

(12) **United States Patent**
Nielsen

(10) **Patent No.:** **US 11,470,243 B2**
(45) **Date of Patent:** **Oct. 11, 2022**

(54) **METHODS AND APPARATUS TO CAPTURE IMAGES**

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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.

(21) Appl. No.: **17/751,283**

(22) Filed: **May 23, 2022**

(65) **Prior Publication Data**

US 2022/0286601 A1 Sep. 8, 2022

Related U.S. Application Data

(63) Continuation of application No. 17/666,322, filed on
Feb. 7, 2022, which is a continuation of application
(Continued)

(51) **Int. Cl.**

H04N 5/232 (2006.01)
G06V 40/16 (2022.01)
H04N 21/4223 (2011.01)
H04N 21/442 (2011.01)
G06V 40/10 (2022.01)
G06V 20/52 (2022.01)
H04N 21/4415 (2011.01)
H04H 60/45 (2008.01)
G06V 10/141 (2022.01)
H04N 5/347 (2011.01)

(Continued)

(52) **U.S. Cl.**

CPC **H04N 5/23219** (2013.01); **G06V 10/141**
(2022.01); **G06V 20/53** (2022.01); **G06V**
40/103 (2022.01); **G06V 40/161** (2022.01);
G06V 40/172 (2022.01); **H04H 60/45**
(2013.01); **H04N 5/2256** (2013.01); **H04N**
5/33 (2013.01); **H04N 5/347** (2013.01); **H04N**
21/4223 (2013.01); **H04N 21/4415** (2013.01);
H04N 21/44218 (2013.01)

(58) **Field of Classification Search**

CPC **H04N 5/23219**; **H04N 5/2256**; **H04N 5/33**;
H04N 5/347; **H04N 21/4223**; **H04N**
21/4415; **H04N 21/44218**; **G06V 10/141**;
G06V 20/53; **G06V 40/103**; **G06V**
40/161; **G06V 40/172**; **H04H 60/45**
See application file for complete search history.

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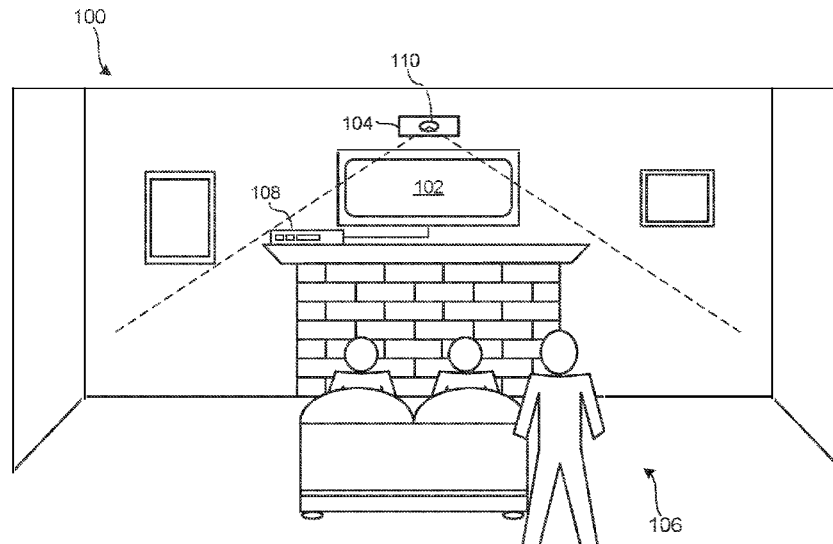
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(57) **ABSTRACT**

Methods and apparatus to obtain exposure data for media
exposure environment(s) are disclosed. An example appa-
ratus disclosed herein includes processor circuitry to deter-
mine audience identification information and content iden-
tifying data.

29 Claims, 5 Drawing Sheets



Related U.S. Application Data

No. 16/878,935, filed on May 20, 2020, now Pat. No. 11,245,839, which is a continuation of application No. 16/196,810, filed on Nov. 20, 2018, now abandoned, which is a continuation of application No. 15/793,108, filed on Oct. 25, 2017, now Pat. No. 10,165,177, which is a continuation of application No. 15/419,120, filed on Jan. 30, 2017, now Pat. No. 9,843,717, which is a continuation of application No. 14/732,175, filed on Jun. 5, 2015, now Pat. No. 9,560,267, which is a continuation of application No. 13/327,227, filed on Dec. 15, 2011, now Pat. No. 9,082,004.

