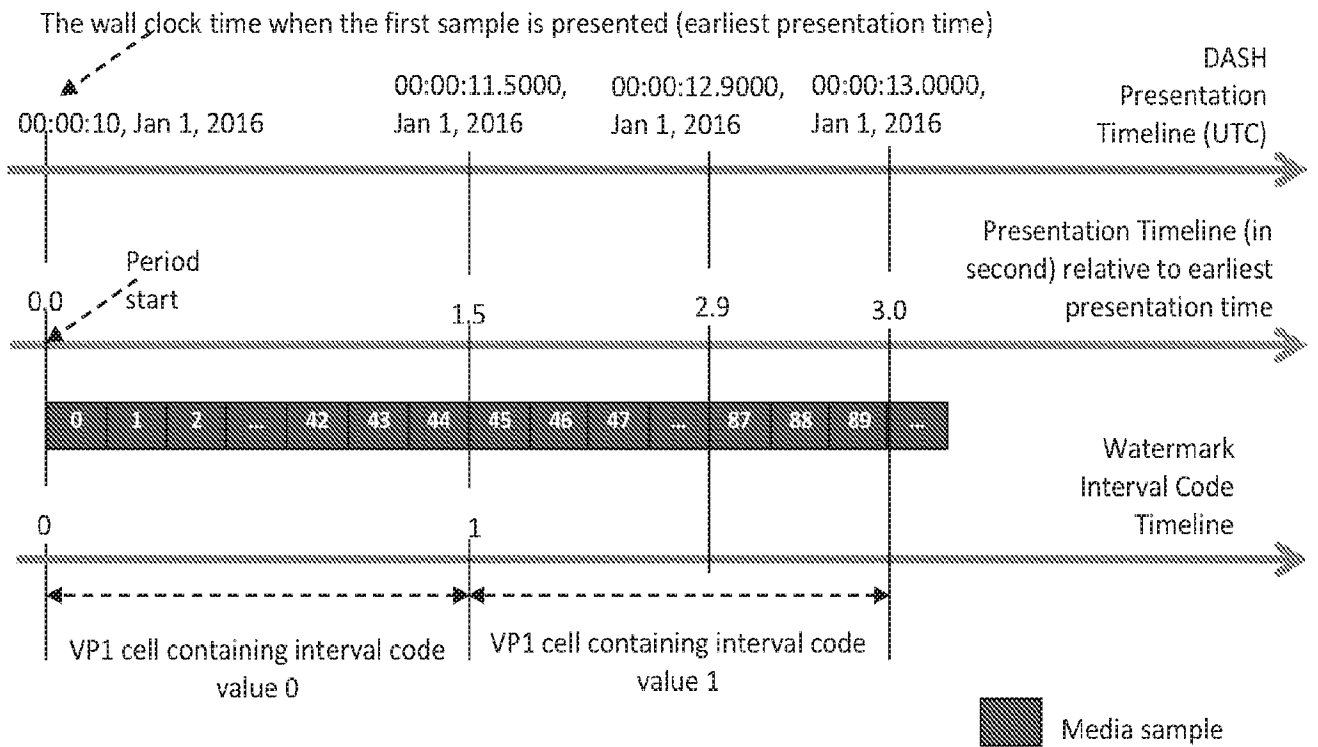


Figure 7. Mappings between watermark interval codes, DASH presentation time and wall clock time

