

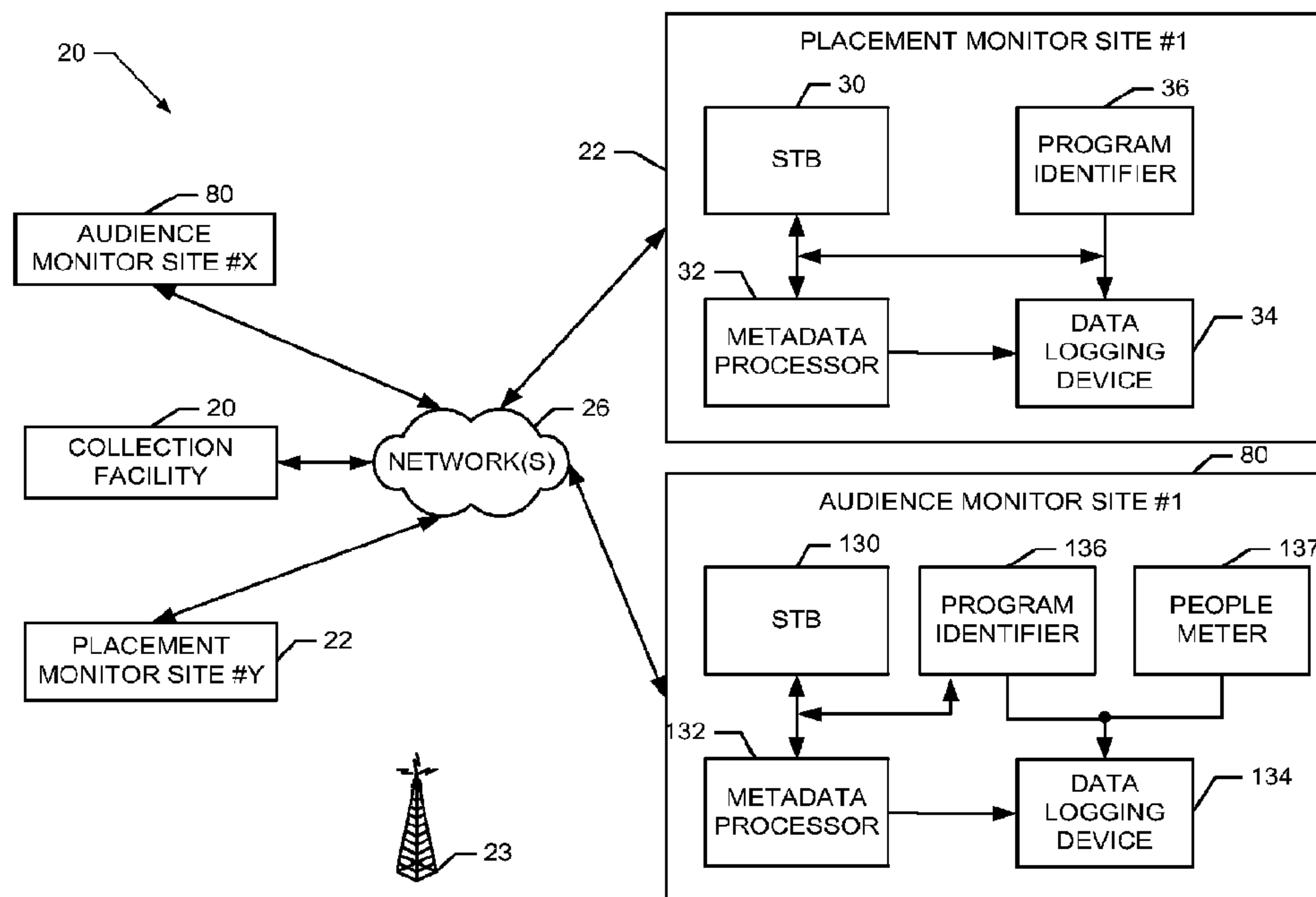


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(54) Title: SYSTEMS AND METHODS TO IDENTIFY INTENTIONALLY PLACED PRODUCTS



(57) Abrégé/Abstract:

Systems and methods to identify intentionally placed products in media content are disclosed. A disclosed system to detect intentionally placed products in media content includes a placement monitor site to record an occurrence of a first intentionally placed product within first broadcast media content in a product placement record; an audience measurement site to record an audience interaction with a second intentionally placed product in second broadcast media content in an event record; and a collection facility to receive the product placement record and the event record.

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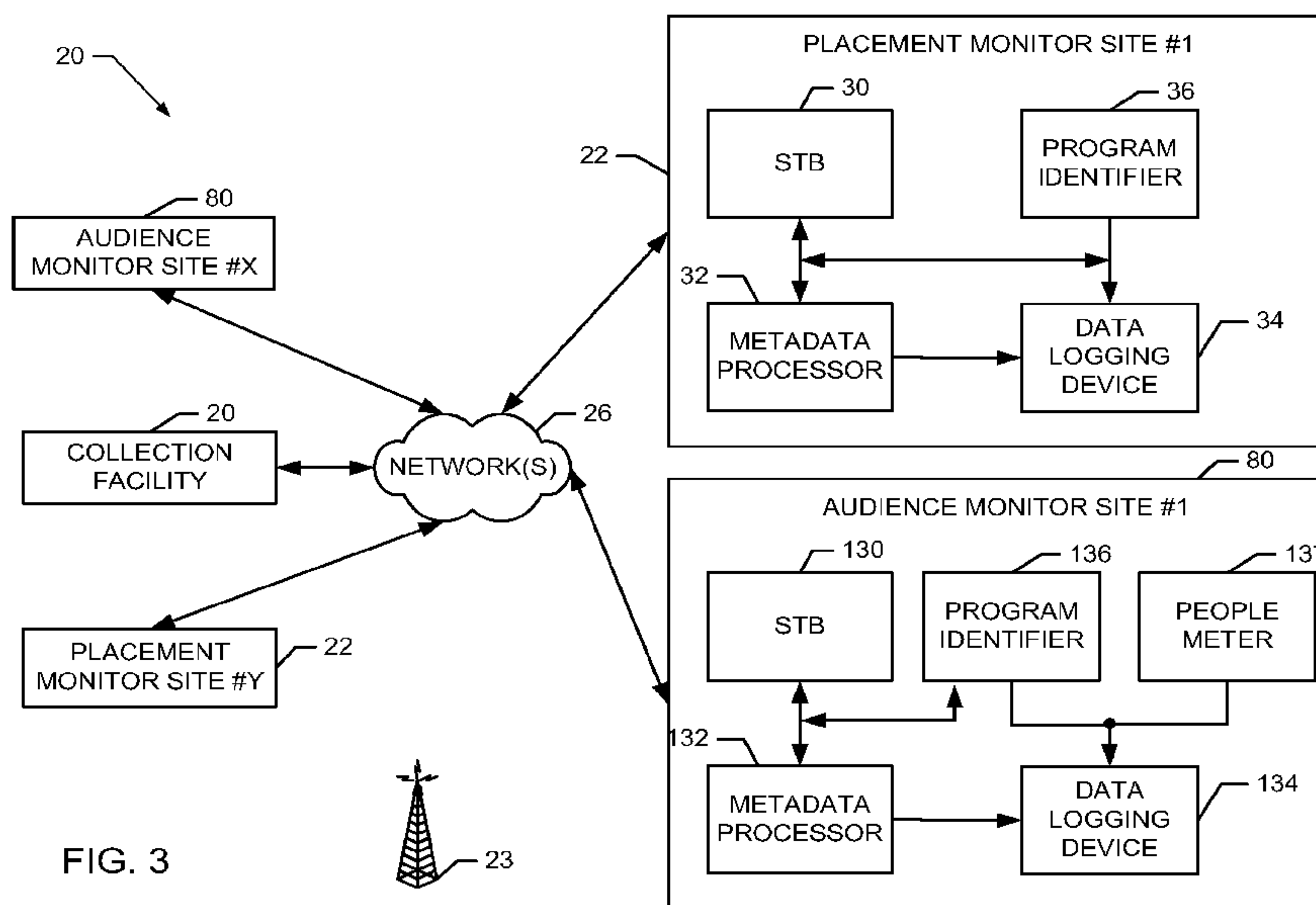


FIG. 3

(57) Abstract: Systems and methods to identify intentionally placed products in media content are disclosed. A disclosed system to detect intentionally placed products in media content includes a placement monitor site to record an occurrence of a first intentionally placed product within first broadcast media content in a product placement record; an audience measurement site to record an audience interaction with a second intentionally placed product in second broadcast media content in an event record; and a collection facility to receive the product placement record and the event record.

