

[54] METHOD OF AND SYSTEM FOR IDENTIFICATION AND VERIFICATION OF BROADCASTED PROGRAM SEGMENTS

FOREIGN PATENT DOCUMENTS

2040129 8/1980 United Kingdom ..... 358/146

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[21] Appl. No.: 206,294

[57] ABSTRACT

[22] Filed: Jun. 14, 1988

A method of and system for identification and verification of TV and/or radio broadcasted program segments involving use of subaudible codes which are mixed with the convention audio in the program segments. Individual program segments, which may include commercial message segments, have at the beginning thereof a preamble code (such as a predetermined number of cycles of 40 Hz.), a program segment identification code (which may consist of a series of alphanumeric characters) and a postamble code (such as a given number of cycles of 40 Hz.). The program segment codes may consist of a series of mark and space signals (such as presence and absence of 40 Hz. signals). A plurality of broadcast stations are monitored, the codes recovered and data sets defined, stored and later sent to a central location for reconciliation and/or compilation.

[51] Int. Cl.<sup>5</sup> ..... H04N 7/08; H04N 7/04; H04N 9/00; H04B 17/00

[52] U.S. Cl. .... 358/142; 358/143; 358/84; 455/2

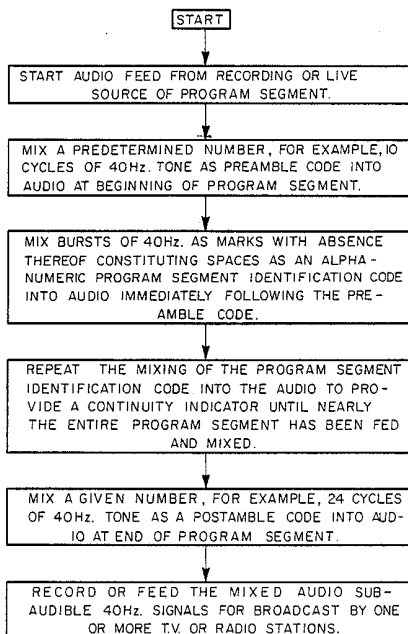
[58] Field of Search ..... 358/84, 86, 142, 143, 358/144, 145, 146, 147, 198; 370/76; 375/91; 455/2, 49, 53, 67

