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[Continued on next page]

(54) Title: METHODS AND APPARATUS TO MEASURE EXPOSURE TO STREAMING MEDIA

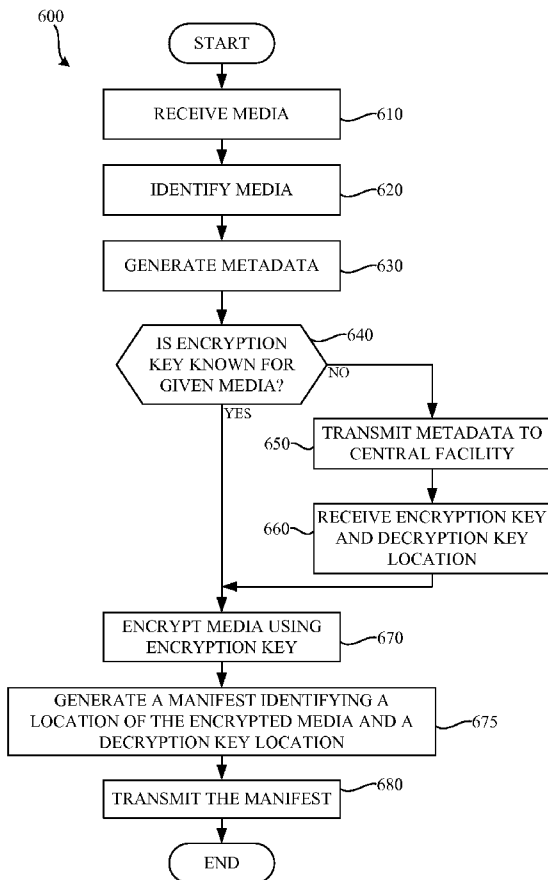


FIG. 6

(57) Abstract: Methods and apparatus to measure exposure to streaming media are described. An example method includes identifying metadata from media. The media is converted into converted media having a streaming format. The converted media is encrypted using an encryption key. A manifest is created in association with the converted media, the manifest identifying a first location of the encrypted media and a second location of a decryption key.

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MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

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**A. CLASSIFICATION OF SUBJECT MATTER**

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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)

H04L 9/00; H04L 9/08; H04L 29/06; G06F; G06F 21/02

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean utility models and applications for utility models  
Japanese utility models and applications for utility models

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

eKOMPASS(KIPO internal) & Keywords: convert, media, metadata, streaming, decrypt, location, manifest

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 7689823 B2 (SHENG MEI SHEN et al.) 30 March 2010 See column 2, lines 34-53; column 4, line 6 - column 8, line 4; claims 1, 3,	1-10,12-14,16-19
A	5, 6, 8, 21, 22; and figures 2, 3.	,21-31,33-35,37-41 11,15,20,32,36
A	WO 01-46782 A2 (MICROSOFT CORPORATION) 28 June 2001 See column 12, line 13; claim 1; and figures 3, 4A.	1-41
A	US 2003-0079131 A1 (DERK REEFMAN) 24 April 2003 See paragraphs [0032]-[0036]; claims 7, 12; and figures 1-2B.	1-41
A	US 2009-0129588 A1 (MASAKAZU TAKAKUSU et al.) 21 May 2009 See paragraph [0011]; claim 1; and figure 1.	1-41
A	US 8176322 B2 (BYUNG-RAE LEE et al.) 08 May 2012 See column 3, line 7 - column 7, line 57; and figure 2.	1-41

Further documents are listed in the continuation of Box C.

See patent family annex.

\* Special categories of cited documents:

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Date of the actual completion of the international search

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