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1. A system to detect intentionally placed products in media comprising:
 - a placement monitor site of an audience measurement company to record in a product placement record an occurrence of a first intentionally placed product placed within first television media by a first entity different than the audience measurement company, the placement monitor site to retrieve a first webpage associated with the first intentionally placed product, to retrieve product information for the first intentionally placed product from the first webpage, and to record the product information in the product placement record;
 - an audience measurement site recruited by the audience measurement company to record in an event record an audience interaction with a second intentionally placed product placed in second television media, the audience interaction including a selection of the second intentionally placed product by an audience member to cause display of a second webpage; and
 - a collection facility to store the product placement record and the event record to measure effectiveness of the first intentionally placed product and the second intentionally placed product.
2. A system as defined in claim 1, wherein the collection facility is to correlate first data from the product placement record with second data from the event record to create a report.
3. A system as defined in claim 2, wherein the report verifies that the first intentionally placed product appeared in the first television media.
4. A system as defined in claim 1, wherein the first and second intentionally placed products are identical.

5. A system as defined in claim 1, wherein the first and second intentionally placed products are different products.
6. A system as defined in claim 2, wherein the report identifies user interaction with the second intentionally placed product.
7. A system as defined in claim 1, wherein the collection facility compares at least one of data from the product placement record and data from the event record to a database of contractual requirements to develop a report concerning compliance with a contract to place the first intentionally placed product in the first media.
8. A system as defined in claim 7, wherein the report indicates whether a purchased product placement occurred.
9. A system as defined in claim 7, wherein the report indicates whether a characteristic associated with display of the first intentionally placed product met a term of the contract.
10. A system as defined in claim 9, wherein the characteristic includes at least one of a display size of the first intentionally placed product, a duration of display associated with the first intentionally placed product, or a frequency of display of the first intentionally placed product.
11. A system as defined in claim 10, wherein the frequency of display includes at least one of a number of scenes in which the first intentionally placed product is displayed and a

number of programs in which the first intentionally placed product is displayed.

12. A system as defined in claim 2, wherein the report identifies at least one of a display size, a display duration, a product name and a product type of the first intentionally placed product.

13. A system as defined in claim 12, wherein the report identifies at least one of a program name, a broadcast source and a broadcast time of the first media.

14. A system as defined in claim 13, wherein the report identifies a product placement exposure metric including at least one of a user interaction with the first and/or the second intentionally placed product, a characteristic of the user interaction with the first and/or the second intentionally placed product, a time of occurrence of the user interaction with the first and/or the second intentionally placed product, a duration of the user interaction with the first and/or the second intentionally placed product, and a demographic characteristic of a user exposed to the first and/or the second intentionally placed product.

15. A system as defined in claim 1, wherein the collection facility is to combine a product placement exposure metric developed from at least one of the product placement record and the event record with an audience measurement rating for at least one of the first and second media to measure effectiveness of placing the first and/or the second intentionally product placement in the first and/or the second media for a targeted audience.

16. A system as defined in claim 1, wherein the collection facility is to combine a product placement exposure metric developed from at least one of the product placement record and the event record with an audience measurement rating for at least one of the first and second media to provide a product placement rating for at least one of the first intentionally placed product, the second intentionally placed product, a product type, the first media and the second media.

17. A system as defined in claim 1, wherein the collection facility is to employ data from at least one of the product placement record and the event record to trigger a payment obligation by a commercial entity.

18. A system as defined in claim 17, wherein the payment obligation is based on at least one of a pay-per-broadcast arrangement and a pay-per person view arrangement.

19. A system as defined in claim 2, wherein the report provides a commercial entity with information about an advertisement strategy of a competitor.

20. A method to detect intentionally placed products in media comprising:

recording in a product placement record at a placement monitor site of an audience measurement company, an occurrence of a first intentionally placed product placed within first television media by an entity different than the audience measurement company;

retrieving a webpage associated with the first intentionally placed product;

retrieving product information for the first intentionally placed product

from the webpage;

recording the product information in the product placement record;

recording an audience interaction with a second intentionally placed product in second television media in an event record, the audience interaction including a selection of the second intentionally placed product by an audience member to cause display of a second webpage; and

storing the product placement record and the event record at a collection facility to facilitate measuring effectiveness of at least one of the first intentionally placed product and the second intentionally placed product.

21. A method as defined in claim 20, further including correlating first data from the product placement record with second data from the event record to create a report.

22. A method as defined in claim 21, wherein the report verifies that the first intentionally placed product appeared in the first television media.

23. A method as defined in claim 20, wherein the first and second intentionally placed products are identical.

24. A method as defined in claim 20, wherein the first and second intentionally placed products are different products.

25. A method as defined in claim 21, wherein the report identifies user interaction with the second intentionally placed product.

26. A method as defined in claim 20, further including comparing at least one of data from the product placement record and data from the event record to a database of contractual requirements to develop a report concerning compliance with a contract to place the first intentionally placed product in the first media.

27. A method as defined in claim 26, wherein the report indicates whether a purchased product placement occurred.

28. A method as defined in claim 26, wherein the report indicates whether a characteristic associated with display of the first intentionally placed product met a term of the contract.

29. A method as defined in claim 28, wherein the characteristic includes at least one of a display size of the first intentionally placed product, a duration of display associated with the first intentionally placed product, and a frequency of display of the first intentionally placed product.

30. A method as defined in claim 29, wherein the frequency of display includes at least one of a number of scenes in which the first intentionally placed product is displayed and a number of programs in which the first intentionally placed product is displayed.

31. A method as defined in claim 21, wherein the report identifies at least one of a display size, a display duration, a product name and a product type of the first intentionally placed product.

32. A method as defined in claim 31, wherein the report identifies at least one of a program name, a broadcast source and a broadcast time of the first media.

33. A method as defined in claim 32, wherein the report identifies a product placement exposure metric including at least one of a user interaction with the first and/or the second intentionally placed product, a characteristic of the user interaction with the first and/or the second intentionally placed product, a time of occurrence of the user interaction with the first and/or the second intentionally placed product, a duration of the user interaction with the first and/or the second intentionally placed product, and a demographic characteristic of a user exposed to the first and/or the second intentionally placed product.

34. A method as defined in claim 20, further including combining a product placement exposure metric developed from at least one of the product placement record and the event record with an audience measurement rating for at least one of the first and the second media to measure effectiveness of placing the first and/or the second intentionally product placement in the first and/or the second media for a targeted audience.

35. A method as defined in claim 20, further including combining a product placement exposure metric developed from at least one of the product placement record and the event record with an audience measurement rating for at least one of the first and second media to provide a product placement rating for at least one of the first intentionally placed product, the second intentionally placed product, a product type, the first media and the second media.

36. A method as defined in claim 20, further including employing data from at least one of the product placement record and the event record to trigger a payment obligation by a commercial entity.

37. A method as defined in claim 36, wherein the payment obligation is based on at least one of a pay-per-broadcast arrangement and a pay-per person view arrangement.

38. A method as defined in claim 31, wherein the report provides a commercial entity with information about an advertisement strategy of a competitor.

39. A machine readable medium comprising instructions that, when executed, cause a machine at a placement monitor site of an audience measurement company to:

record in a product placement record an occurrence of a first intentionally placed product placed within first television media by a first entity different than the audience measurement company;

retrieve a webpage associated with the first intentionally placed product;

retrieve product information for the first intentionally placed product from the webpage;

record the product information in the product placement record;

record in an event record an audience interaction with a second intentionally placed product placed in second television media in an event record, the audience interaction including a selection of the second intentionally placed product by an audience member to cause display of a second webpage; and

store the product placement record and the event record at a collection facility to

measure effectiveness of the first intentionally placed product and the second intentionally placed product.

40. A machine readable medium as defined in claim 39, wherein the instructions further cause the machine to correlate first data from the product placement record with second data from the event record to create a report.

41. A machine readable medium as defined in claim 40, wherein the report verifies that the first intentionally placed product appeared in the first television media.

42. A machine readable medium as defined in claim 39, wherein the first and second intentionally placed products are identical.

43. A machine readable medium as defined in claim 39, wherein the first and second intentionally placed products are different products.

44. A machine readable medium as defined in claim 40, wherein the report identifies user interaction with the second intentionally placed product.

45. A machine readable medium as defined in claim 39, wherein the machine readable instructions further cause the machine to compare at least one of data from the product placement record and data from the event record to a database of contractual requirements to develop a report concerning compliance with a contract to place the first intentionally placed product in the first media.

46. A machine readable medium as defined in claim 45, wherein the report indicates whether a purchased product placement occurred.

47. A machine readable medium as defined in claim 45, wherein the report indicates whether a characteristic associated with display of the first intentionally placed product met a term of the contract.

48. A machine readable medium as defined in claim 47, wherein the characteristic includes at least one of a display size of the first intentionally placed product, a duration of display associated with the first intentionally placed product, or a frequency of display of the first intentionally placed product.

49. A machine readable medium as defined in claim 48, wherein the frequency of display includes at least one of a number of scenes in which the first intentionally placed product is displayed and a number of programs in which the first intentionally placed product is displayed.