(51) **Int. Cl.**

H04N 5/33 (2006.01)

H04N 5/225 (2006.01)

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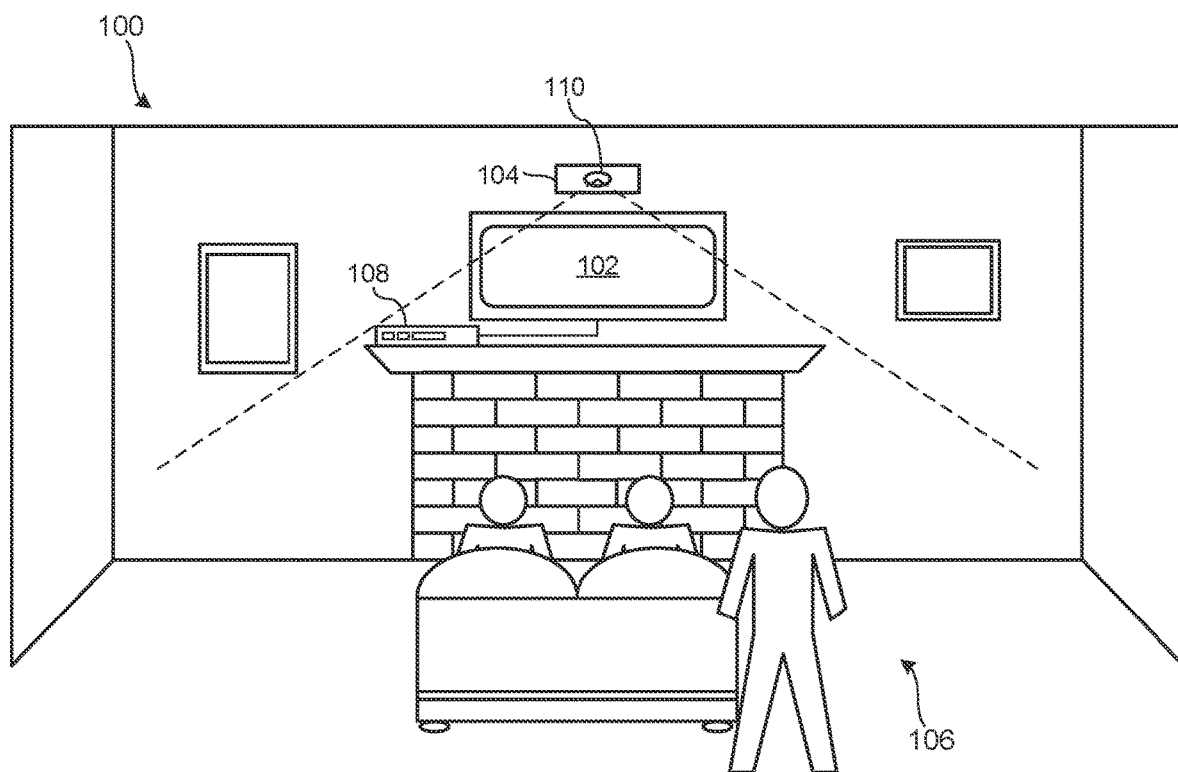