FIG. 7

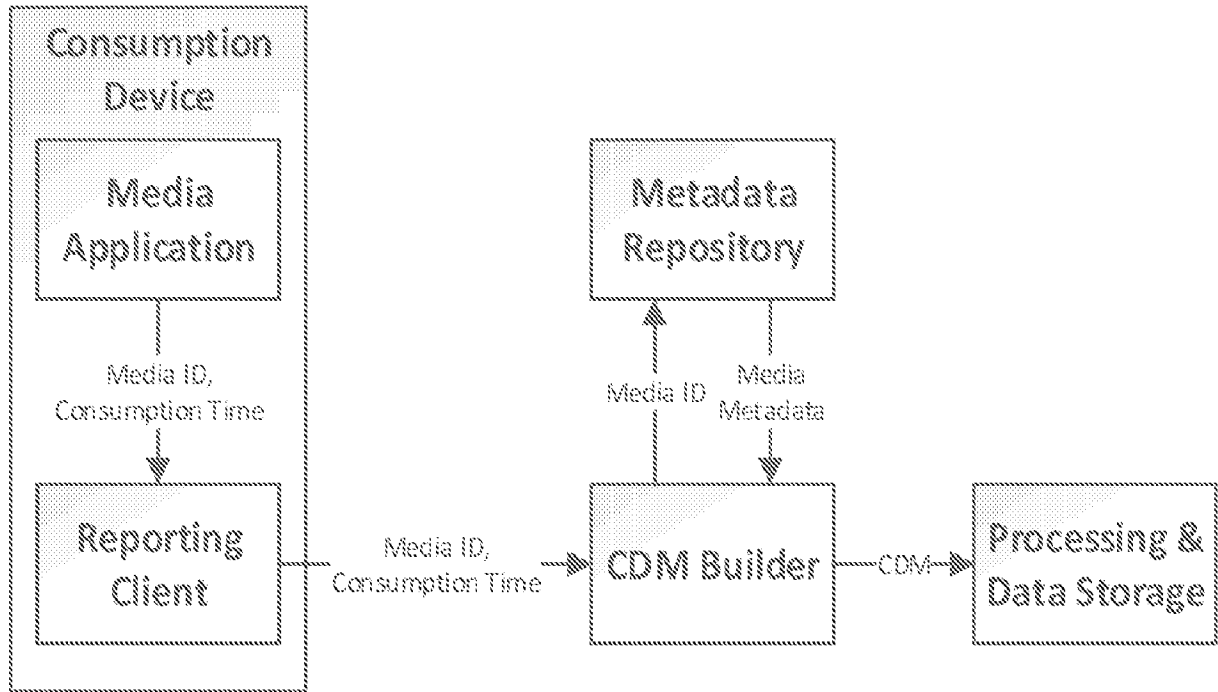


FIG. 8

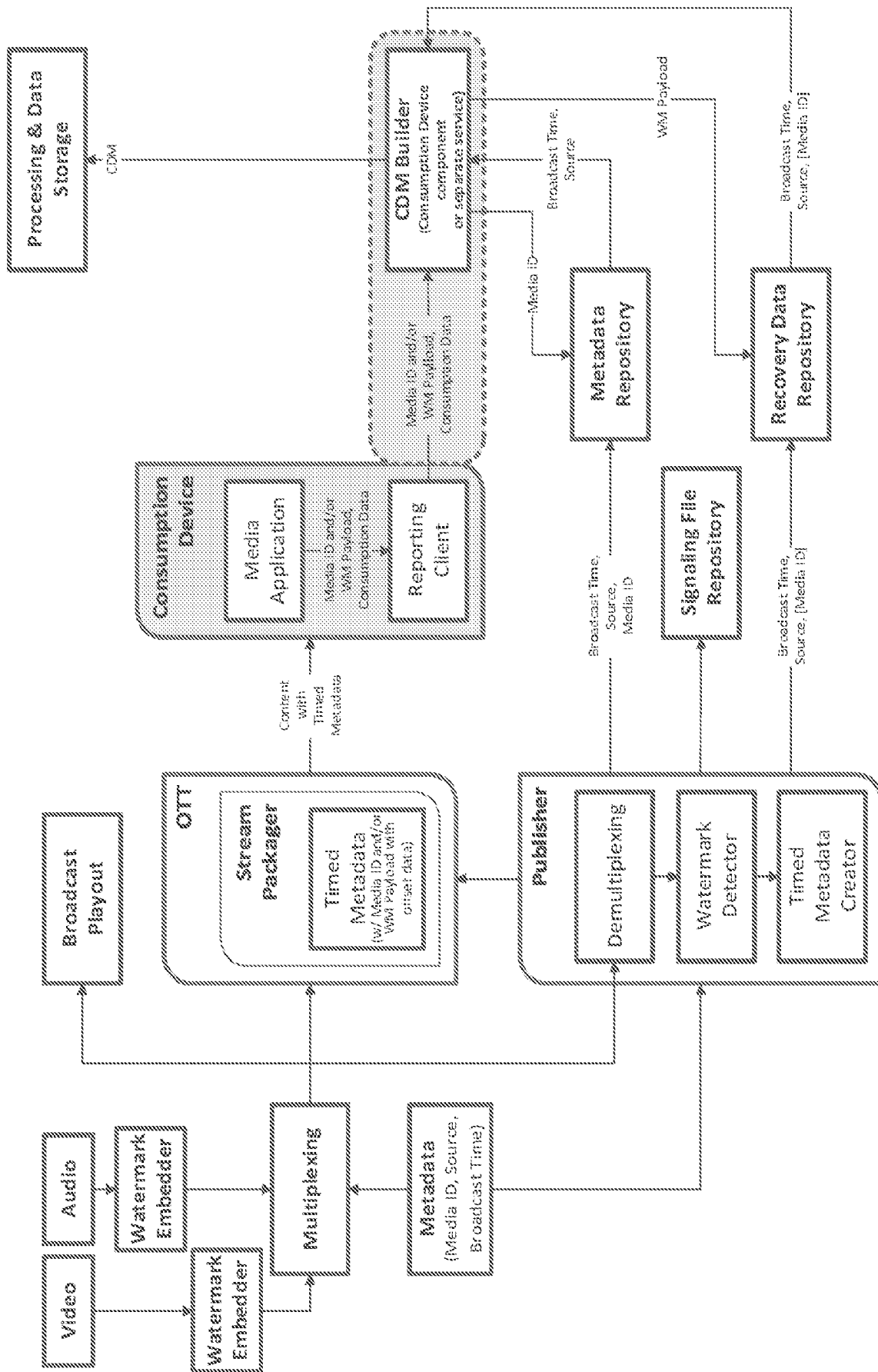


Figure 9. App Reporting System Overview

FIG. 9

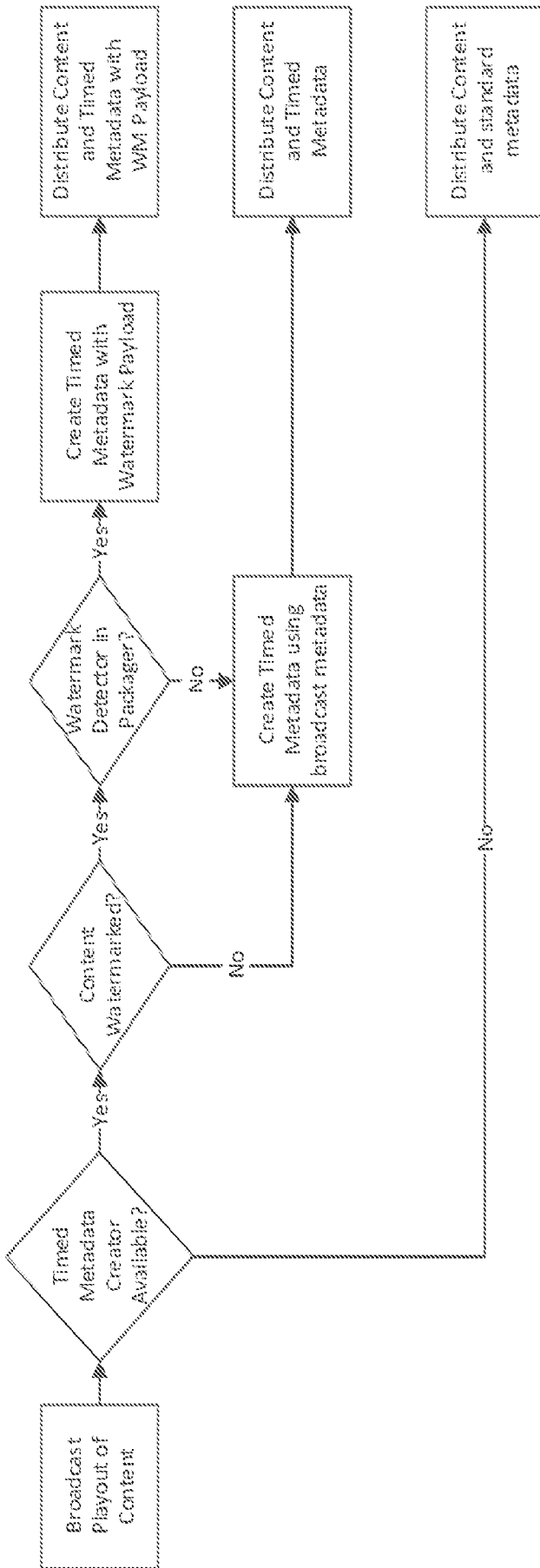


Figure 10. Data Preparation

FIG. 10

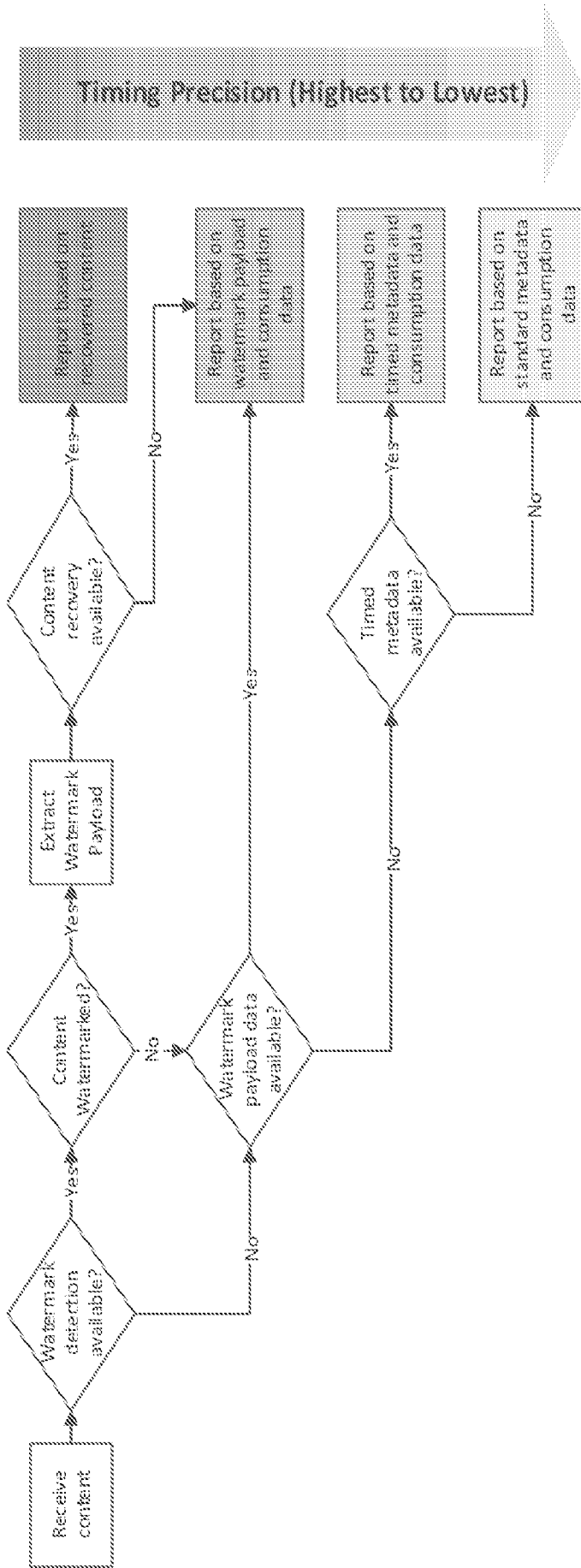


Figure 11. Data Processing at the Streaming Client

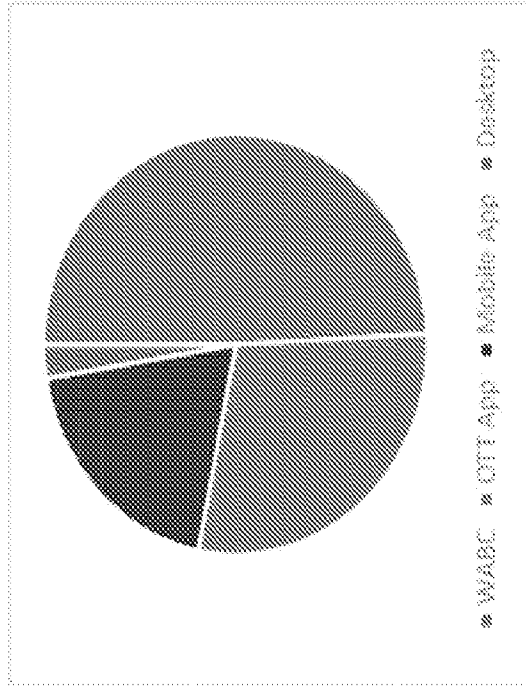
FIG. 11

10/23

Date Range	Timeperiod /Program	Total Live Views
10/5	MF 6p630p	627,411
10/6	MF 6p630p	525,000
10/7	MF 6p630p	630,000
10/8	MF 6p630p	632,000
10-5-10/8	MF 6p630p	2,414,411

Figure 12. Total Live Views by Time Period

FIG. 12



Date Range	Platform Type	Timeperiod/ Program	Live Views	% Tot Views
5-Oct	WABC	MF 6p-630p	308,615	49.2%
5-Oct	OTT App	MF 6p-630p	181,508	28.9%
5-Oct	Mobile App	MF 6p-630p	121,047	19.3%
5-Oct	Desktop	MF 6p-630p	16,241	2.6%
Total Oct 5			627,411	