50. A machine readable medium as defined in claim 40, wherein the report identifies at least one of a display size, a display duration, a product name and a product type of the first intentionally placed product.

51. A machine readable medium as defined in claim 50, wherein the report identifies at least one of a program name, a broadcast source and a broadcast time of the first media.

52. A machine readable medium as defined in claim 51, wherein the report identifies a product placement exposure metric including at least one of a user interaction with the first and/or the second intentionally placed product, a characteristic of the user interaction with the first and/or the second intentionally placed product, a time of occurrence of the user interaction with the first and/or the second intentionally placed product, a duration of the user interaction with the first and/or the second intentionally placed product, and a demographic characteristic of a user exposed to the first and/or the second intentionally placed product.

53. A machine readable medium as defined in claim 39, wherein the machine readable instructions further cause the machine to combine a product placement exposure metric developed from at least one of the product placement record and the event record with an audience measurement rating for at least one of the first and second media to measure effectiveness of placing the first and/or the second intentionally product placement in the first and/or the second media for a targeted audience.

54. A machine readable medium as defined in claim 39, wherein the machine readable instructions further cause the machine to combine a product placement exposure metric developed from at least one of the product placement record and the event record with an audience measurement rating for at least one of the first and second media to provide a product placement rating for at least one of the first intentionally placed product, the second intentionally placed product, a product type, the first media and the second media.

55. A machine readable medium as defined in claim 39, wherein the machine readable instructions further cause the machine to employ data from at least one of the product placement

record and the event record to trigger a payment obligation by a commercial entity.

56. A machine readable medium as defined in claim 55, wherein the payment obligation is based on at least one of a pay-per-broadcast arrangement and a pay-per person view arrangement.

57. A machine readable medium as defined in claim 50, wherein the report provides a commercial entity with information about an advertisement strategy of a competitor.

58. A method to detect intentionally placed products in media, the method comprising:
detecting, with a processor, a presence of an intentionally placed product in media presented at a location of an audience member;

detecting, with the processor, selection of a uniform resource locator (URL) associated with the intentionally placed product by the audience member during presentation of the intentionally placed product; and

transmitting, with the processor, at least one of an identification of the intentionally placed product and the URL associated with the intentionally placed product to a collection facility of an audience measurement company which did not place the intentionally placed product in the media to record an interaction with the intentionally placed product to measure the effectiveness the intentionally placed product.

59. A method as defined in claim 58, further including:

in response to detecting the selection, initiating a timer; and

in response to detecting that presentation of a webpage associated with the URL has ended

at the location of the audience member, stopping the timer.

60. A method as defined in claim 59, wherein the transmitting includes transmitting to the collection facility a duration of time identified by the timer.

61. A method as defined in claim 58, further including collecting information from a webpage associated with the URL.

62. A method as defined in claim 61, wherein the transmitting includes transmitting to the collection facility at least one of the webpage and the collected information.

63. A method as defined in claim 58, further including determining demographics of the audience member.

64. A method as defined in claim 63, further including transmitting the demographics of the audience member to the collection facility, the demographics to be correlated with at least one of the intentionally placed product and the URL.

65. An apparatus to detect intentionally placed products in media, the apparatus comprising:

a processor to:

detect a presence of an intentionally placed product in media presented at a location of an audience member; and

detect selection of a uniform resource locator (URL) associated with the

intentionally placed product by the audience member during presentation of the intentionally placed product; and

a data logging device to transmit at least one of an identification of the intentionally placed product and the URL associated with the intentionally placed product to a collection facility of an audience measurement company which did not place the intentionally placed product in the media to record an interaction with the intentionally placed product to measure the effectiveness the intentionally placed product.

66. An apparatus as defined in claim 65, wherein the processor is to:
in response to detecting the selection, initiate a timer; and
in response to detecting that presentation of a webpage associated with the URL has ended at the location of the audience member, stop the timer.

67. An apparatus as defined in claim 66, wherein the data logging device is to transmit to the collection facility a duration of time identified by the timer.

68. An apparatus as defined in claim 65, wherein the processor is to collect information from a webpage associated with the URL.

69. An apparatus as defined in claim 68, wherein the data logging device is to transmit to the collection facility at least one of the webpage and the collected information.

70. An apparatus as defined in claim 65, further including a people meter to determine demographics of the audience member.

71. An apparatus as defined in claim 70, wherein the data logging device is to transmit the demographics of the audience member to the collection facility, the demographics to be correlated with at least one of the intentionally placed product and the URL.

72. A tangible computer readable medium comprising instructions that, when executed, cause a machine to at least:

detect a presence of an intentionally placed product in media presented at a location of an audience member;

detect selection of a uniform resource locator (URL) associated with the intentionally placed product by the audience member during presentation of the intentionally placed product;
and

transmit at least one of an identification of the intentionally placed product and the URL associated with the intentionally placed product to a collection facility of an audience measurement company which did not place the intentionally placed product in the media to record an interaction with the intentionally placed product to measure the effectiveness the intentionally placed product.

73. A tangible computer readable medium as defined in claim 72, wherein the instructions, when executed, cause the machine to:

in response to detecting the selection, initiate a timer; and

in response to detecting that presentation of a webpage associated with the URL has ended at the location of the audience member, stop the timer.

74. A tangible computer readable medium as defined in claim 73, wherein the instructions, when executed, cause the machine to transmit to the collection facility a duration of

time identified by the timer.

75. A tangible computer readable medium as defined in claim 72, wherein the instructions, when executed, cause the machine to collect information from a webpage associated with the URL.

76. A tangible computer readable medium as defined in claim 75, wherein the instructions, when executed, cause the machine to transmit to the collection facility at least one of the webpage and the collected information.

77. A tangible computer readable medium as defined in claim 72, wherein the instructions, when executed, cause the machine to determine demographics of the audience member.

78. A tangible computer readable medium as defined in claim 77, wherein the instructions, when executed, cause the machine to transmit the demographics of the audience member to the collection facility, the demographics to be correlated with at least one of the intentionally placed product and the URL.

79. An audience measurement monitor to detect an intentionally placed product appearing in television media presented by an information presenting device, the audience measurement monitor from an audience measurement company that did not place the intentionally placed product in the television media, the audience measurement monitor comprising:

a detector to detect a presence of the intentionally placed product in the television media

and to detect an interaction with the intentionally placed product, the interaction including a selection of the intentionally placed product by an audience member during presentation of the intentionally placed product in the television media;

a program identifier to identify the television media in which the intentionally placed product is located; and

a data logging device to log at least one of the intentionally placed product detected by the detector, the interaction with the intentionally placed product detected by the detector, and the identity of the television media.

80. An audience measurement monitor as defined in claim 79, wherein the information presenting device comprises at least one of a set top box (STB), an integrated receiver decoder (IRD), a personal computer (PC), a personal video recorder, a cable converter, and a tuner.

81. An audience measurement monitor as defined in claim 79, wherein the detector is to monitor the television media presented by the information presenting device for information.

82. An audience measurement monitor as defined in claim 81, wherein the information for the intentionally placed product is broadcast before, with, or after, a portion of the television media containing the intentionally placed product.

83. An audience measurement monitor as defined in claim 81, wherein the information is metadata carried in a data stream of a digital broadcast.

84. An audience measurement monitor as defined in claim 79, wherein the detector detects the interaction with the intentionally placed product by at least one of monitoring operating system events within the information presenting device and intercepting commands from a remote control to the information presenting device.

85. An audience measurement monitor as defined in claim 79, wherein the detector detects the interaction with the intentionally placed product by monitoring at least one of the audience member selecting the intentionally placed product to access information, how long the audience member is exposed to the information, selection of a URL associated with the intentionally placed product, and how long a webpage associated with the URL is displayed.

86. An audience measurement monitor as defined in claim 79, wherein the program identifier provides program identification information to the data logging device for inclusion in an event record created for the intentionally placed product.

87. An audience measurement monitor as defined in claim 86, wherein the event record identifies at least one of the intentionally placed product name, information associated with the intentionally placed product, a time at which the intentionally placed product was detected and the program identification information collected by the program identifier.

88. An audience measurement monitor as defined in claim 86, wherein the data logging device exports event records to a collection facility via a network.

89. An audience measurement monitor as defined in claim 79, further comprising a people meter to collect audience composition information, wherein the people meter comprises at least one of an active people meter that receives identification from the audience member, a passive people meter that automatically identifies the audience member, or a hybrid people meter which counts a number of persons in the audience and prompts the audience member to identify himself when the count of people changes.

90. An audience measurement monitor as defined in claim 89, wherein the people meter is in communication with the data logging device to enable storing of the audience member composition with the event record.

91. An audience measurement monitor as defined in claim 90, wherein the event record stores the identity of the audience member when an intentionally placed product is detected.

