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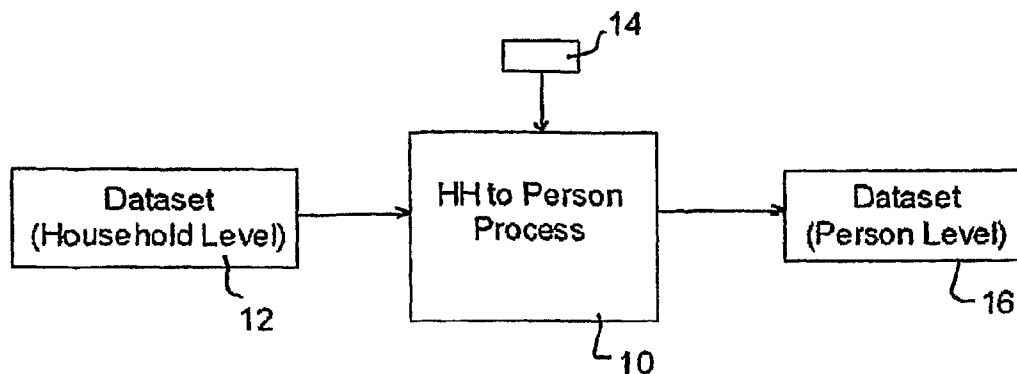
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(54) Title: SYSTEMS AND PROCESSES FOR USE IN MEDIA AND/OR MARKET RESEARCH



(57) Abstract: Processes and systems for use in media and market research are provided. In certain embodiments, predetermined media usage activities and/or purchasing activities are assigned to members of a household, for converting household level data to personal level data. In certain embodiments, reports are produced from various different datasets.

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INTERNATIONAL SEARCH REPORT

International application No.

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<p>A. CLASSIFICATION OF SUBJECT MATTER IPC: H04N 9/00(2006.01),7/16(2006.01)</p> <p>USPC: 725/9 According to International Patent Classification (IPC) or to both national classification and IPC</p>														
<p>B. FIELDS SEARCHED</p> <p>Minimum documentation searched (classification system followed by classification symbols) U.S. : 725/9</p> <p>Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched</p> <p>Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) USPAT, US-PGPUB</p>														
<p>C. DOCUMENTS CONSIDERED TO BE RELEVANT</p> <table border="1"> <thead> <tr> <th>Category *</th> <th>Citation of document, with indication, where appropriate, of the relevant passages</th> <th>Relevant to claim No.</th> </tr> </thead> <tbody> <tr> <td>X</td> <td>US 6,457,010 B1 (ELDERING et al) 24 Septemeber 2002 (24.09.2002), entire document.</td> <td>1-86</td> </tr> <tr> <td>X</td> <td>US 6,177,931 B1 (ALEXANDER et al) 23 January 2001 (23.01.2001) entire document.</td> <td>1-86</td> </tr> <tr> <td>A</td> <td>US 6,236,978 B1 (TUZHILIN) 22 May 2001 (22.05.2001), entire document.</td> <td>1-86</td> </tr> </tbody> </table>			Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.	X	US 6,457,010 B1 (ELDERING et al) 24 Septemeber 2002 (24.09.2002), entire document.	1-86	X	US 6,177,931 B1 (ALEXANDER et al) 23 January 2001 (23.01.2001) entire document.	1-86	A	US 6,236,978 B1 (TUZHILIN) 22 May 2001 (22.05.2001), entire document.	1-86
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<p>Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US Commissioner for Patents P.O. Box 1450 Alexandria, Virginia 22313-1450 Facsimile No. (571) 273-3201</p>		<p>Authorized officer Hunter B. Lonsberry Telephone No. 703-305-4700</p> <p>Jacqueline A. Whitfield Special Project Asst.</p>												