Figure 13. Views by Platform Type

FIG. 13

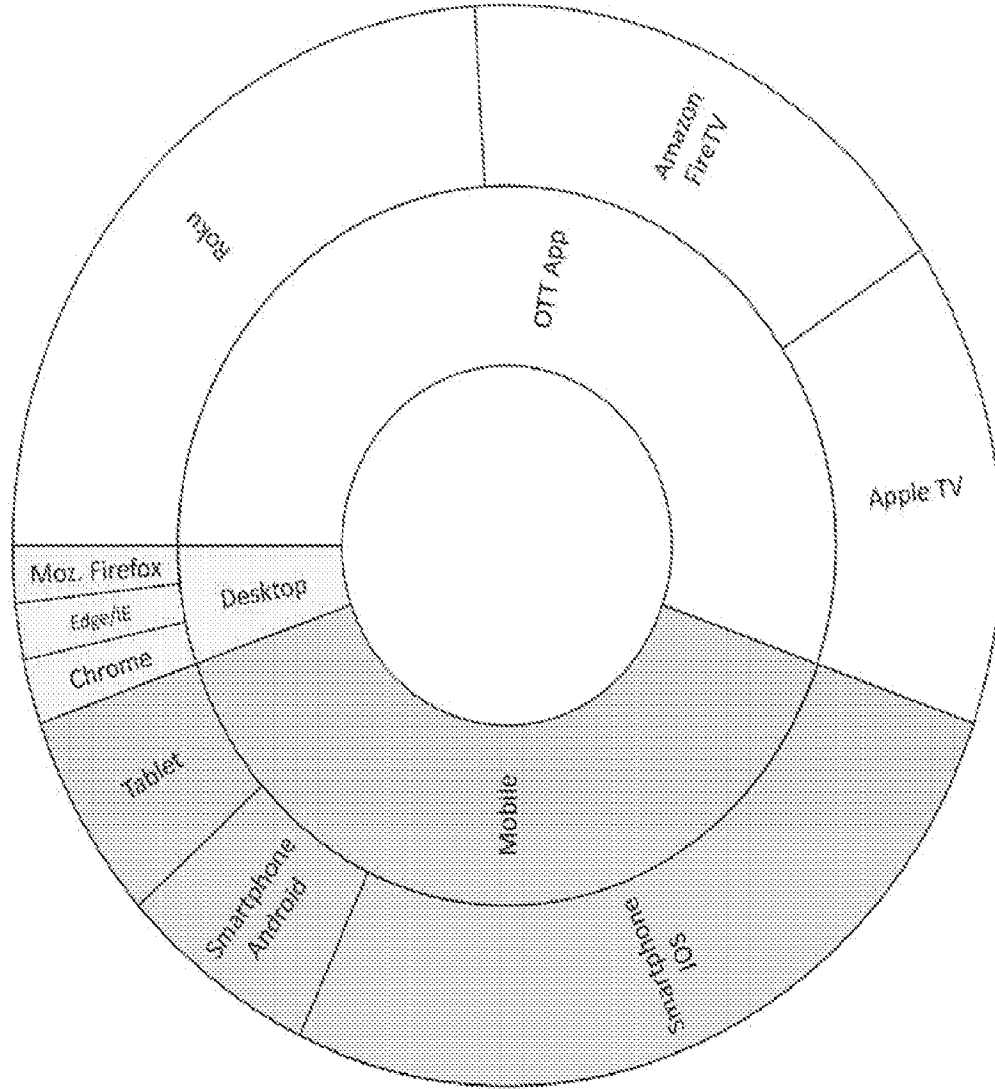


Figure 14. Views by Platform Type Detail

FIG. 14

Platform Type	Platform	Live Views	Total
WABC		308,615	308,615
OTT App	Roku	74,000	170,967
	Amazon FireTV	52,000	
	Apple TV	44,967	
Mobile	Smartphone iOS	82,000	121,407
	Smartphone Android	20,000	
	Tablet	19,407	
Desktop	Chrome	6,000	16,241
	Edge/IE	5,241	
	Firefox	5,000	
Total		170,967	308,615

Date Range	Timeperiod /Program	Live Views in Market	Live Views out of Market	Total Live Views
10/5	MF 6p630p	500,000	127,411	627,411
10/6	MF 6p630p	400,000	125,000	525,000
10/7	MF 6p630p	500,000	130,000	630,000
10/8	MF 6p630p	500,000	132,000	632,000
10-5-10/8	MF 6p630p	1,900,000	514,411	2,414,411

Figure 15. Total Live Views by Time Period and Location

FIG. 15

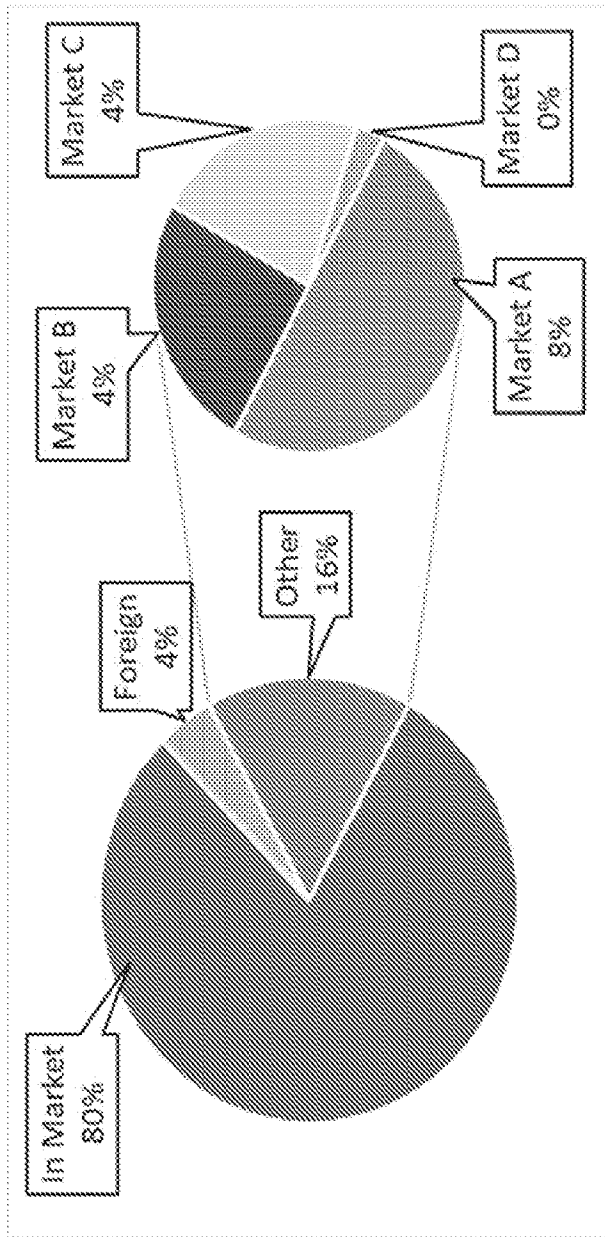


Figure 16. Views by Location

FIG. 16

Location	Total Live Views	% Total Views
In Market	500,000	80%
Domestic Non-Market	100,000	16%
Foreign	27,400	4%
Market A	50,000	8%
Market B	25,000	4%
Market C	22,000	4%
Market D	3,000	0%