92. An audience measurement monitor from an audience measurement company that did not place the intentionally placed product in the television media, the audience measurement monitor comprising:

a processor to:

monitor a data stream associated with television media for metadata;

extract information from the metadata; and

analyze the information to determine that the television media includes an intentionally placed product, wherein the information is to be presented at an information presenting device after a selection of the intentionally placed product by a user during presentation of the intentionally placed product in the television media; and

a data logging device to store an occurrence of the intentionally placed product and the information.

93. An audience measurement monitor as defined in claim 92, wherein the information includes at least one of a size of a display of the intentionally placed product, a percentage of a screen of a display to be occupied by the intentionally placed product, a duration for which the intentionally placed product is to be displayed, and a number of frames in which the intentionally placed product is to be displayed.

94. An audience measurement monitor as defined in claim 92, further comprising a program identifier to identify the television media.

95. An audience measurement monitor as defined in claim 94, wherein the program identifier identifies the television media by determining a time and a tuned channel and comparing the tuned channel to a program schedule.

96. An audience measurement monitor as defined in claim 94, wherein the program identifier identifies the television media by monitoring for one or more codes in at least one of a tuned television media signal or an output of the information presenting device caused by playing the tuned television media signal.

97. An audience measurement monitor as defined in claim 96, wherein the one or more codes comprises at least one of an audience measurement code inserted into a portion of the television media signal to identify the television media, a program identification header (PID) used for selecting packets from a multiplexed stream of packets in a digital television media stream including multiple programs, metadata, and closed captioning information.

98. An audience measurement monitor as defined in claim 94, wherein the program identifier identifies the television media by generating a signature of one or more aspects of a tuned broadcast signal.

1. A system to detect intentionally placed products in media comprising:
 - a placement monitor site of an audience measurement company to record in a product placement record an occurrence of a first intentionally placed product placed within first broadcast media by a first entity different than the audience measurement company, the placement monitor to retrieve a first webpage associated with the first intentionally placed product, to retrieve product information for the first intentionally placed product from the first webpage, and to record the product information in the product placement record;
 - an audience measurement site recruited by the audience measurement company to record in an event record an audience interaction with a second intentionally placed product placed in second broadcast media, the audience interaction including a selection of the second intentionally placed product by an audience member to cause display of a second webpage; and
 - a collection facility to store the product placement record and the event record to measure effectiveness of the first intentionally placed product and the second intentionally placed product.
2. A system as defined in claim 1, wherein the collection facility is to correlate first data from the product placement record with second data from the event record to create a report.
3. A system as defined in claim 2, wherein the report verifies that the first intentionally placed product appeared in the first broadcast media.
4. A system as defined in claim 1, wherein the first and second intentionally placed products are identical.
5. A system as defined in claim 1, wherein the first and second intentionally placed products are different products.
6. A system as defined in claim 2, wherein the report identifies user interaction with

the second intentionally placed product.

7. A system as defined in claim 1, wherein the collection facility compares at least one of data from the product placement record and data from the event record to a database of contractual requirements to develop a report concerning compliance with a contract to place the first intentionally placed product in the first media.

8. A system as defined in claim 7, wherein the report indicates whether a purchased product placement occurred.

9. A system as defined in claim 7, wherein the report indicates whether a characteristic associated with display of the first intentionally placed product met a term of the contract.

10. A system as defined in claim 9, wherein the characteristic includes at least one of a display size of the first intentionally placed product, a duration of display associated with the first intentionally placed product, or a frequency of display of the first intentionally placed product.

11. A system as defined in claim 10, wherein the frequency of display includes at least one of a number of scenes in which the first intentionally placed product is displayed and a number of programs in which the first intentionally placed product is displayed.

12. A system as defined in claim 2, wherein the report identifies at least one of a display size, a display duration, a product name and a product type of the first intentionally placed product.

13. A system as defined in claim 12, wherein the report identifies at least one of a program name, a broadcast source and a broadcast time of the first media.

14. A system as defined in claim 13, wherein the report identifies a product placement exposure metric including at least one of a user interaction with the first and/or the second intentionally placed product, a characteristic of the user interaction with the first and/or the second intentionally placed product, a time of occurrence of the user interaction with the first and/or the second intentionally placed product, a duration of the user interaction with the first and/or the second intentionally placed product, and a demographic characteristic of a user exposed to the first and/or the second intentionally placed product.

15. A system as defined in claim 1, wherein the collection facility is to combine a product placement exposure metric developed from at least one of the product placement record and the event record with an audience measurement rating for at least one of the first and second media to measure effectiveness of placing the first and/or the second intentionally product placement in the first and/or the second media for a targeted audience.

16. A system as defined in claim 1, wherein the collection facility is to combine a product placement exposure metric developed from at least one of the product placement record and the event record with an audience measurement rating for at least one of the first and second media to provide a product placement rating for at least one of the first intentionally placed product, the second intentionally placed product, a product type, the first media and the second media.

17. A system as defined in claim 1, wherein the collection facility is to employ data from at least one of the product placement record and the event record to trigger a payment obligation by a commercial entity.

18. A system as defined in claim 17, wherein the payment obligation is based on at least one of a pay-per-broadcast arrangement and a pay-per person view arrangement.

19. A system as defined in claim 2, wherein the report provides a commercial entity with information about an advertisement strategy of a competitor.

20. A method to detect intentionally placed products in media comprising:

recording in a product placement record at a placement monitor site of an audience measurement company, an occurrence of a first intentionally placed product placed within first broadcast media by an entity different than the audience measurement company;

retrieving a webpage associated with the first intentionally placed product;

retrieving product information for the first intentionally placed product from the webpage;

recording the product information in the product placement record;

recording an audience interaction with a second intentionally placed product in second broadcast media in an event record, the audience interaction including a selection of the second intentionally placed product by an audience member to cause display of a second webpage; and

storing the product placement record and the event record at a collection facility to facilitate measuring effectiveness of at least one of the first intentionally placed product and the second intentionally placed product.

21. A method as defined in claim 20, further including correlating first data from the product placement record with second data from the event record to create a report.

22. A method as defined in claim 21, wherein the report verifies that the first intentionally placed product appeared in the first broadcast media.

23. A method as defined in claim 20, wherein the first and second intentionally placed products are identical.

24. A method as defined in claim 20, wherein the first and second intentionally placed products are different products.

25. A method as defined in claim 21, wherein the report identifies user interaction with the second intentionally placed product.

26. A method as defined in claim 20, further including comparing at least one of data from the product placement record and data from the event record to a database of contractual requirements to develop a report concerning compliance with a contract to place the first intentionally placed product in the first media.

27. A method as defined in claim 26, wherein the report indicates whether a purchased product placement occurred.

28. A method as defined in claim 26, wherein the report indicates whether a characteristic associated with display of the first intentionally placed product met a term of the contract.

29. A method as defined in claim 28, wherein the characteristic includes at least one of a display size of the first intentionally placed product, a duration of display associated with the first intentionally placed product, and a frequency of display of the first intentionally placed product.

30. A method as defined in claim 29, wherein the frequency of display includes at least one of a number of scenes in which the first intentionally placed product is displayed and a number of programs in which the first intentionally placed product is displayed.

31. A method as defined in claim 21, wherein the report identifies at least one of a display size, a display duration, a product name and a product type of the first intentionally placed product.

32. A method as defined in claim 31, wherein the report identifies at least one of a program name, a broadcast source and a broadcast time of the first media.

33. A method as defined in claim 32, wherein the report identifies a product placement exposure metric including at least one of a user interaction with the first and/or the second intentionally placed product, a characteristic of the user interaction with the first and/or the second intentionally placed product, a time of occurrence of the user interaction with the first and/or the second intentionally placed product, a duration of the user interaction with the first and/or the second intentionally placed product, and a demographic characteristic of a user exposed to the first and/or the second intentionally placed product.

34. A method as defined in claim 20, further including combining a product placement exposure metric developed from at least one of the product placement record and the event record with an audience measurement rating for at least one of the first and the second media to measure effectiveness of placing the first and/or the second intentionally product placement in the first and/or the second media for a targeted audience.

35. A method as defined in claim 20, further including combining a product placement exposure metric developed from at least one of the product placement record and the event record with an audience measurement rating for at least one of the first and second media to provide a product placement rating for at least one of the first intentionally placed product, the second intentionally placed product, a product type, the first media and the second media.

36. A method as defined in claim 20, further including employing data from at least one of the product placement record and the event record to trigger a payment obligation by a

commercial entity.

37. A method as defined in claim 36, wherein the payment obligation is based on at least one of a pay-per-broadcast arrangement and a pay-per person view arrangement.

38. A method as defined in claim 31, wherein the report provides a commercial entity with information about an advertisement strategy of a competitor.

