4,025,851

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## United States Patent [19]

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Haselwood et al.

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[54] AUTOMATIC MONITOR FOR PROGRAMS BROADCAST

- [75] Inventors: Donald E. Haselwood, Clearwater; Carl M. Solar, Largo, both of Fla.
- [73] Assignee: A.C. Nielsen Company, Northbrook, Ill.
- [22] Filed: Nov. 28, 1975
  - [21] Appl. No.: 636,041

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Primary Examiner-Benedict V. Safourek

# [11] 4,025,851 [45] May 24, 1977

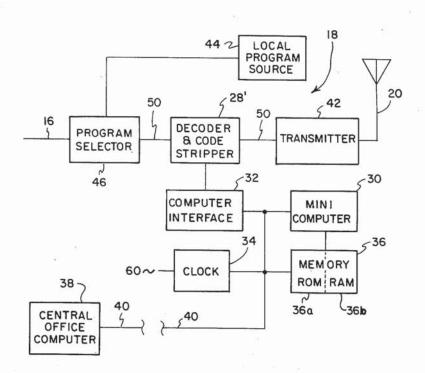
#### ABSTRACT

[57]

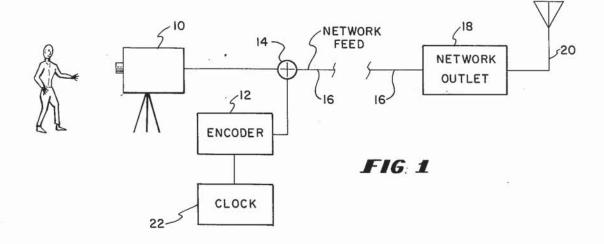
A system for automatically monitoring the programs broadcast by network affiliated broadcasting stations includes a plurality of remote monitoring sites and a central office for periodically interrogating the remote monitoring sites. Each remote monitoring site contains apparatus for monitoring time varying program identifying data, and for storing the data in a change format when the time varying data changes in an unexpected manner. An elapsed time clock in each remote monitoring unit generates a record of the elapsed time between the unexpected changes.

Each remote unit includes a minicomputer having a read-only memory and a random-access memory. The data in the read-only memory serves to establish communications with the central office and permits the central office to access the random-access memory. After the random-access memory has been accessed, it may be reprogrammed to alter the operation of the remote monitoring unit to accommodate different data formats or different information.

#### 36 Claims, 9 Drawing Figures



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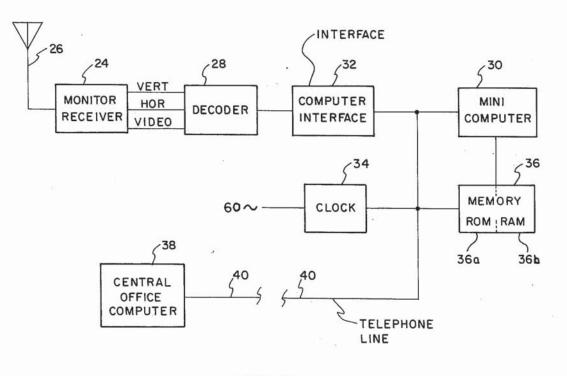
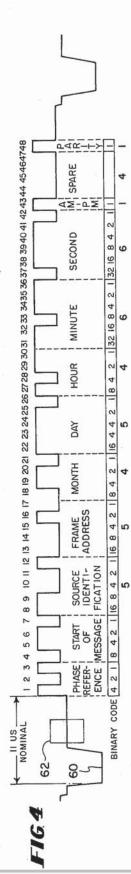


