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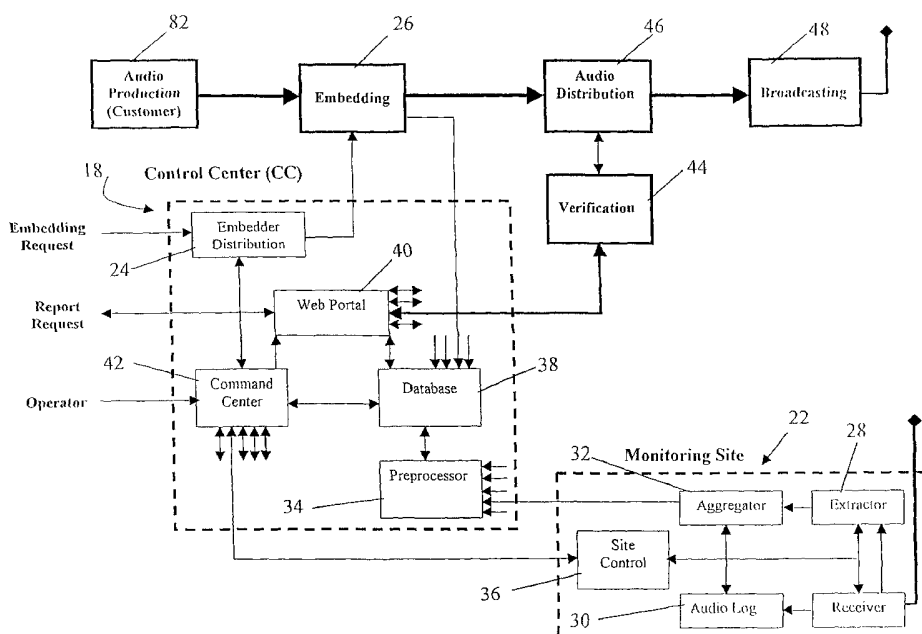
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(54) Title: MEDIA MONITORING, MANAGEMENT AND INFORMATION SYSTEM



(57) Abstract: Systems and methods are provided for monitoring transmissions of media content (such as audio and audiovisual content) in order to obtain independent and objective data regarding the use of specific media content recordings or works within the transmissions. Processing and reporting of such data is provided in various ways to serve a variety of business needs. Methods for employing content identification technology to efficiently and automatically obtain reliable, accurate, and precise monitoring data are also disclosed. Various information products and services based on such monitoring systems are proposed.

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 US CL : 705/64

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
 U.S. : 705/64

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	US 5,819,289 A (SANFORD II et al.) 06 October 1998 (06.10.1998). See at least column 1, line 5 to column 3, lin 8.	1-64
X	US 5,841,978 A (RHOADS) 24 November 1998 (24.11.1998). See at least column 1, line 5 to column 5, line 12.	1-64
X	US 5,892,900 A (GINTER et al.) 06 April 1999 (06.04.1999) See at least column 1, line 5 to column 49, line 60.	1-64

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See patent family annex.

* Special categories of cited documents:	"T"
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"O" document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family
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