Date Range	Timeperiod /Program	AGH	AGH Rating
10/5	MF 6p630p	200	0.2%
10/6	MF 6p630p	250	0.3%
10/7	MF 6p630p	300	0.3%
10/8	MF 6p630p	250	0.3%
10-5-10/8	MF 6p630p	1,000	1.0%

Figure 17. Total Live QHVs by Time Period

FIG. 17

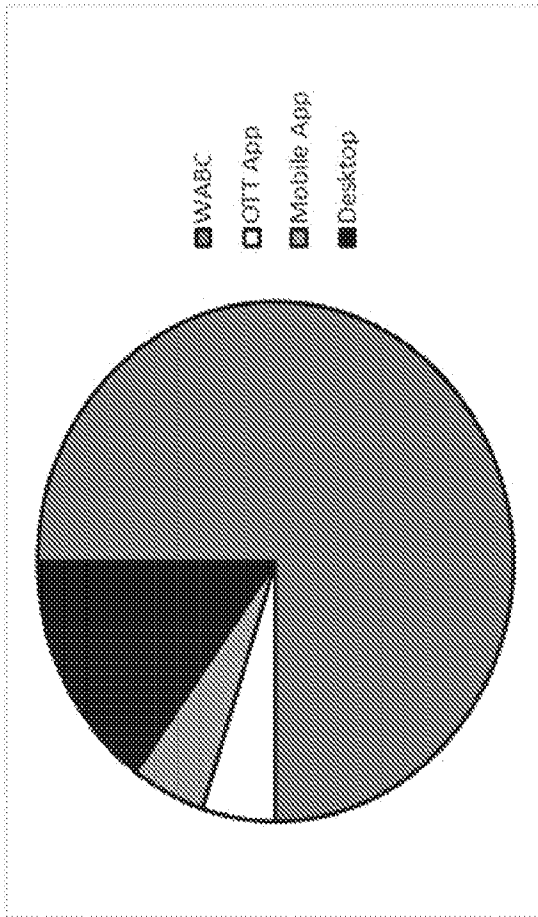


Figure 18. QHVs by Platform Type

FIG. 18

Date Range	Platform Type	Timeperiod/ Program	AQH	% Total AQH
5-Oct	WABC	MF 6p-630p	150	75.0%
5-Oct	OTT App	MF 6p-630p	10	5.0%
5-Oct	Mobile App	MF 6p-630p	10	5.0%
5-Oct	Desktop	MF 6p-630p	30	15.0%
Total Oct 5			200	

