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(54) **Title:** METHODS AND SYSTEMS FOR REAL-TIME AUDIENCE TRACKING

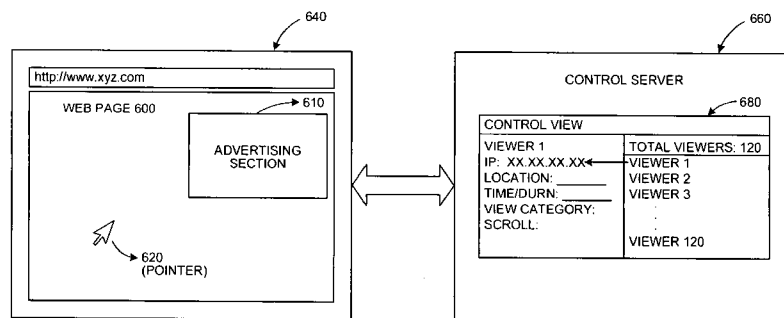


FIG. 6

(57) **Abstract:** At least one embodiment of this invention pertains to a method for tracking activities related to a tracking object such as an advertisement section in real time. The method includes maintaining a real-time communication channel with a user device, wherein the user device renders an application or a web page including a tracking object. Messages for events that a user of the user device is paying attention to or no longer paying attention to the tracking object are received from the user device through the real-time communication channel. The events are recorded to a database. A report for the tracking object is generated, wherein the report contains a number of users who have paid attention to the tracking object and the duration of time that each of the users has been paying attention to the tracking object.



INTERNATIONAL SEARCH REPORT

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Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
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C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6 393 407 B1 (MIDDLETON III THOMAS M [US] ET AL) 21 May 2002 (2002-05-21) abstract; claim 1; figures 1-3 column 2, line 19 - column 6, line 55 -----	1-24
X	US 2003/041050 A1 (SMITH GREG [US] ET AL) 27 February 2003 (2003-02-27) abstract; claims 1-17; figures 1-15 paragraphs [0009] - [0011], [0018] - [0021], [0054], [0061] - [0071], [0075], [0099] - [0104] paragraphs [0128], [0138], [0143], [0146], [0150], [0151], [0155] - [0175] ----- -/- .	1-24

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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.
X	US 2006/143086 A1 (MACARTNEY- FILGATE BRUCE C [US] ET AL) 29 June 2006 (2006-06-29) abstract; claims 1-5; figures 1-4 paragraphs [0010], [0017] - [0027], [0031], [0033] - [0036], [0041] - [0045] , [0049] -----	1-24
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INTERNATIONAL SEARCH REPORT

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