39. A machine readable medium comprising instructions that, when executed, cause a machine at a placement monitor site of an audience measurement company to:

record in a product placement record an occurrence of a first intentionally placed product placed within first broadcast media by a first entity different than the audience measurement company;

retrieve a webpage associated with the first intentionally placed product;

retrieve product information for the first intentionally placed product from the webpage;

record the product information in the product placement record;

record in an event record an audience interaction with a second intentionally placed product placed in second broadcast media in an event record, the audience interaction including a selection of the second intentionally placed product by an audience member to cause display of a second webpage; and

store the product placement record and the event record at a collection facility to measure effectiveness of the first intentionally placed product and the second intentionally placed product.

40. A machine readable medium as defined in claim 39, wherein the instructions further cause the machine to correlate first data from the product placement record with second data from the event record to create a report.

41. A machine readable medium as defined in claim 40, wherein the report verifies that the first intentionally placed product appeared in the first broadcast media.

42. A machine readable medium as defined in claim 39, wherein the first and second intentionally placed products are identical.

43. A machine readable medium as defined in claim 39, wherein the first and second intentionally placed products are different products.

44. A machine readable medium as defined in claim 40, wherein the report identifies user interaction with the second intentionally placed product.

45. A machine readable medium as defined in claim 39, wherein the machine readable instructions further cause the machine to compare at least one of data from the product placement record and data from the event record to a database of contractual requirements to develop a report concerning compliance with a contract to place the first intentionally placed product in the first media.

46. A machine readable medium as defined in claim 45, wherein the report indicates whether a purchased product placement occurred.

47. A machine readable medium as defined in claim 45, wherein the report indicates whether a characteristic associated with display of the first intentionally placed product met a term of the contract.

48. A machine readable medium as defined in claim 47, wherein the characteristic

includes at least one of a display size of the first intentionally placed product, a duration of display associated with the first intentionally placed product, or a frequency of display of the first intentionally placed product.

49. A machine readable medium as defined in claim 48, wherein the frequency of display includes at least one of a number of scenes in which the first intentionally placed product is displayed and a number of programs in which the first intentionally placed product is displayed.

50. A machine readable medium as defined in claim 40, wherein the report identifies at least one of a display size, a display duration, a product name and a product type of the first intentionally placed product.

51. A machine readable medium as defined in claim 50, wherein the report identifies at least one of a program name, a broadcast source and a broadcast time of the first media.

52. A machine readable medium as defined in claim 51, wherein the report identifies a product placement exposure metric including at least one of a user interaction with the first and/or the second intentionally placed product, a characteristic of the user interaction with the first and/or the second intentionally placed product, a time of occurrence of the user interaction with the first and/or the second intentionally placed product, a duration of the user interaction with the first and/or the second intentionally placed product, and a demographic characteristic of a user exposed to the first and/or the second intentionally placed product.

53. A machine readable medium as defined in claim 39, wherein the machine readable instructions further cause the machine to combine a product placement exposure metric developed from at least one of the product placement record and the event record with an audience measurement rating for at least one of the first and second media to measure effectiveness of placing the first and/or the second intentionally product placement in the first

and/or the second media for a targeted audience.

54. A machine readable medium as defined in claim 39, wherein the machine readable instructions further cause the machine to combine a product placement exposure metric developed from at least one of the product placement record and the event record with an audience measurement rating for at least one of the first and second media to provide a product placement rating for at least one of the first intentionally placed product, the second intentionally placed product, a product type, the first media and the second media.

55. A machine readable medium as defined in claim 39, wherein the machine readable instructions further cause the machine to employ data from at least one of the product placement record and the event record to trigger a payment obligation by a commercial entity.

56. A machine readable medium as defined in claim 55, wherein the payment obligation is based on at least one of a pay-per-broadcast arrangement and a pay-per person view arrangement.

57. A machine readable medium as defined in claim 50, wherein the report provides a commercial entity with information about an advertisement strategy of a competitor.

58. A method to detect intentionally placed products in media, the method comprising:
detecting, with a processor, a presence of an intentionally placed product in media presented at a location of an audience member;

detecting, with the processor, selection of a uniform resource locator (URL) associated with the intentionally placed product by the audience member during presentation of the intentionally placed product; and

transmitting, with the processor, at least one of an identification of the intentionally placed product and the URL associated with the intentionally placed product to a collection facility of an audience measurement company which did not place the intentionally placed product in the media

to record an interaction with the intentionally placed product to measure the effectiveness the intentionally placed product.

59. A method as defined in claim 58, further including:

in response to detecting the selection, initiating a timer; and

in response to detecting that presentation of a webpage associated with the URL has ended at the location of the audience member, stopping the timer.

60. A method as defined in claim 59, wherein the transmitting includes transmitting to the collection facility a duration of time identified by the timer.

61. A method as defined in claim 58, further including collecting information from a webpage associated with the URL.

62. A method as defined in claim 61, wherein the transmitting includes transmitting to the collection facility at least one of the webpage and the collected information.

63. A method as defined in claim 58, further including determining demographics of the audience member.

64. A method as defined in claim 63, further including transmitting the demographics of the audience member to the collection facility, the demographics to be correlated with at least one of the intentionally placed product and the URL.

65. An apparatus to detect intentionally placed products in media, the apparatus comprising:

a processor to:

detect a presence of an intentionally placed product in media presented at a location of an audience member; and

detect selection of a uniform resource locator (URL) associated with the intentionally placed product by the audience member during presentation of the intentionally placed product; and

a data logging device to transmit at least one of an identification of the intentionally placed product and the URL associated with the intentionally placed product to a collection facility of an audience measurement company which did not place the intentionally placed product in the media to record an interaction with the intentionally placed product to measure the effectiveness the intentionally placed product.

66. An apparatus as defined in claim 65, wherein the processor is to:

in response to detecting the selection, initiate a timer; and

in response to detecting that presentation of a webpage associated with the URL has ended at the location of the audience member, stop the timer.

67. An apparatus as defined in claim 66, wherein the data logging device is to transmit to the collection facility a duration of time identified by the timer.

68. An apparatus as defined in claim 65, wherein the processor is to collect information from a webpage associated with the URL.

69. An apparatus as defined in claim 68, wherein the data logging device is to transmit to the collection facility at least one of the webpage and the collected information.

70. An apparatus as defined in claim 65, further including a people meter to determine demographics of the audience member.

71. An apparatus as defined in claim 70, wherein the data logging device is to transmit the demographics of the audience member to the collection facility, the demographics to be correlated with at least one of the intentionally placed product and the URL.

72. A tangible computer readable medium comprising instructions that, when executed, cause a machine to at least:

detect a presence of an intentionally placed product in media presented at a location of an audience member;

detect selection of a uniform resource locator (URL) associated with the intentionally placed product by the audience member during presentation of the intentionally placed product; and

transmit at least one of an identification of the intentionally placed product and the URL associated with the intentionally placed product to a collection facility of an audience measurement company which did not place the intentionally placed product in the media to record an interaction with the intentionally placed product to measure the effectiveness the intentionally placed product.

73. A tangible computer readable medium as defined in claim 72, wherein the instructions, when executed, cause the machine to:

in response to detecting the selection, initiate a timer; and

in response to detecting that presentation of a webpage associated with the URL has ended at the location of the audience member, stop the timer.

74. A tangible computer readable medium as defined in claim 73, wherein the instructions, when executed, cause the machine to transmit to the collection facility a duration of time identified by the timer.

75. A tangible computer readable medium as defined in claim 72, wherein the

instructions, when executed, cause the machine to collect information from a webpage associated with the URL.

76. A tangible computer readable medium as defined in claim 75, wherein the instructions, when executed, cause the machine to transmit to the collection facility at least one of the webpage and the collected information.

77. A tangible computer readable medium as defined in claim 72, wherein the instructions, when executed, cause the machine to determine demographics of the audience member.

78. A tangible computer readable medium as defined in claim 77, wherein the instructions, when executed, cause the machine to transmit the demographics of the audience member to the collection facility, the demographics to be correlated with at least one of the intentionally placed product and the URL.

79. An audience measurement monitor to detect an intentionally placed product appearing in media presented by an information presenting device, the audience measurement monitor from an audience measurement company that did not place the intentionally placed product in the media, the audience measurement monitor comprising:

a detector to detect a presence of the intentionally placed product in the media and to detect an interaction with the intentionally placed product, the interaction including a selection of the intentionally placed product by an audience member during presentation of the intentionally placed product in the media;

a program identifier to identify the media in which the intentionally placed product is located; and

a data logging device to log at least one of the intentionally placed product detected by the detector, the interaction with the intentionally placed product detected by the detector, and the identity of the media.

80. An audience measurement monitor as defined in claim 79, wherein the information presenting device comprises at least one of a set top box (STB), an integrated receiver decoder (IRD), a personal computer (PC), a personal video recorder, a cable converter, and a tuner.

81. An audience measurement monitor as defined in claim 79, wherein the detector is to monitor the media presented by the information presenting device for information.

82. An audience measurement monitor as defined in claim 81, wherein the information for the intentionally placed product is broadcast before, with, or after, a portion of the media containing the intentionally placed product.