FIG. 2

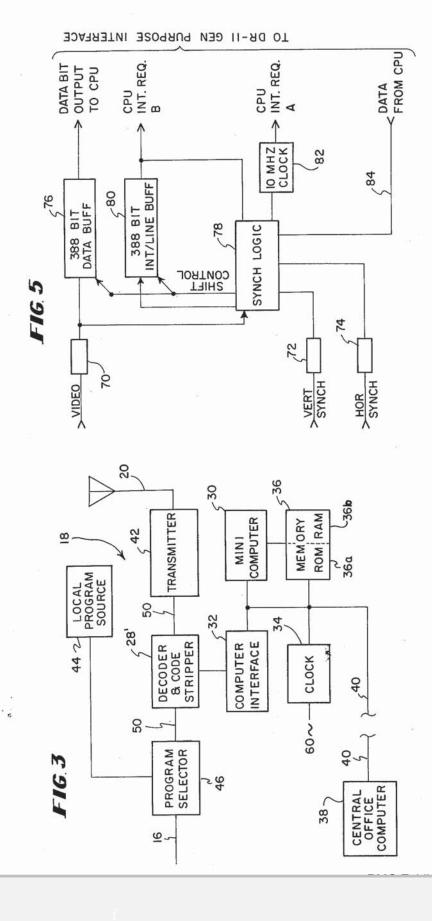


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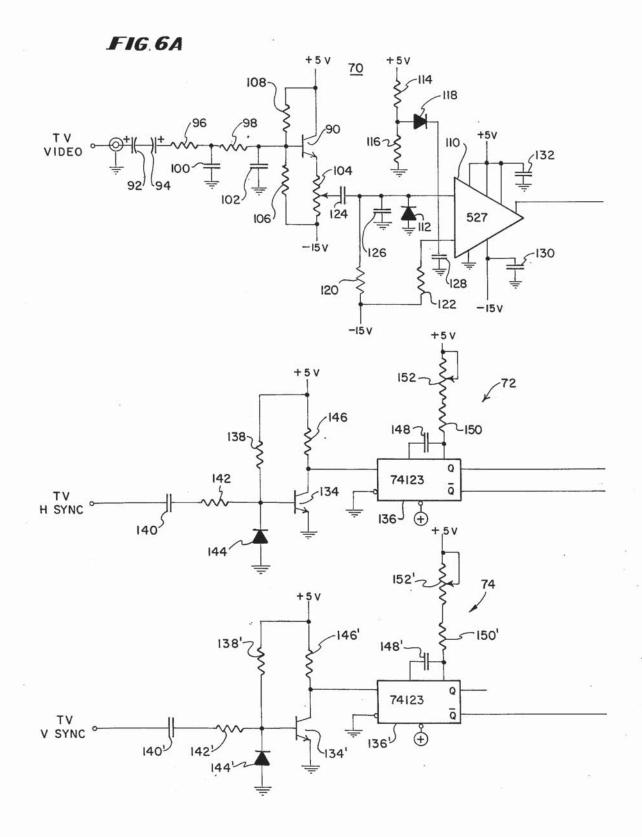
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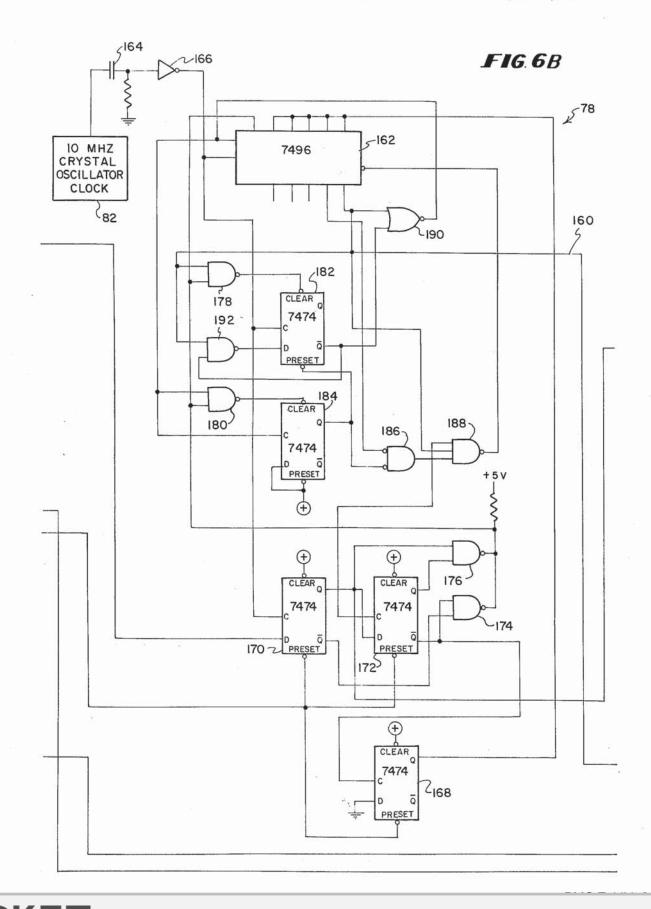
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