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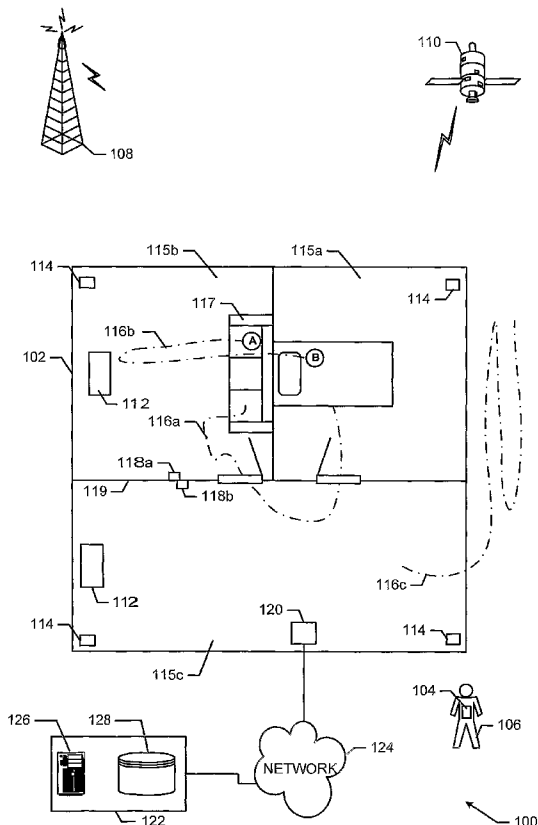
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[Continued on next page]

(54) Title: METHODS AND APPARATUS FOR USING LOCATION INFORMATION TO MANAGE SPILLOVER IN AN AUDIENCE MONITORING SYSTEM



(57) Abstract: Methods, apparatus, and articles of manufacture for using location information to manage spillover in an audience monitoring system are disclosed. In particular, the example methods, apparatus, and articles of manufacture detect spillover to generate media monitoring information. Initially, a first sensor located in a first location and a second sensor located in a second location receive a portable metering device signal. First location information is then associated with receiving the portable metering device signal via the first sensor and second location information is associated with receiving the portable metering device signal via the second sensor. Media monitoring information is then generated based on one of the first location information or the second location information.

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B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
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Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

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

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X --- Y	US 2003/0136827 A1 (Kaneko et al) 24 July 2003 (24.07.2003), paragraphs 10, 18, 21, 31, 41, 46, 47, 49, 52, 56, 59-64, 74, 83.	1-9, 11, 14, 16, 17 ----- 10, 12, 13, 15
X --- Y	US 4,779,198 (Lurie) 18 October 1988 (18.10.1988), col. 3, l. 31-57; col. 4, l. 10-18, 19-33; col. 6, l. 23-52; col. 7, l. 60-67; col. 8, l. 1-7, 25-37, 67-68; col. 9, l. 1-20; col. 11, l. 3-9.	18-22, 24-28 ----- 23, 29, 30
Y	US 5,226,090 (Kimura) 6 July 1993 (06.07.1993), col. 2, l. 10-19; col. 3, l. 58-64; col. 6, l. 23-31.	10, 15
Y	US 4,779,198 (Lurie) 18 October 1988 (18.10.1988), col. 6, l. 23-31.	12
Y	US 4,644,509 (Kiewit et al) 17 February 1987 (17.02.1987), col. 1, l. 45-47.	13, 30

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C. (Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 6,035,177 (Moses et al) 7 March 2000 (07.03.2000), col. 6, l. 60-67; col. 7, l. 1-6; col. 11, l. 21-40; col. 15, l. 46-58.	23, 29