83. An audience measurement monitor as defined in claim 81, wherein the information is metadata carried in a data stream of a digital broadcast.

84. An audience measurement monitor as defined in claim 79, wherein the detector detects the interaction with the intentionally placed product by at least one of monitoring operating system events within the information presenting device and intercepting commands from a remote control to the information presenting device.

85. An audience measurement monitor as defined in claim 79, wherein the detector detects the interaction with the intentionally placed product by monitoring at least one of the audience member selecting the intentionally placed product to access information, how long the audience member is exposed to the information, selection of a URL associated with the intentionally placed product, and how long a webpage associated with the URL is displayed.

86. An audience measurement monitor as defined in claim 79, wherein the program identifier provides program identification information to the data logging device for inclusion in an event record created for the intentionally placed product.

87. An audience measurement monitor as defined in claim 86, wherein the event record identifies at least one of the intentionally placed product name, information associated with the intentionally placed product, a time at which the intentionally placed product was detected and the program identification information collected by the program identifier.

88. An audience measurement monitor as defined in claim 86, wherein the data logging device exports event records to a collection facility via a network.

89. An audience measurement monitor as defined in claim 79, further comprising a people meter to collect audience composition information, wherein the people meter comprises at least one of an active people meter that receives identification from the audience member, a passive people meter that automatically identifies the audience member, or a hybrid people meter which counts a number of persons in the audience and prompts the audience member to identify himself when the count of people changes.

90. An audience measurement monitor as defined in claim 89, wherein the people meter is in communication with the data logging device to enable storing of the audience member composition with the event record.

91. An audience measurement monitor as defined in claim 90, wherein the event record stores the identity of the audience member when an intentionally placed product is detected.

92. An audience measurement monitor from an audience measurement company that did not place the intentionally placed product in the media, the audience measurement monitor comprising:

a processor to:

monitor a data stream associated with media for metadata;

extract information from the metadata; and

analyze the information to determine that the media includes an intentionally placed product, wherein the information is to be presented at an information presenting device after a selection of the intentionally placed product by a user during presentation of the intentionally placed product in the media; and

a data logging device to store an occurrence of the intentionally placed product and the information.

93. An audience measurement monitor as defined in claim 92, wherein the information includes at least one of a size of a display of the intentionally placed product, a percentage of a screen of a display to be occupied by the intentionally placed product, a duration for which the intentionally placed product is to be displayed, and a number of frames in which the intentionally placed product is to be displayed.

94. An audience measurement monitor as defined in claim 92, further comprising a program identifier to identify the media.

95. An audience measurement monitor as defined in claim 94, wherein the program identifier identifies the media by determining a time and a tuned channel and comparing the tuned channel to a program schedule.

96. An audience measurement monitor as defined in claim 94, wherein the program identifier identifies the media by monitoring for one or more codes in at least one of a tuned media signal or an output of the information presenting device caused by playing the tuned media signal.

97. An audience measurement monitor as defined in claim 96, wherein the one or more codes comprises at least one of an audience measurement code inserted into a portion of the media signal to identify the media, a program identification header (PID) used for selecting packets from

a multiplexed stream of packets in a digital media stream including multiple programs, metadata, and closed captioning information.

98. An audience measurement monitor as defined in claim 94, wherein the program identifier identifies the media by generating a signature of one or more aspects of a tuned broadcast signal.

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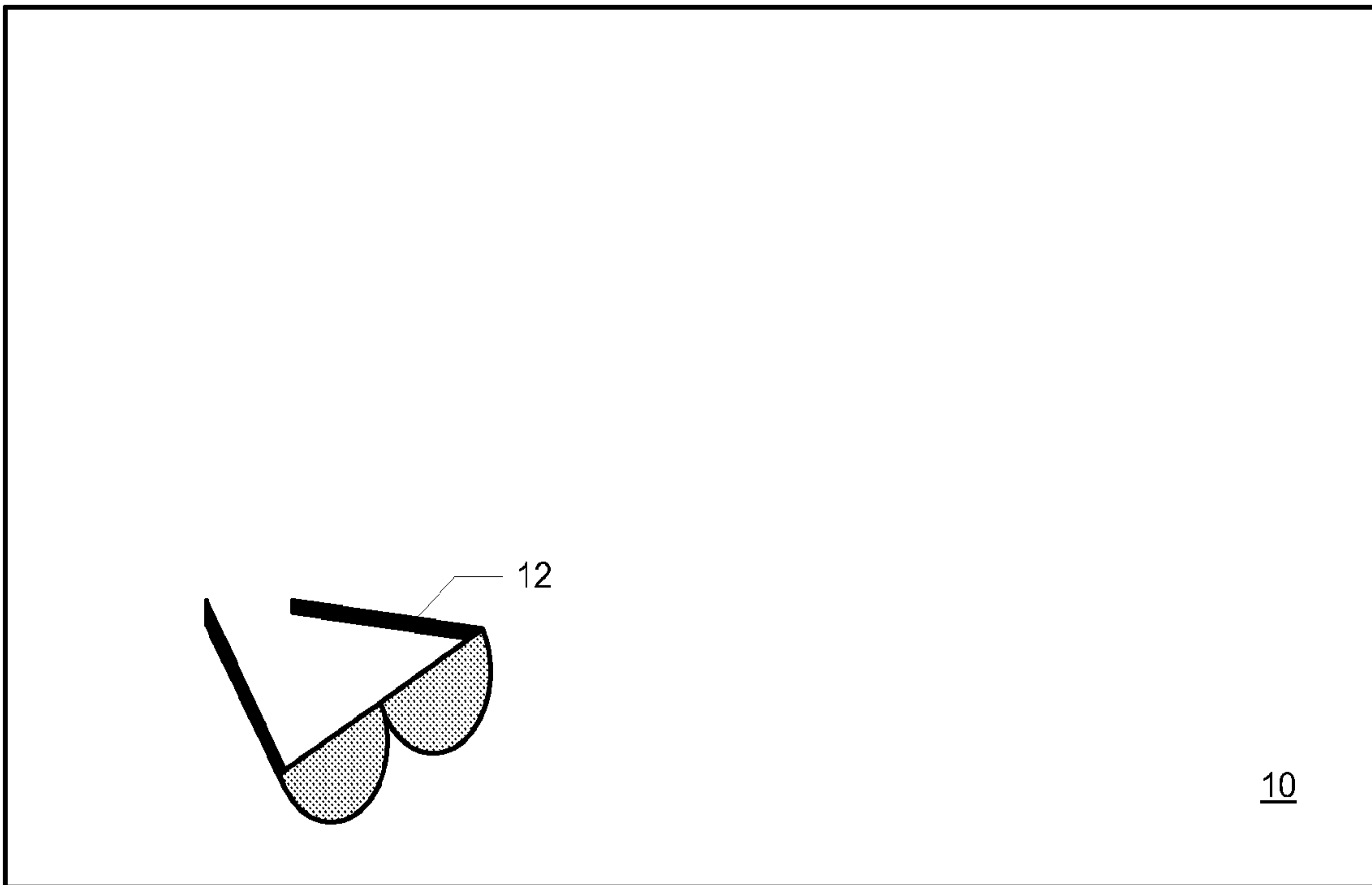