FIG. 1

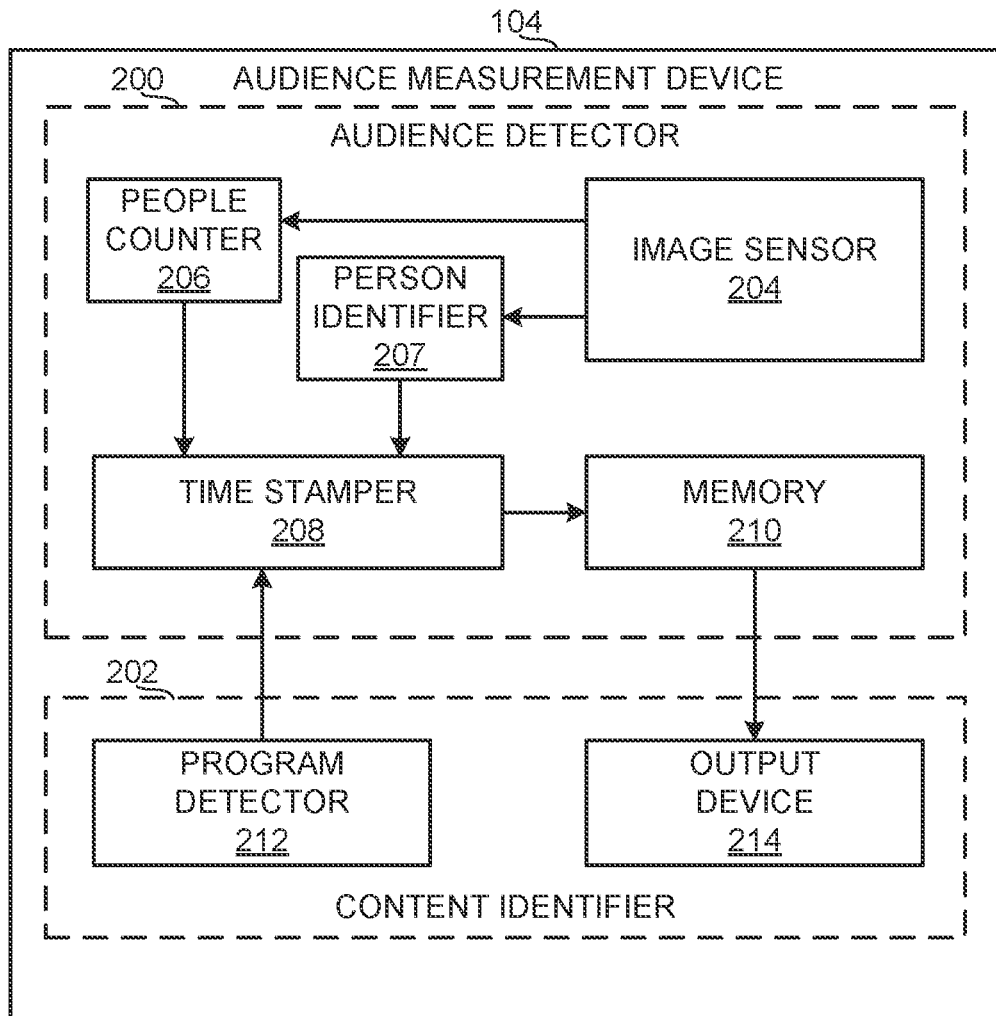


FIG. 2

