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(71) Applicant (for all designated States except US): TAYLOR NELSON SOFRES PLC [GB/GB]; TNS House, Westgate, London W5 1UA (GB).

(54) Title: AUDIENCE ANALYSIS METHOD AND SYSTEM

Abstract: According to the present invention there is provided a method of analysis of the audience for channels selectable by a channel selector device for presentation on a presentation device, the channel selector device providing data indicating which channels are selected and the lengths of time for which selected channels remain selected. The data relating to the lengths of time for which channels remain selected is subject to a capping procedure, whereby the indicated length of time for which a channel remains selected is reduced to a capped maximum permitted length of time if the indicated length of time exceeds the maximum permitted length, to provide capped data. The capped data is employed to select, in dependence upon the indication of the channel selected and length of time for which the channel is selected, an array of probabilities of individuals’ exposure (PIVs) to the presentation of the channel on a presentation device, for individuals of different demographics, whereby the data provided by the channel selector device can be resolved into data estimating the likelihood of individuals of different demographics participating in the audience.
Published:
— with international search report

(88) Date of publication of the international search report:
13 July 2006

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.
**INTERNATIONAL SEARCH REPORT**

**A. CLASSIFICATION OF SUBJECT MATTER**

INV. H04H9/00

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)

H04H

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 practical, search terms used)

EPO-Internal, WPI Data, PAJ, INSPEC

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

<table>
<thead>
<tr>
<th>Category*</th>
<th>Citation of document, with indication of the relevant passages</th>
<th>Relevant to claim No.</th>
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<tr>
<td>X</td>
<td>WO 01/65747 A (EXPANSE NETWORKS, INC; ELDERING, CHARLES, A; SYLLA, M., LAMINE; BLASKO) 7 September 2001 (2001-09-07) page 18, lines 20-24 page 22, line 13 - page 23, line 10 page 24, lines 3-16 page 25, lines 8-16 page 26, lines 9-15 page 26, lines 24-30 page 27, lines 4-14 page 30, lines 9-13 page 31, line 30 - page 32, line 15 page 32, lines 24-31 page 35, line 16 - page 36, line 29 page 38, lines 8-19 page 39, lines 30-32 page 42, lines 14-25 page 43, columns 3-12</td>
<td>1,7-11, 22,24, 27-29</td>
</tr>
</tbody>
</table>

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

* Special categories of cited documents:
  - **A** document defining the general state of the art which is not considered to be of particular relevance
  - **E** earlier document but published on or after the international filing date
  - **L** document which may throw double on priority claim(s) or which is cited to establish the publication date of another document or other particular relevance (as specified)
  - **O** document relating to an oral disclosure, use exhibition or other means
  - **P** document published prior to the international filing date but later than the priority date claimed

**Date of actual compilation of the international search**

22 December 2005

**Name and mailing address of the ISA**

European Patent Office, P.B. 5816 Petervianen 2 NL-2280 HV Rijswijk
Tel. (+31-70) 340-2040, Tx. 31 681 epo nl, FAX (+31-70) 340-0618

**Authorized officer**

Pantelakis, P

**Date of mailing of the International search report**

26. 04. 2005

Form PCT/ISA/10 (2nd ed.1995) (April 2005)
INTERNATIONAL SEARCH REPORT

Box II Observations where certain claims were found unsearable (Continuation of Item 2 of first sheet)

This International Search Report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. ☐ Claims Nos.: because they relate to subject matter not required to be searched by this Authority, namely:

2. ☐ Claims Nos.: because they relate to parts of the International Application that do not comply with the prescribed requirements to such an extent that no meaningful International Search can be carried out, specifically:

3. ☐ Claims Nos.: because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box III Observations where unity of invention is lacking (Continuation of Item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

see additional sheet

1. ☐ As all required additional search fees were timely paid by the applicant, this International Search Report covers all searchable claims.

2. ☐ As all searchable claims could be searched without effort justifying an additional fee, this Authority did not invite payment of any additional fee.

3. ☐ As only some of the required additional search fees were timely paid by the applicant, this International Search Report covers only those claims for which fees were paid, specifically claims Nos.:

4. ☑ No required additional search fees were timely paid by the applicant. Consequently, this International Search Report is restricted to the invention first mentioned in the claims, it is covered by claims Nos.:

   1-5, 7-11, 22, 24, 27-29

Remark on Protest

☐ The additional search fees were accompanied by the applicant’s protest.

☐ No protest accompanied the payment of additional search fees.
This International Searching Authority found multiple (groups of) inventions in this international application, as follows:

1. claims: 1-5,7-11,22,24,27-29

   Audience analysis method with provision for different capped maximum permitted lengths of time.

2. claims: 6,14-21,23,25-26

   Audience analysis method and system that takes into consideration the fact that the user switches the television off while leaving the decoder on.

3. claims: 12-13

   Audience analysis method allowing for a more accurate use of the PIVs.
<table>
<thead>
<tr>
<th>Patent document cited in search report</th>
<th>Publication date</th>
<th>Patent family member(s)</th>
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<tbody>
<tr>
<td>WO 0165747</td>
<td>07-09-2001</td>
<td>AU 4724501 A</td>
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