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**Christensen et al.**

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(54) **BROADCAST RESPONSE SYSTEM**

(56) **References Cited**

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(\* ) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

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(51) **Int. Cl.**  
**H04H 40/00** (2008.01)

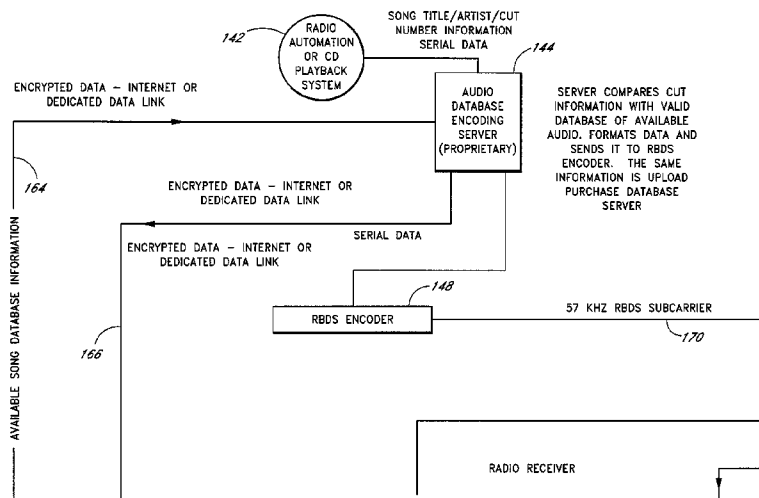
(57) **ABSTRACT**

A broadcast response system provides, e.g., a radio broadcast listener with the ability to obtain media content such as music or speech while listening to the radio. The user can respond to items in the radio broadcast such as advertisements, fund raising drives, or interactive listener polls during the broadcast. Data such as song title and artist, author or publisher and the IP address for the location where the digital version of the content is stored, can be transmitted using, e.g., the RBDS/RDS data stream. A reference number representing song title and artist, author or publisher and the IP address for the location where the digital version of the content is stored can also be employed for ease of implementation. This reference number can reside in a lookup table to be accessed by broadcast response server.

(52) **U.S. Cl.**  
USPC ..... **455/3.06; 725/32; 725/34; 725/36; 725/58**

(58) **Field of Classification Search**  
USPC ..... 455/3.06  
See application file for complete search history.