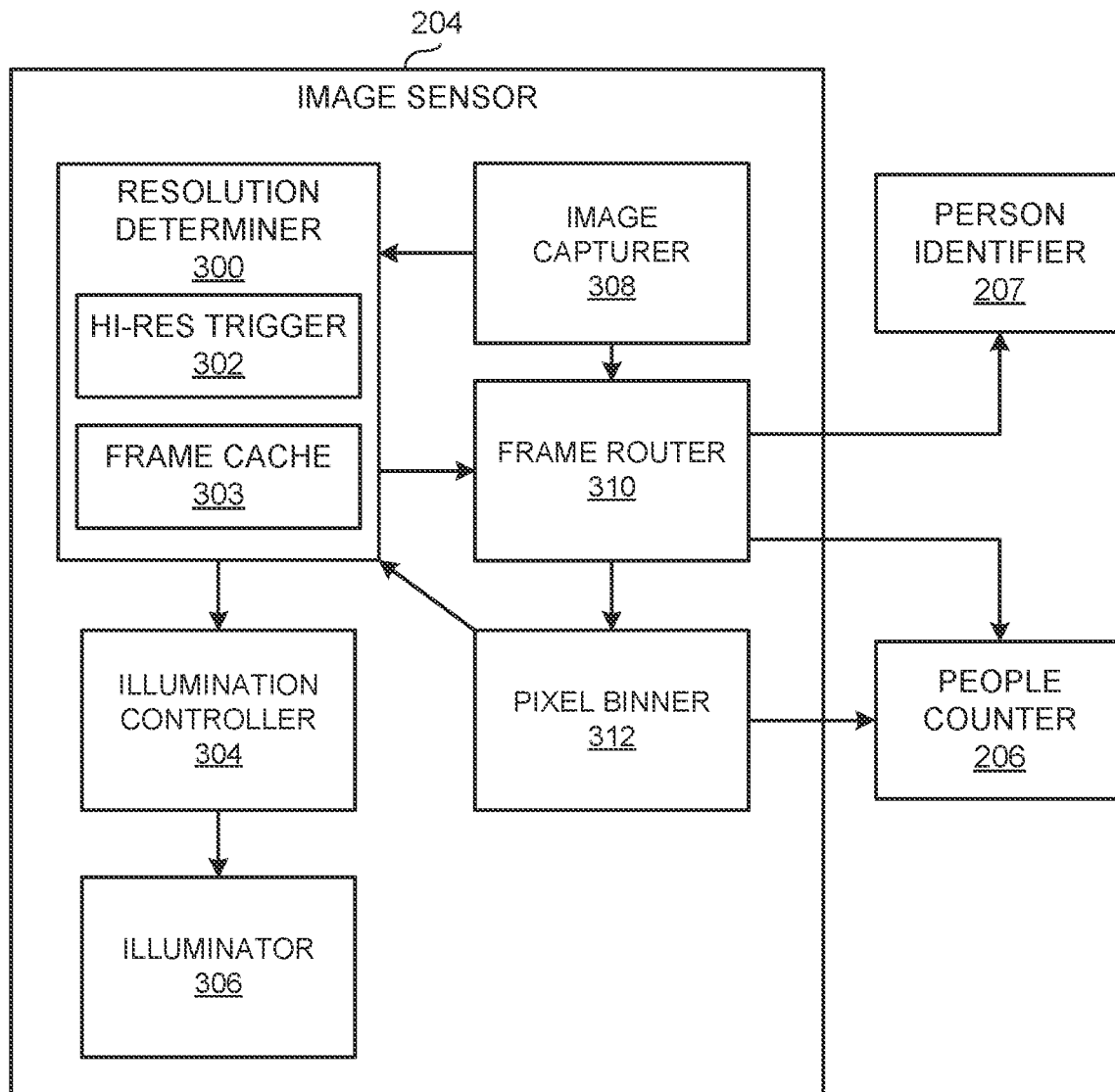
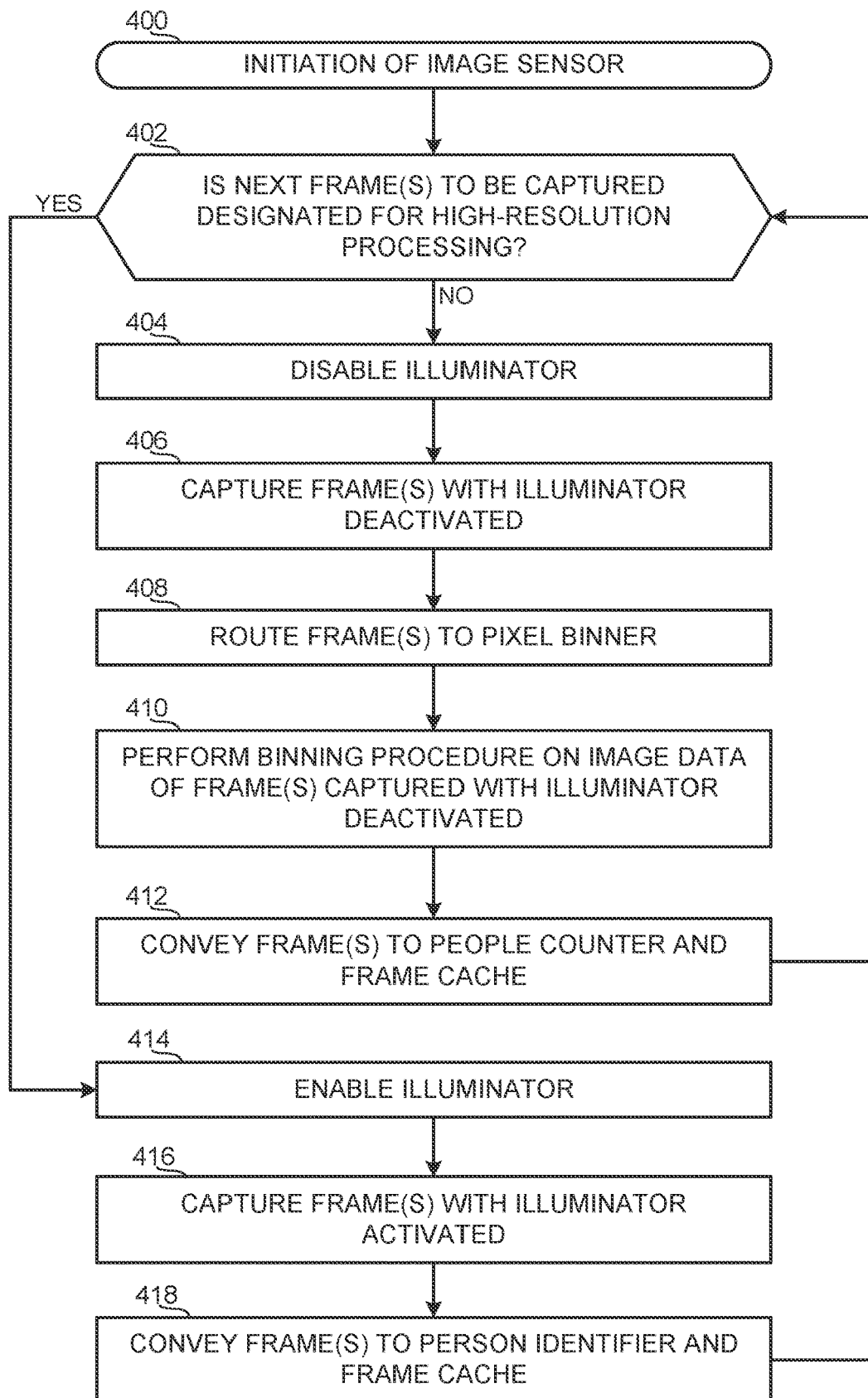