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33 Claims, 8 Drawing Sheets



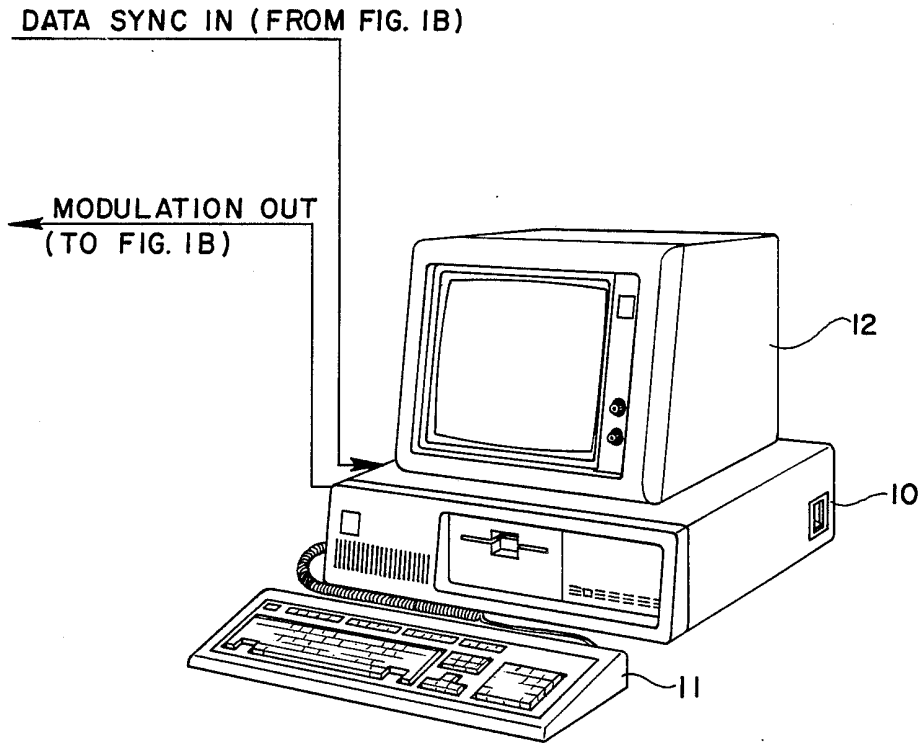