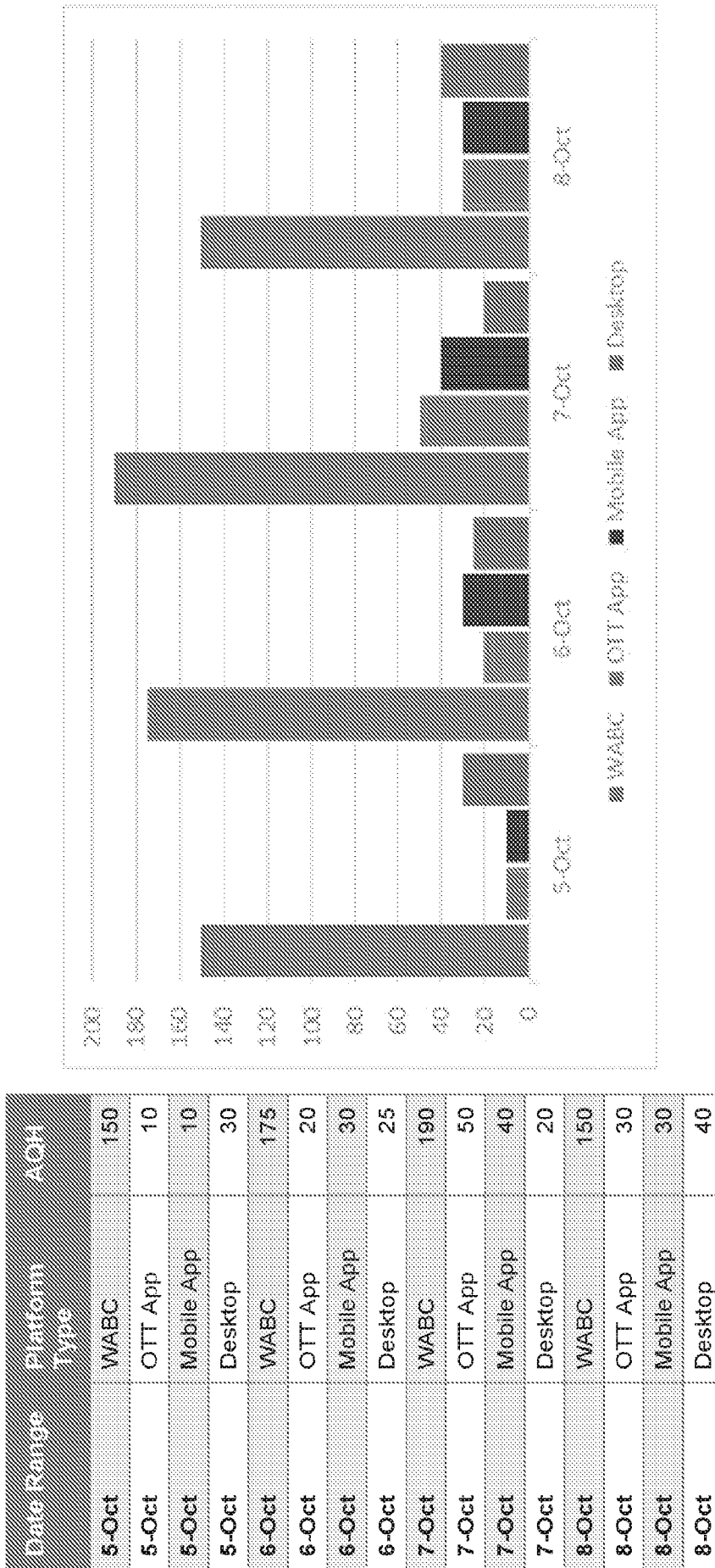


Figure 19. AQH Trend

FIG. 19

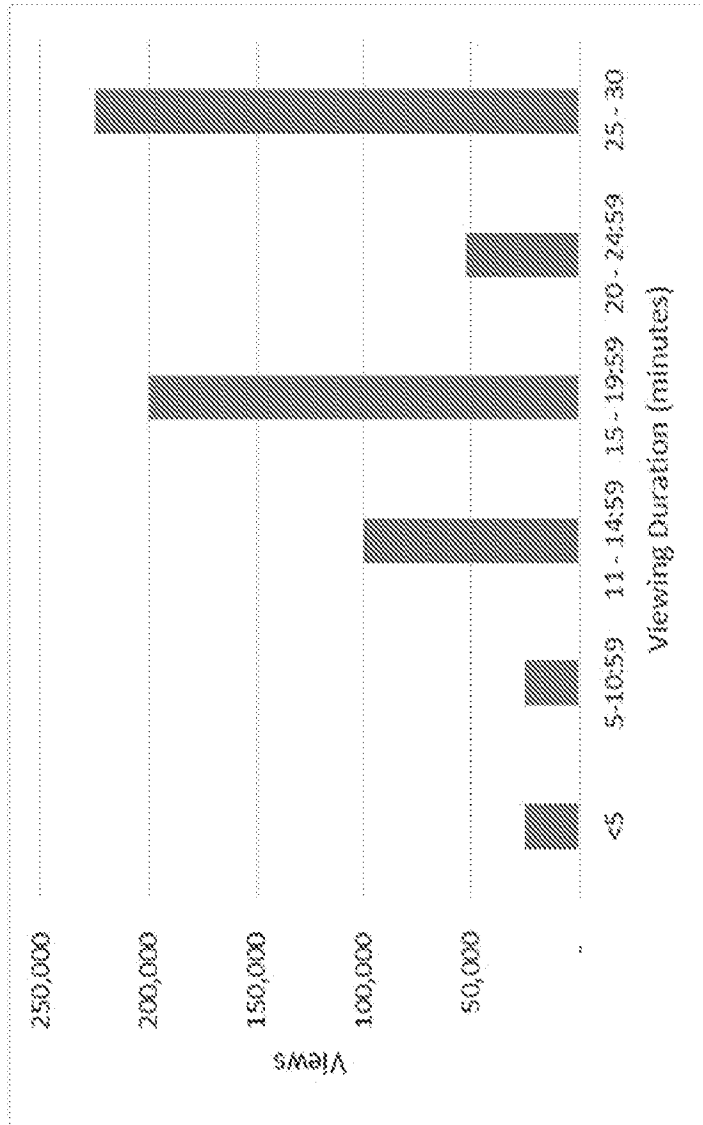


Figure 20. Live Views by Viewing Duration

FIG. 20

View Duration	Views	% Views
<5 min	25,000	4.0%
5 mins-10.59 min	25,000	4.0%
11 mins-14.59 min	100,000	15.9%
15 mins-19.59 min	200,000	31.9%
20 mins - 24.59 min	52,411	8.4%
25 mins - 30min	225,000	35.9%
Total	627,411	100.0%

View Duration	Total Views	WABC	OTT	Mobile	Desktop
<5 min	25,000	9,000	7,000	3,500	5,500
5 mins-10.59 min	25,000	9,000	3,500	7,000	5,500
11 mins-14.59 min	100,000	36,000	14,000	28,000	22,000
15 mins-19.59 min	200,000	72,000	28,000	56,000	44,000
20 mins - 24.59 min	52,411	18,000	14,000	9,000	11,411
25 mins - 30min	225,000	81,000	35,000	59,500	49,500
Total	627,411	225,000	101,500	163,000	137,911