FIG. 1

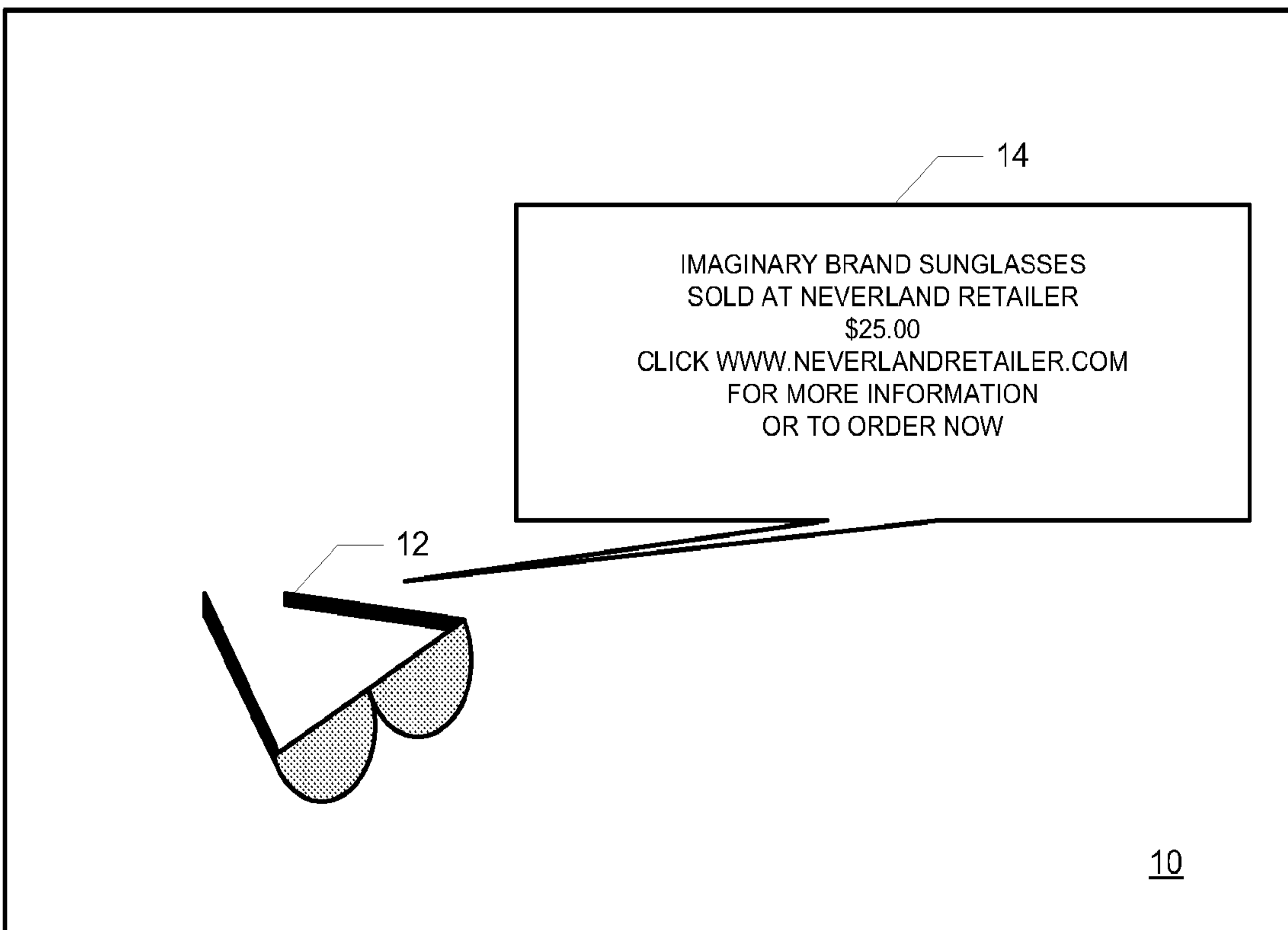


FIG. 2

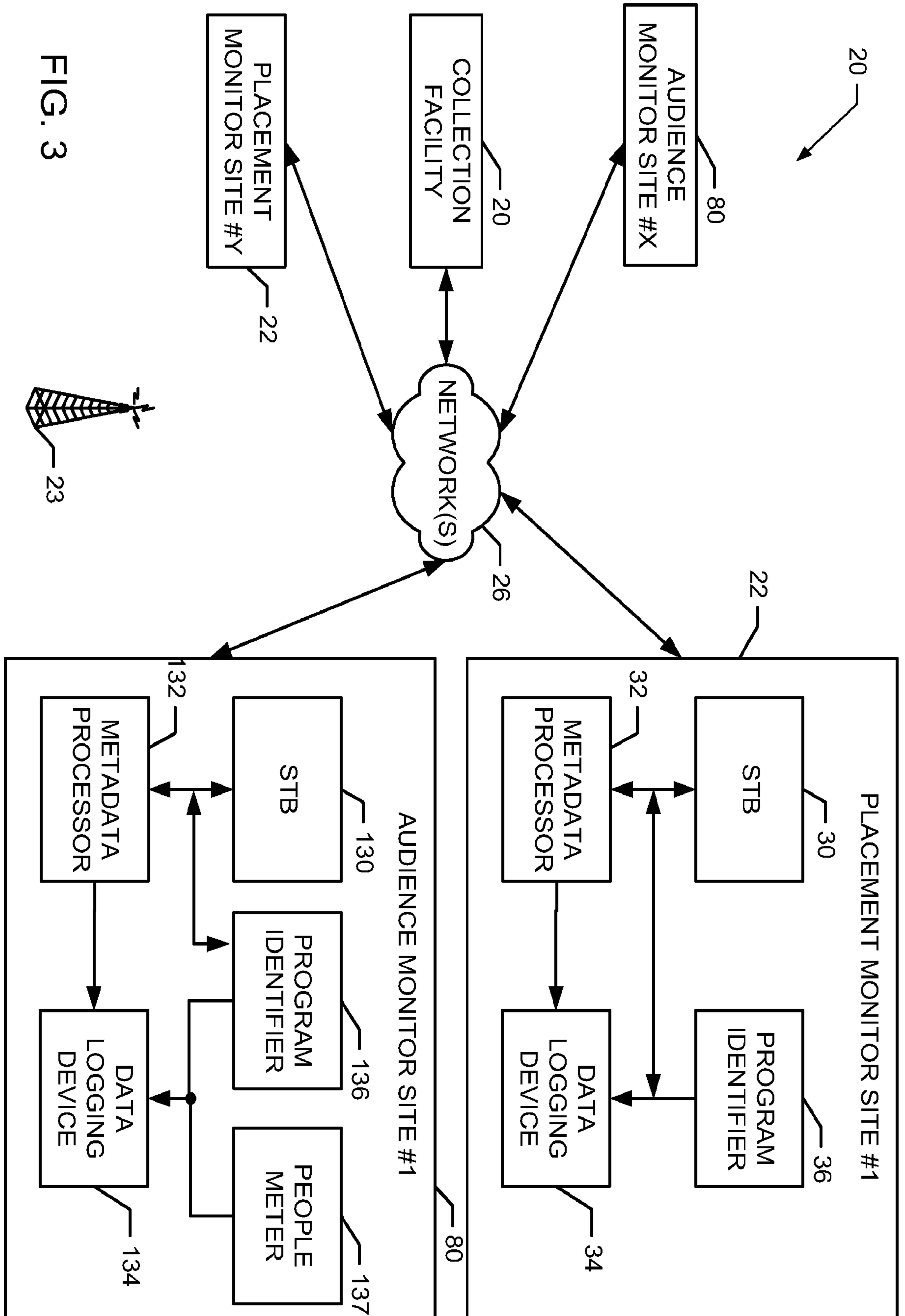


FIG. 3

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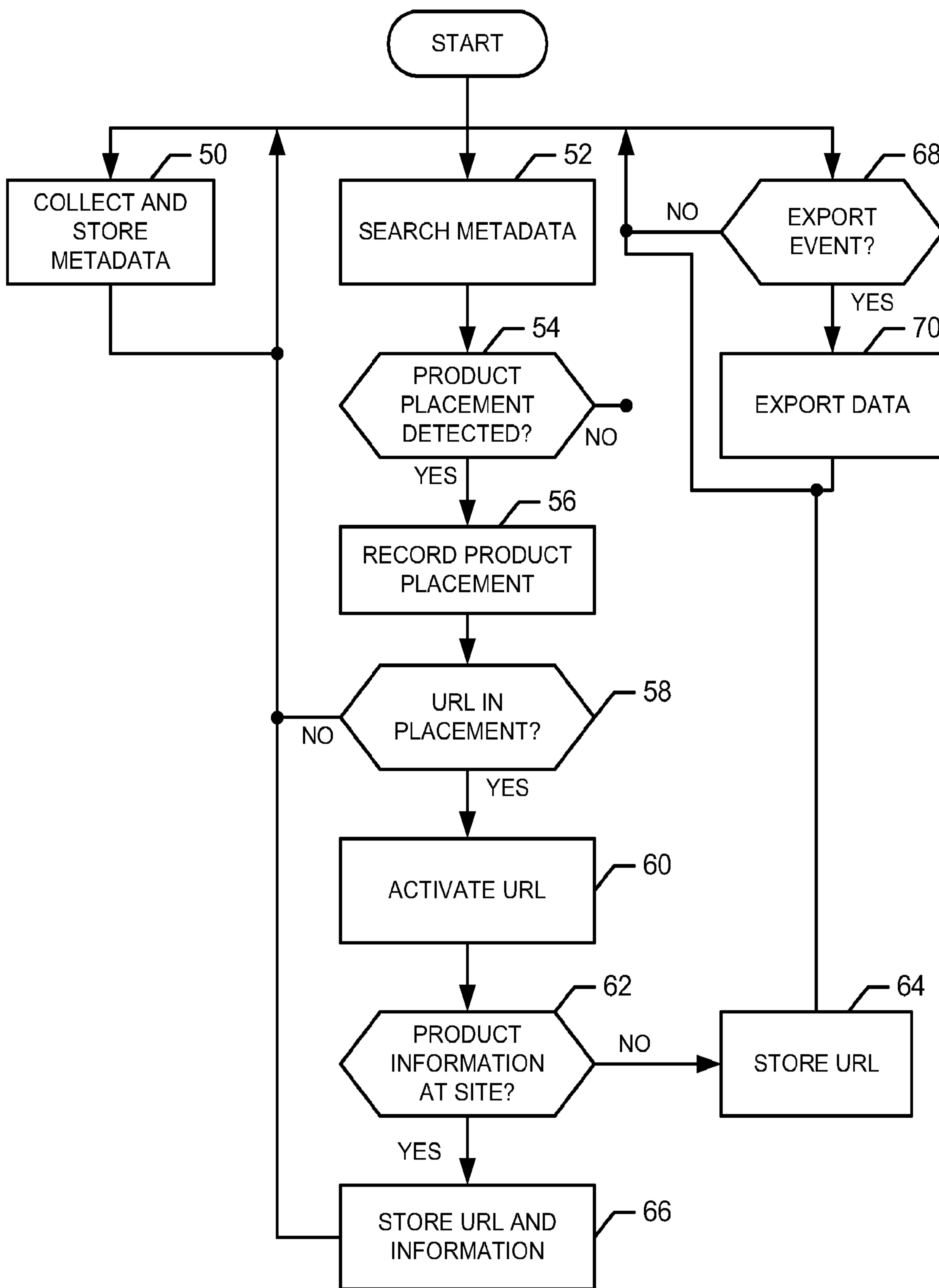