Fig. 1A

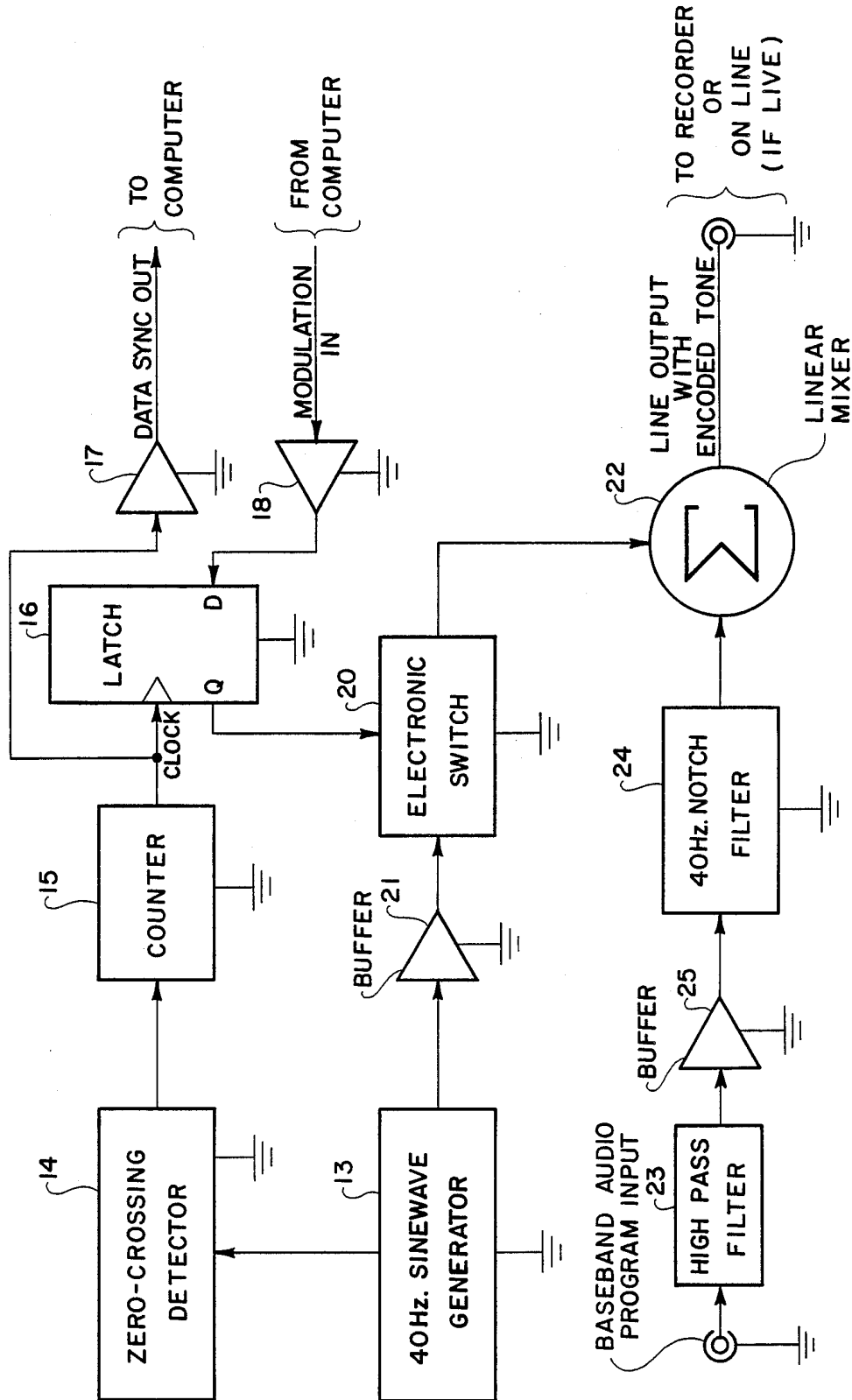


Fig. 1B

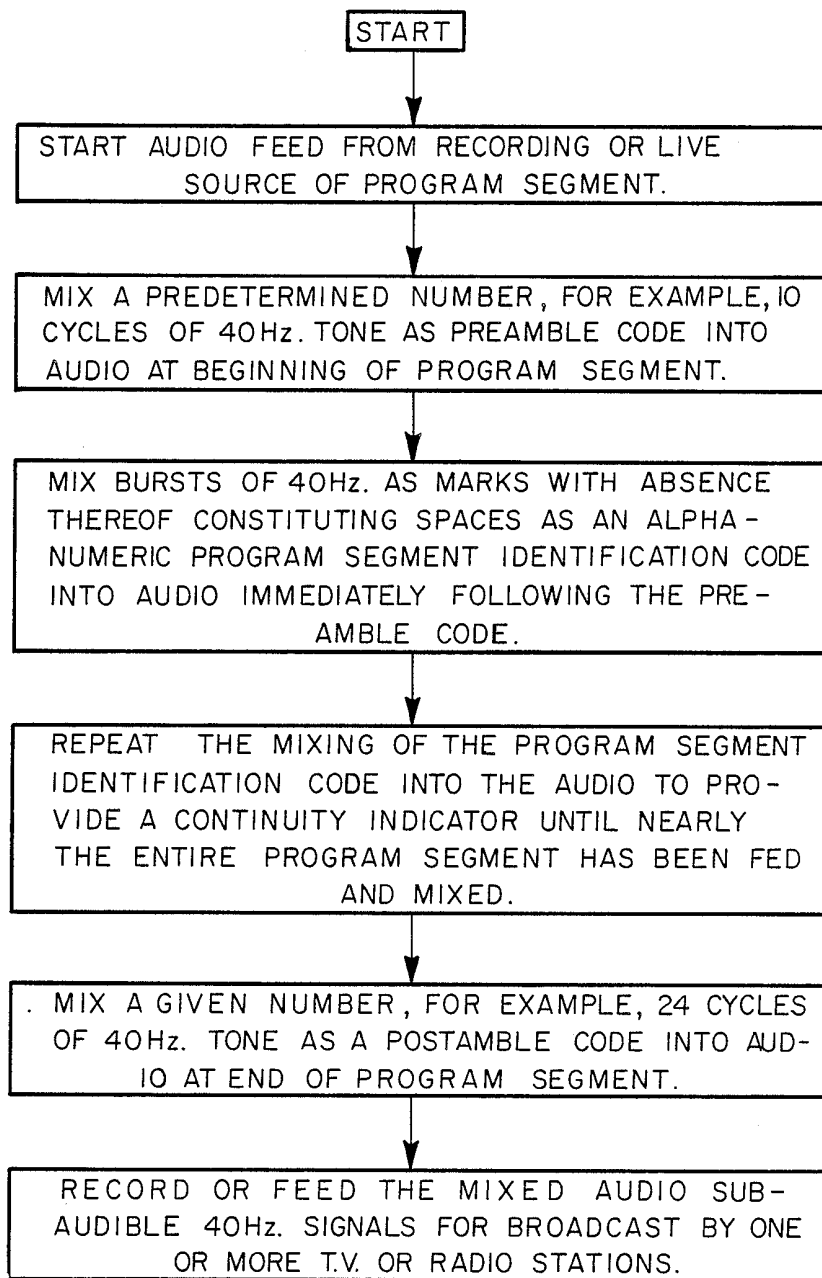