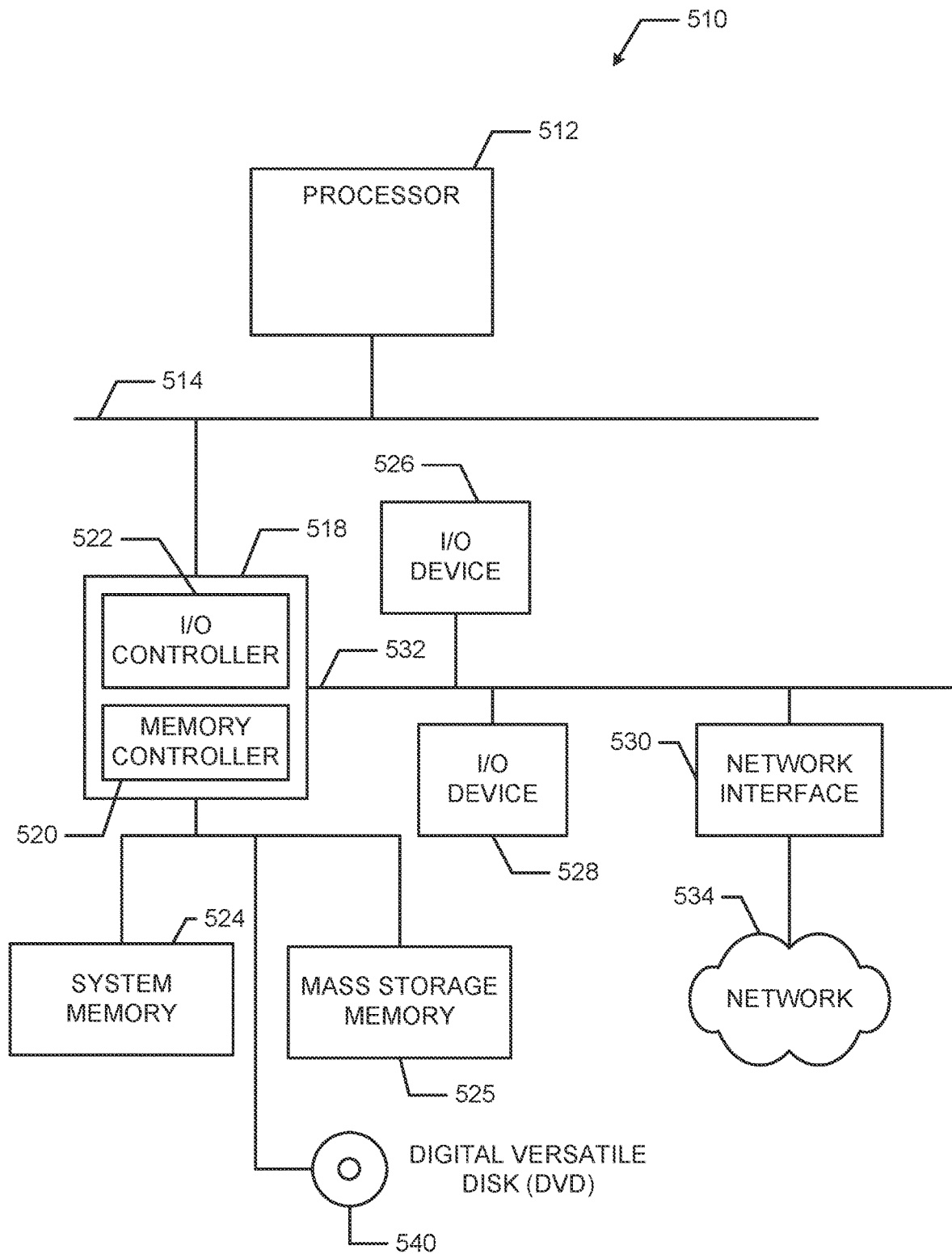