FIG. 4

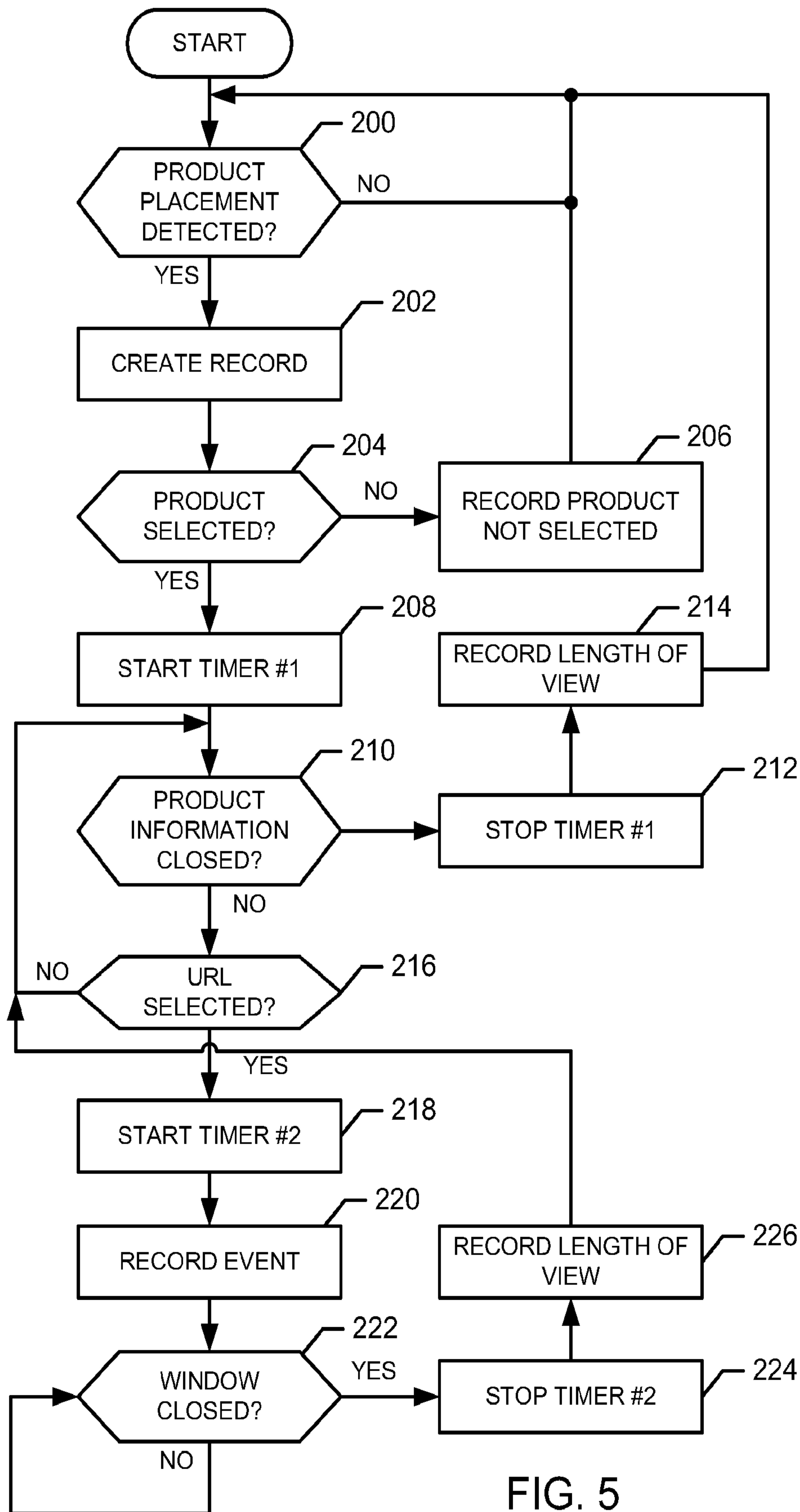


FIG. 5

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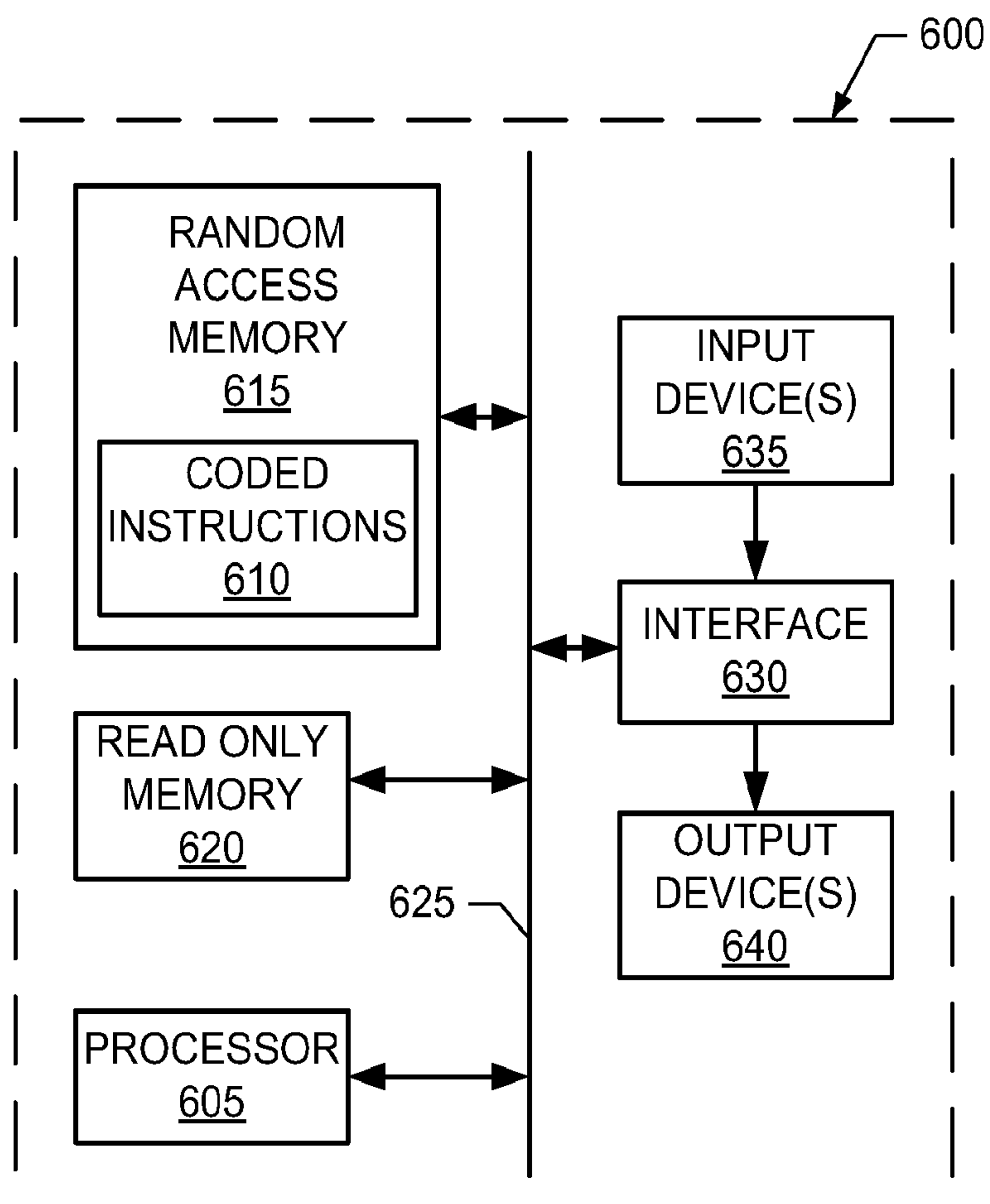


FIG. 6