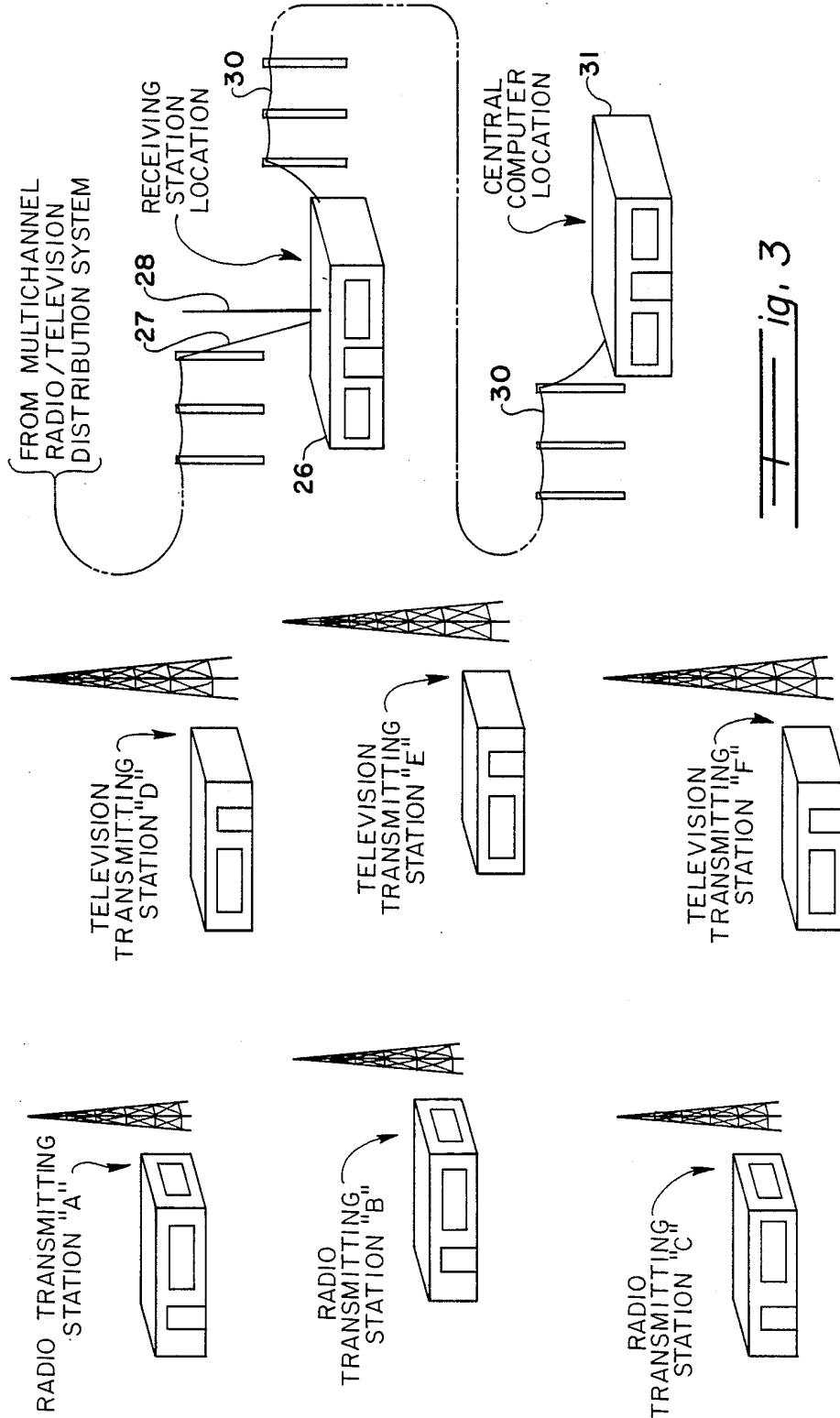


Fig. 2



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