FIG. 3

**FIG. 4**

**FIG. 5**

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METHODS AND APPARATUS TO CAPTURE IMAGES

RELATED APPLICATIONS

This patent arises from a continuation of U.S. patent application Ser. No. 17/666,322, filed Feb. 7, 2022, which is a continuation of U.S. patent application Ser. No. 16/878,935, filed May 20, 2020, now U.S. Pat. No. 11,245,839, which is a continuation of U.S. patent application Ser. No. 16/196,810, filed Nov. 20, 2018, which is a continuation of U.S. patent application Ser. No. 15/793,108, filed Oct. 25, 2017, now U.S. Pat. No. 10,165,177, which is a continuation of U.S. patent application Ser. No. 15/419,120, filed Jan. 30, 2017, now U.S. Pat. No. 9,843,717, which is a continuation of U.S. patent application Ser. No. 14/732,175, filed Jun. 5, 2015, now U.S. Pat. No. 9,560,267, which is a continuation of U.S. patent application Ser. No. 13/327,227, filed Dec. 15, 2011, now U.S. Pat. No. 9,082,004. U.S. patent application Ser. No. 17/666,322, U.S. patent application Ser. No. 16/878,935, U.S. patent application Ser. No. 16/196,810, U.S. patent application Ser. No. 15/793,108, U.S. patent application Ser. No. 15/419,120, U.S. patent application Ser. No. 14/732,175, and U.S. patent application Ser. No. 13/327,227 are hereby incorporated herein by reference in their entirety. Priority to U.S. patent application Ser. No. 17/666,322, U.S. patent application Ser. No. 16/878,935, U.S. patent application Ser. No. 16/196,810, U.S. patent application Ser. No. 15/793,108, U.S. patent application Ser. No. 15/419,120, U.S. patent application Ser. No. 14/732,175 and U.S. patent application Ser. No. 13/327,227 is claimed.

FIELD OF THE DISCLOSURE

This disclosure relates generally to audience measurement and, more particularly, to methods and apparatus to capture images.

BACKGROUND

Audience measurement of media content (e.g., broadcast television and/or radio, stored audio and/or video content played back from a memory such as a digital video recorder or a digital video disc, audio and/or video content played via the Internet, video games, etc.) often involves collection of content identifying data (e.g., signature(s), fingerprint(s), embedded code(s), channel information, time of consumption information, etc.) and people data (e.g., identifiers, demographic data associated with audience members, etc.). The content identifying data and the people data can be combined to generate, for example, media exposure data indicative of amount(s) and/or type(s) of people that were exposed to specific piece(s) of media content.

In some audience measurement systems, the collected people data includes an amount of people being exposed to media content. To calculate the amount of people being exposed to the media content, some measurement systems capture a series of images of a media exposure environment (e.g., a television room, a family room, a living room, a bar, a restaurant, etc.) and analyze the images to determine how many people appear in the images at a particular date and time. The calculated amount of people in the media exposure environment can be correlated with media content being presented at the particular date and time to provide exposure data (e.g., ratings data) for that media content. Additionally,

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some audience measurement systems identify people in the images via one or more identification techniques such as, for example, facial recognition.

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BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is an illustration of an example exposure environment including an example audience measurement device disclosed herein.

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FIG. 2 is a block diagram of an example implementation of the example audience measurement device of FIG. 1.

FIG. 3 is a block diagram of an example implementation of the example image sensor of FIG. 2.

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FIG. 4 is a flowchart illustrating example machine readable instructions that may be executed to implement the example image sensor of FIGS. 1, 2 and/or 3.

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FIG. 5 is a block diagram of an example processing system capable of executing the example machine readable instructions of FIG. 4 to implement the example image sensor of FIGS. 1, 2 and/or 3.

DETAILED DESCRIPTION

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To count people in a media exposure environment, such as a room of a house in which a television is located, some audience measurement systems attempt to recognize objects as humans in a series of captured images of the room. A tally is maintained for each frame of image data to reflect an amount of people in the room at a time corresponding to a respective frame. That is, each recognition of an object as a human in a frame increases the tally associated with that frame. The audience measurement system counting the people in the room may also collect content identifying information to identify media content being presented (e.g., aurally and/or visually) in the room. With the identification of the media content and the amount of people in the room at a given date and time, the audience measurement system is aware of how many people were exposed to the specific media content.

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Additionally, some systems recognize an identity of one or more of the detected humans by, for example, performing a facial recognition process on image data of one or more of the frames, receiving identifier(s) from the detected humans, detecting identifying signal(s) generated by devices carried by the humans, etc. Personal identification information can be used in conjunction with the content identifying information and/or the tally information to generate exposure information related to the content. When an audience measurement system uses a facial recognition process to identify people, an accuracy of the identification increases with an increase in resolution of the image data on which the facial recognition process is performed. In other words, the higher the resolution of a frame of image data, the more likely identification made via facial recognition will be accurate.

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To provide high-resolution image data, audience measurement systems that include facial recognition capabilities typically employ high-resolution image sensors equipped with an illumination source, such as an infrared (IR) light emitting diode (LED). In previous systems, each time the high-resolution image sensor captures a frame of image data, the illumination source illuminates a surrounding area. The resulting illumination provides lighting conditions favorable to capturing high-resolution image data. When the illumination source is an IR LED, the illumination source emits IR light to enable the image sensor to capture illuminated

objects. In addition to the IR light, IR emitters also emit light from the visible spectrum that appears as a red glow from the emitter.