Figure 21. View Durations by Platform Type: Tabular View

FIG. 21

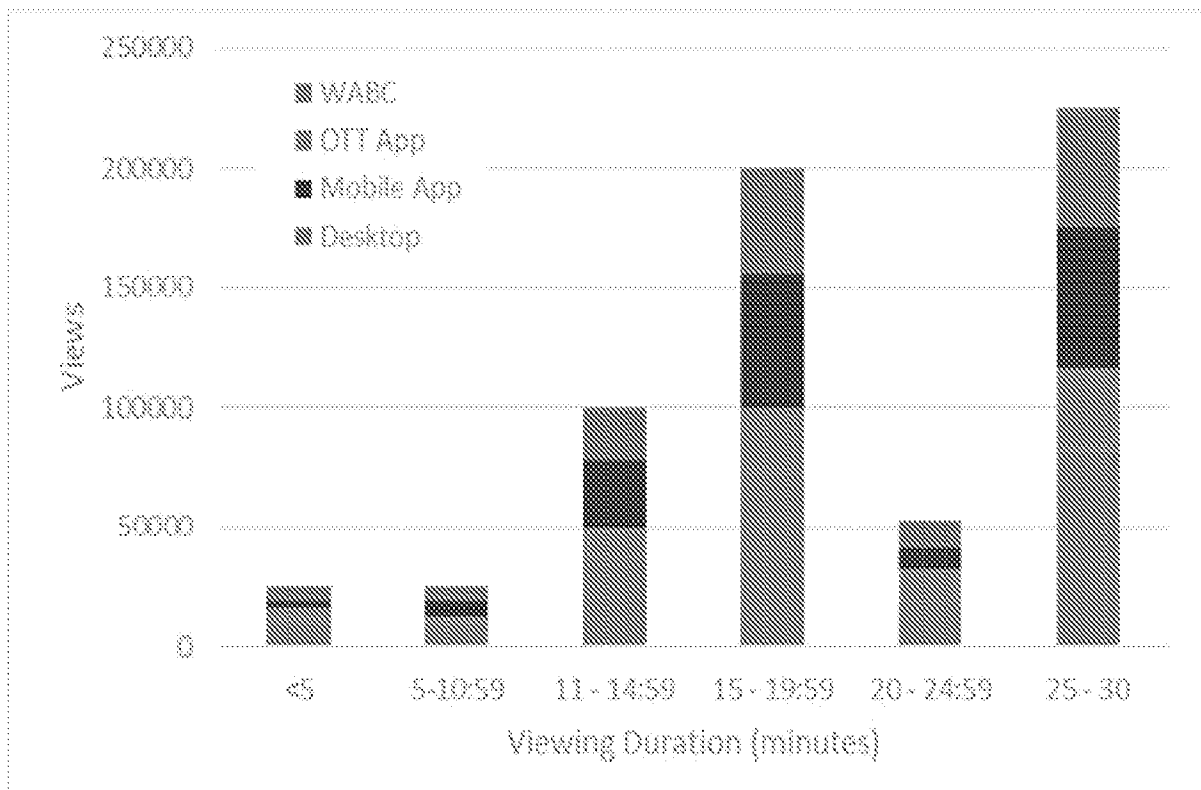
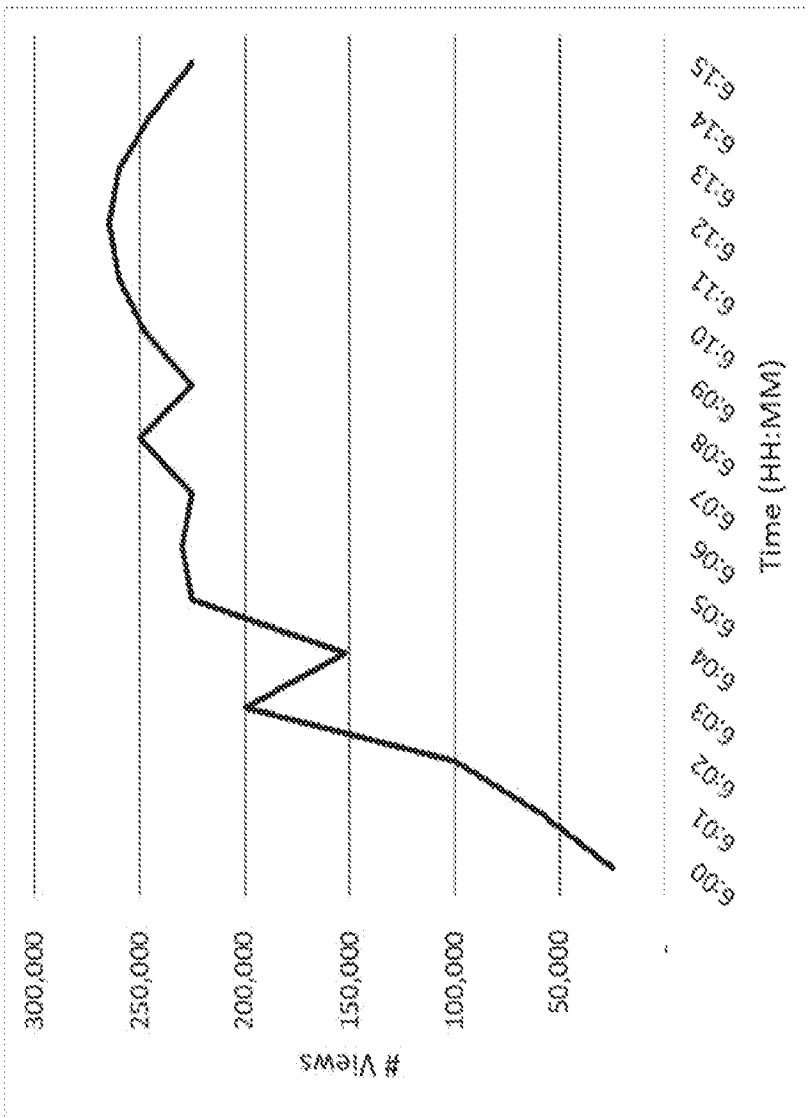


Figure 22. View Durations by Platform Type: Graphical View

FIG. 22



Time	# Unique Views
6:00	25,000
6:01	58,000
6:02	100,000
6:03	200,000
6:04	152,411
6:05	225,000
6:06	230,000
6:07	225,000
6:08	250,000
6:09	225,000
6:10	248,000
6:11	260,000
6:12	265,000
...	...

Figure 23. Live Views, Minute by Minute

FIG. 23

Time	Total Views	WABC	OTT	Mobile	Desktop
6:00	25,000	8,000	1,000	15,000	1,000
6:01	25,000	7,000	1,500	15,000	1,500
6:02	100,000	28,000	6,000	60,000	6,000
6:03	200,000	50,000	15,000	120,000	15,000
6:04	152,411	15,000	15,000	120,000	2,411
6:05	225,000	57,000	16,500	135,000	16,500
...