**20 Claims, 6 Drawing Sheets**



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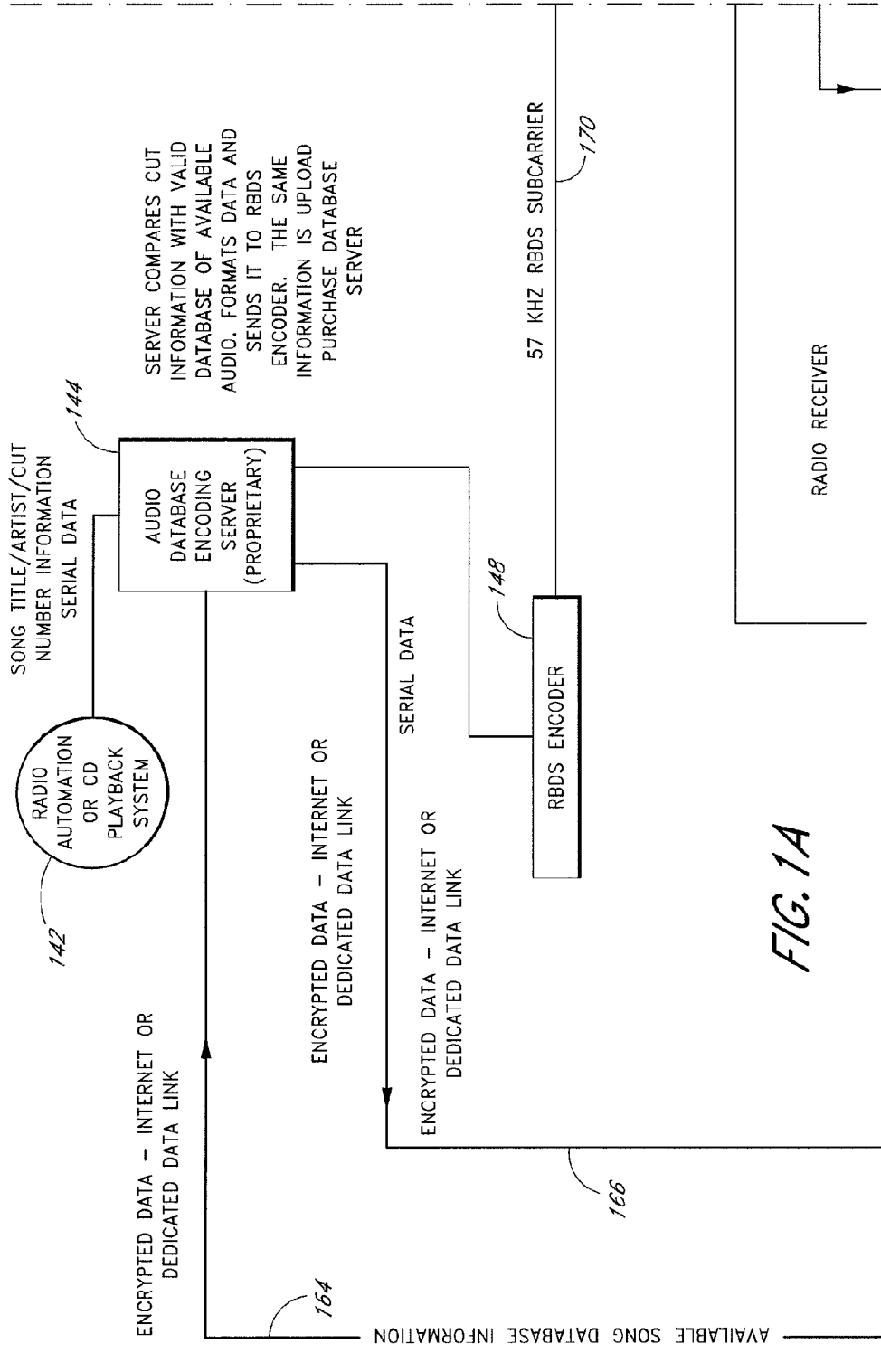
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