Frequent activation of the illumination sources when capturing image data represents a significant power drain for the audience measurement system. Moreover, frequent interval activation (e.g., every two seconds) of the illumination source shortens a lifetime of the illumination source. Additionally, due to significant amounts of heat generated by the illumination sources, heat sinking devices and techniques are typically needed in systems that activate the illumination sources frequently. Further, light emissions of the illumination source has the potential to annoy people such as, for example, members of a panel that are exposed to the illumination source while in the presence of the audience measurement system. In an audience measurement system utilizing an IR LED, the red glow emitted from the illumination source is a blinking red light that faces the panel members while the panel members are, for example, watching a television. This blinking red light may annoy some panel members. Annoyance of panel members is undesirable and may prove detrimental to an ability of the audience measurement system to maintain persons in the panel and/or to collect as much data as possible. That is, some audience measurement systems rely on the willing participation of panel members and, thus, reduction or elimination of annoying aspects of the system is beneficial to avoid impairing willingness to volunteer. An annoying feature of the audience measurement system may decrease panelist compliance with and/or participation in the system.

Example methods, apparatus, and articles of manufacture disclosed herein reserve use of an illumination source of a high-resolution image sensor for frames of image data designated for processing that requires high-resolution image data. Example frames designated for such processing include frames on which a facial recognition process is to be executed. For frames not designated for processing that requires high-resolution image data, example methods, apparatus, and articles of manufacture disclosed herein capture image data without the use of the illumination source. Example frames not designated for processing that requires high-resolution image data include frames on which a person count (e.g., a body count) is to be executed without recognizing an identity of the detected persons. Additionally, when image data is captured without activation of the illumination source (e.g., when the corresponding frame will not be subjected to facial recognition), example methods, apparatus, and articles of manufacture disclosed herein enhance resulting images to compensate for low light levels and loss of contrast due to lack of illumination. In particular, example methods, apparatus, and articles of manufacture disclosed herein employ a pixel binning procedure on the image data captured without use of the illumination source. Binning is the process of summing pixel values in a neighborhood of pixels (e.g., a 2x2, 3x3, 4x4, etc. area), thereby capturing more light per pixel at the cost of lower resolution. However, for example methods, apparatus, and articles of manufacture disclosed herein, the lower resolution is acceptable for the frames captured without the use of the illumination source because, as described above, those frames will not be subjected to processing that requires high-resolution data.

Accordingly, example methods, apparatus, and articles of manufacture disclosed herein selectively activate an illumination source associated with an image sensor for certain frames. In contrast, previous systems activate the illumination source for each frame captured by a corresponding

image sensor. In many instances, frames not designated for high-resolution processing (e.g., frames used solely to count people) greatly outnumber the frames designated for high-resolution frame (e.g., frame used for facial recognition). In fact, as described below, a mode of an image sensor during which image data is captured without the use of the illumination source (e.g., because high-resolution image data is not necessary for the corresponding frame(s)) is referred to herein as a 'majority capture' mode. Conversely, because the number of frames requiring high-resolution image data is far less than the number of frames for which lower resolution image data is acceptable, a mode of the image sensor during which image data is captured with the use of the illumination source is referred to herein as a 'minority capture' mode.

Because the illumination source is a significant power consumer, selective activation of the illumination source provided by example methods, apparatus, and articles of manufacture disclosed herein greatly reduce power consumption levels of the image sensors of audience measurement systems. Moreover, the selective activation provided by example methods, apparatus, and articles of manufacture disclosed herein extends the operational lifetime of the image sensors of audience measurement systems by less frequently operating the corresponding illumination sources. Further, the selective activation provided by example methods, apparatus, and articles of manufacture disclosed herein reduces or even eliminates the need for heat sinking devices and/or techniques otherwise required to dissipate heat generated by the illumination sources. In addition to the reduced resource consumption provided by example methods, apparatus, and articles of manufacture disclosed herein, audience measurement methods, systems, and articles of manufacture employing the selective activation disclosed herein reduce the likelihood that panel members become irritated by light and/or glow emitted from illumination sources. As described above, illumination sources of image sensors typically face panel members in a media exposure environment (e.g., a television room) and, thus, the panel members are subjected to a blinking and/or glowing light whenever the illumination source is activated. In previous systems utilizing a high-resolution image sensor, each frame is captured with the use of the illumination source, resulting in a blinking light (e.g., red light in the case of an IR LED flash unit being used as the illumination source) or a light that is seemingly persistently on throughout operation of the system. Selectively activating the illumination source for frames requiring high-resolution image data and not activating the illumination source for other frames, as disclosed herein, considerably reduces the instances of illumination of the media exposure environment and, thus, the potential for irritating the panel members.