Figure 24. Minute by Minute Live Views by Platform Type: Tabular View

FIG. 24

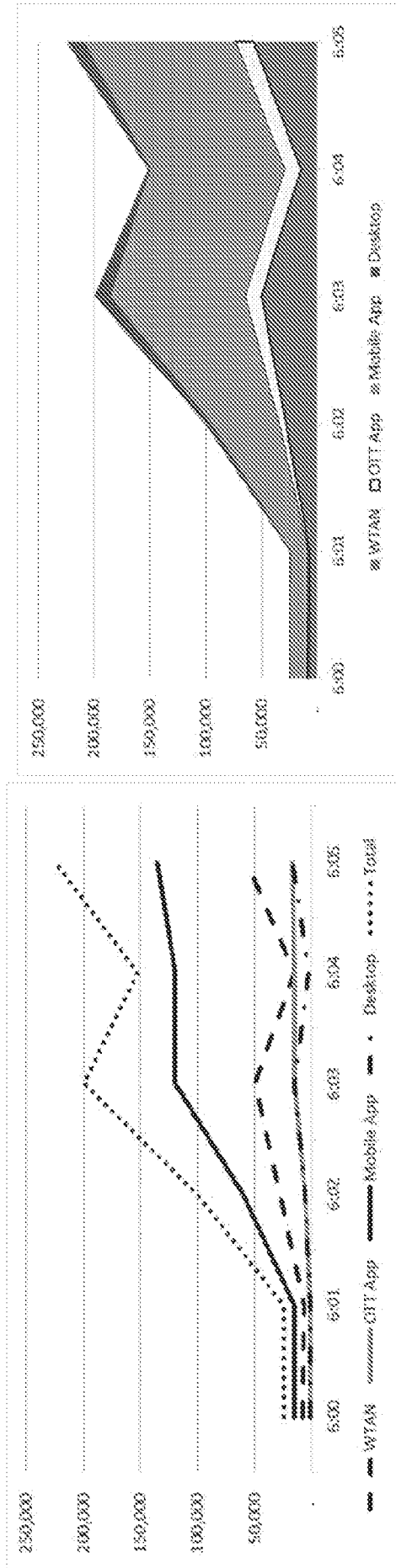


Figure 25. Minute by Minute Live Views by Platform Type: Graphical Views

FIG. 25

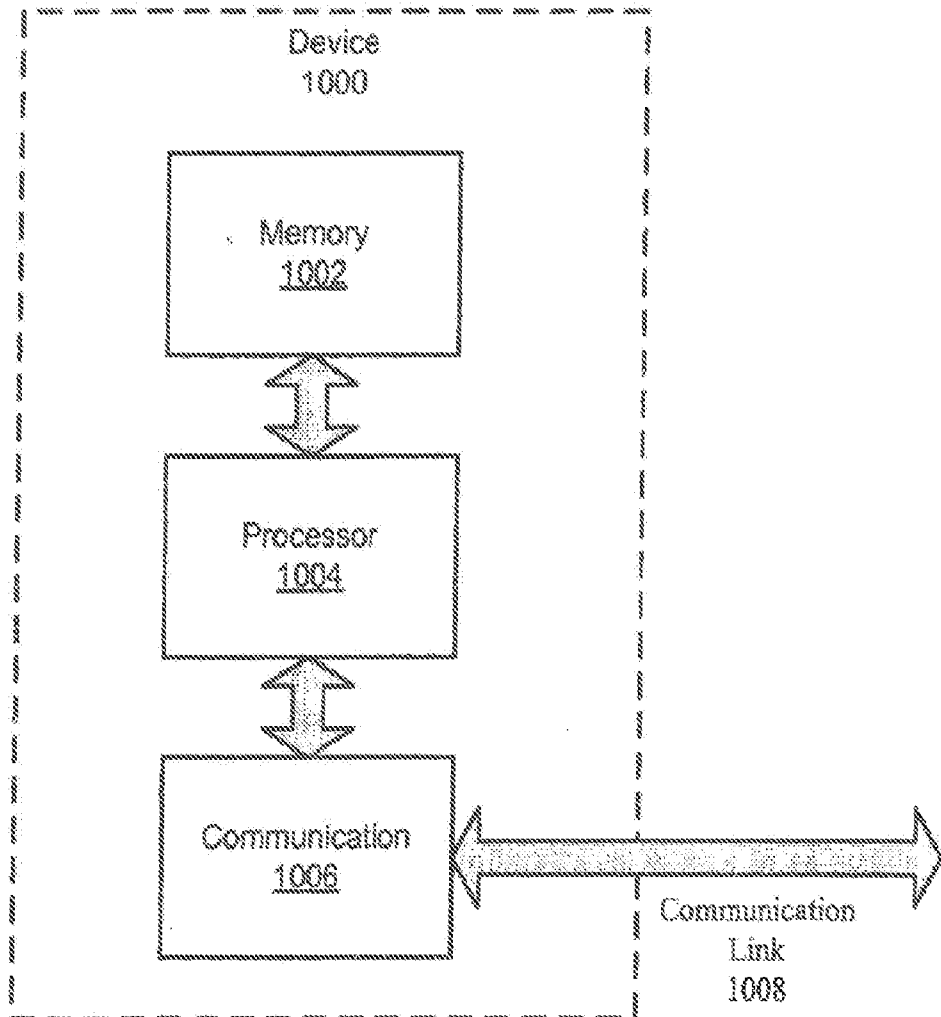


FIG. 26

A. CLASSIFICATION OF SUBJECT MATTER**H04N 21/2389(2011.01)i, H04N 21/236(2011.01)i, H04N 21/8358(2011.01)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 21/2389; H04N 21/239; H04N 21/43; H04N 21/462; H04N 21/4627; H04N 21/8358; H04N 21/8547; H04N 9/44; H04N 21/236

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

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

eKOMPASS(KIPO internal) & Keywords: signaling, watermark, metadata, interval, timing, information, and similar terms.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2016-0182973 A1 (VERANCE CORPORATION) 23 June 2016 See paragraphs [0028]-[0066], [0130], [0148], and [0184]; claim 1; and figure 3.	1-5
A	US 2013-0271657 A1 (ELECTRONICS AND TELECOMMUNICATIONS RESEARCH INSTITUTE et al.) 17 October 2013 See paragraphs [0119]-[0123] and figure 14.	1-5
A	WO 2016-029055 A1 (VERANCE CORPORATION) 25 February 2016 See paragraphs [0092]-[0094] and figure 4.	1-5
A	US 2015-0012956 A1 (LG ELECTRONICS INC.) 08 January 2015 See paragraphs [0051]-[0052] and [0142]-[0143]; and figure 4.	1-5
A	US 2016-0234542 A1 (KONINKLIJKE KPN N.V. et al.) 11 August 2016 See paragraphs [0101]-[0109] and figure 4.	1-5

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

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"P" document published prior to the international filing date but later than the priority date claimed

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"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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"&" document member of the same patent family

Date of the actual completion of the international search

26 October 2018 (26.10.2018)

Date of mailing of the international search report

26 October 2018 (26.10.2018)

Name and mailing address of the ISA/KR

International Application Division

Korean Intellectual Property Office

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INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/US2018/038832

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		KR 10-1719998 B1	27/03/2017		
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