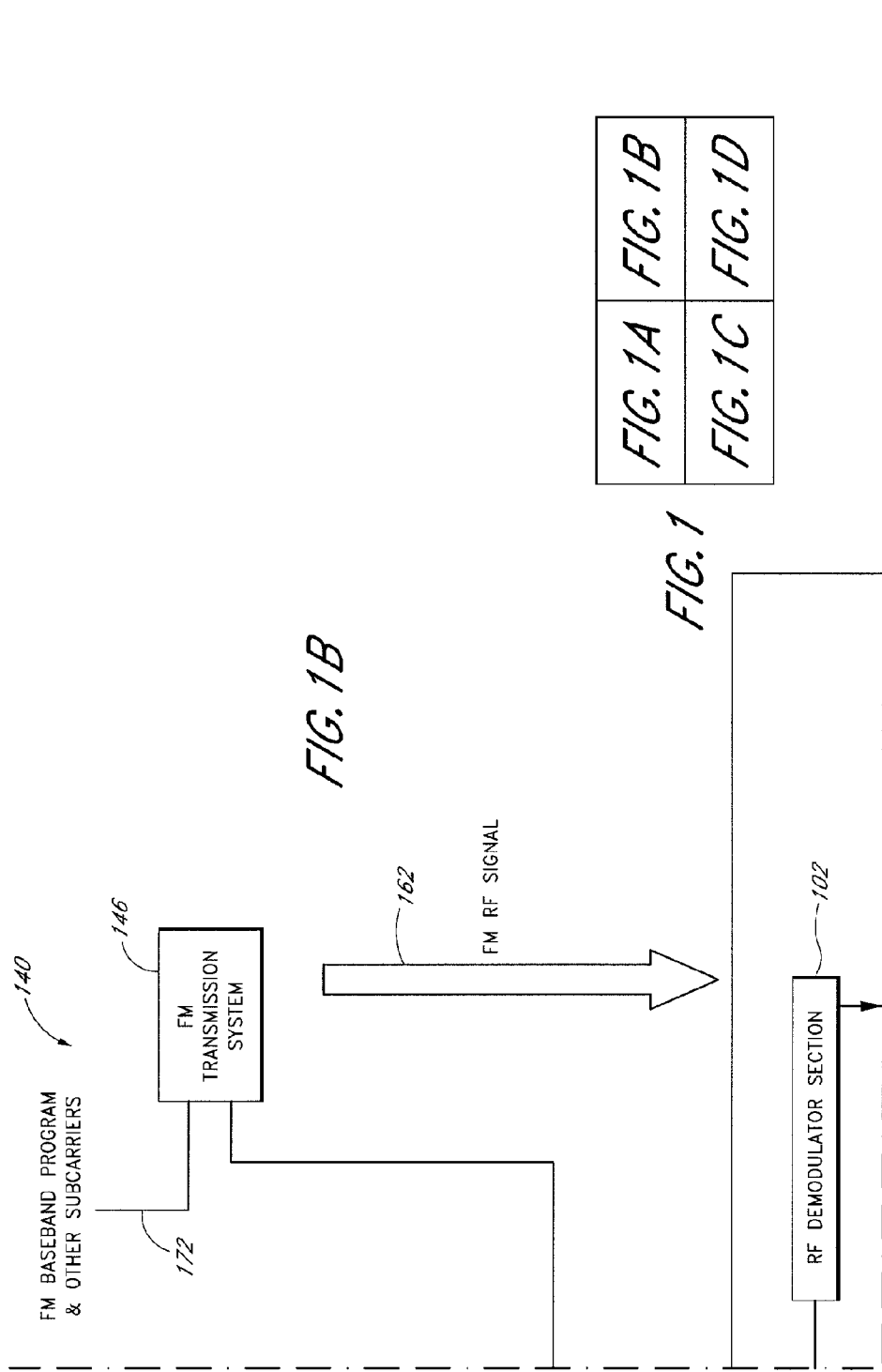
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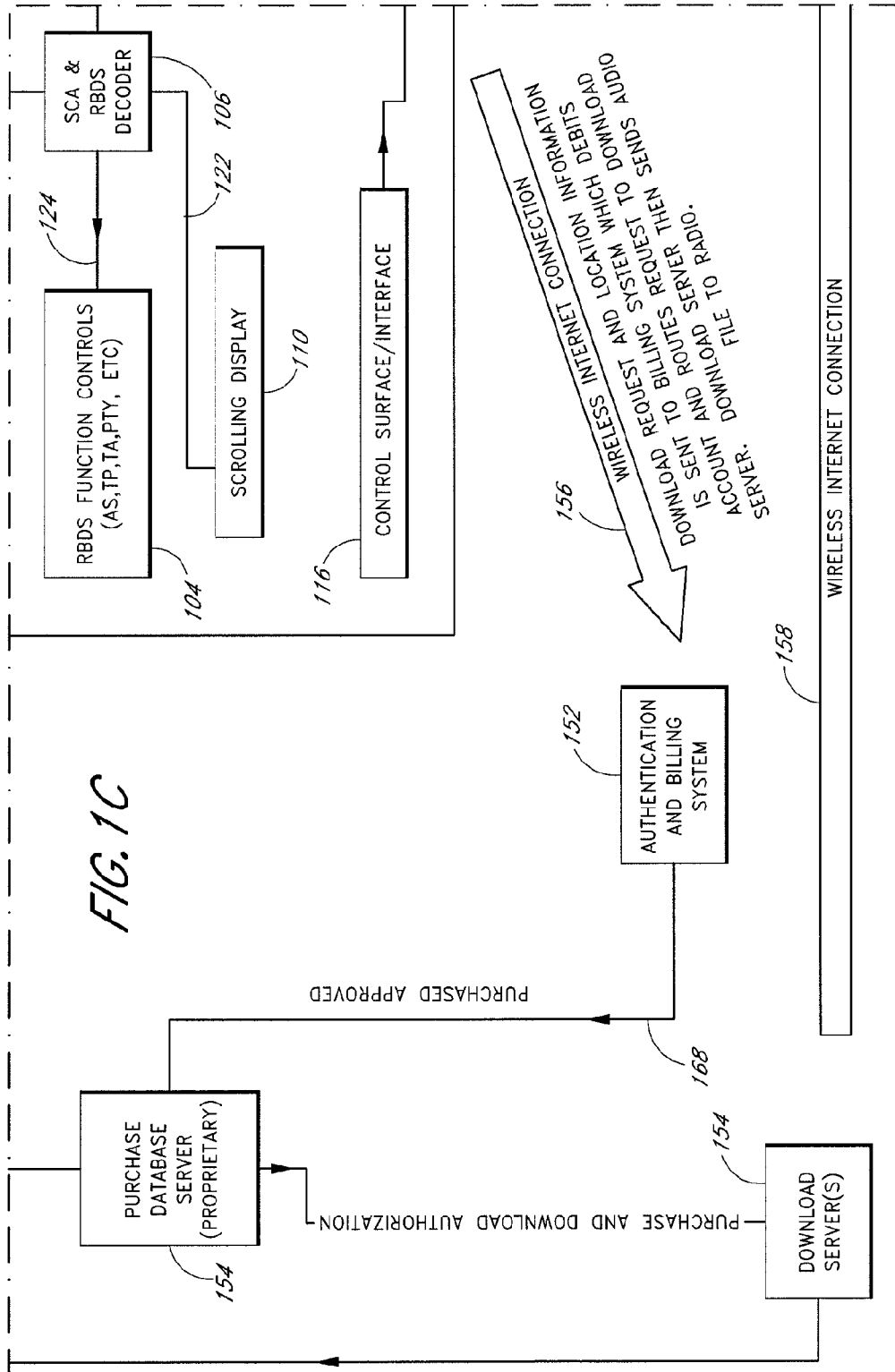
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