FIG. 1 is an illustration of an example media exposure environment **100** including a media presentation device **102** and an example audience measurement device **104** for measuring and/or identifying an audience **106** of the media presentation device **102**. In the illustrated example of FIG. 1, the media exposure environment **100** is a room of a household that has been statistically selected to develop television ratings data for a population/demographic of interest. Assumingly, one or more persons of the household have registered with the system and provided this demographic information. The example audience measurement device **104** can be implemented in additional and/or alternative types of environments such as, for example, a room in a non-statistically selected household, a theater, a restaurant, a tavern, a retail location, an arena, etc. In the illustrated example of FIG. 1, the media presentation device is a

5

television **102** coupled to a set-top box (STB) **108** that implements a digital video recorder (DVR) and a digital versatile disc (DVD) player. The example audience measurement device **104** can be implemented in connection with additional and/or alternative types of media presentation devices such as, for example, a radio, a computer monitor, a video game console and/or any other communication device able to present content to one or more individuals.

The example audience measurement device **104** of FIG. **1** utilizes a camera **110** to capture a plurality of time stamped frames of image data of the environment **100**. The example camera **110** captures images within a field of view defined by the dotted lines of FIG. **1**. In the example shown in FIG. **1**, an image captured by the camera **110** includes each member of a three-person audience **106**. The images captured by the camera **110** are used to generate people tallies representative of how many people are in the audience **106** and/or personal identifications of the people in the audience. As described in detail below, the example audience measurement device **104** of FIG. **1** also monitors the environment **100** to identify media content being presented (e.g., displayed, played, etc.) by the television **102** and/or other media presentation devices to which the audience **106** is exposed. Identification(s) of media content to which the audience **106** is exposed are correlated with the people tallies and/or the personal identifications to generate exposure data for the media content.

FIG. **2** is a block diagram of an example implementation of the example audience measurement device **104** of FIG. **1**. The example audience measurement device **104** of FIG. **2** includes an audience detector **200** and a content identifier **202**. The example audience detector **200** includes an image sensor **204**, a people counter **206**, a person identifier **207**, a time stamper **208**, and a memory **210**. The example image sensor **204** of FIG. **2** captures frames of image data of the environment **100**, which includes the audience **106** being exposed to a presentation output by the media presentation device **102** of FIG. **1**. In the illustrated example, the image sensor **204** is implemented by a high-resolution camera capable of capturing high-resolution image data, such as an image sensor configured to capture images at a resolution of, for example, 1920×1080 or 1280×960. In some examples, the image sensor **204** and/or the camera **110** of FIG. **1** is implemented by a gaming system, such as XBOX® Kinect®.

In the illustrated example, the frames obtained by the image sensor **204** of FIG. **2** are conveyed to the people counter **206**. The example people counter **206** determines how many people appear in each of the received frames and records each of the amounts of people as a tally for each frame. The example people counter **206** can determine how many people appear in a frame in any suitable manner using any suitable technique. For example, the people counter **206** of FIG. **2** recognizes a general shape of a human body and/or a human body part, such as a head and/or torso. Additionally or alternatively, the example people counter **206** of FIG. **2** may count a number of “blobs” that appear in the frame and count each distinct blob as a person. Recognizing human shapes and counting “blobs” are illustrative examples and the people counter **206** of FIG. **2** can count people using any number of additional and/or alternative techniques. An example manner of counting people is described by Blumenthal in U.S. patent application No. 10/538,483, filed on Jun. 8, 2005, now U.S. Pat. No. 7,203,338, which is hereby incorporated herein by reference in its entirety. To track the number of detected people in a room, the example people

6

counter **206** of FIG. **2** also tracks a position (e.g., an X-Y coordinate) of each detected person.

In the illustrated example, some frames obtained by the image sensor **204** of FIG. **2** are conveyed to the person identifier **207** in addition to or in lieu of the people counter **206**. As described in greater detail below in connection with FIG. **3**, the frames conveyed to the example person identifier **207** of FIG. **2** are frames designated (e.g., by the image sensor **204** and/or any other component of the audience measurement system **100**) for a facial recognition procedure such that people captured in those frames can be individually identified. In some examples, the audience detector **200** may have additional or alternative methods and/or components to identify people in the frames captured by the image sensor **204**, such as a feedback system to which the members of the audience **106** provide (e.g., actively and/or passively) identification to the audience measurement device **104**). To identify people in the frames captured by the image sensor **204**, the example person identifier **207** includes or has access to a collection (e.g., stored in a database) of facial signatures (e.g., vectors). Each facial signature corresponds to a person having a known identity to the person identifier **207**. The collection includes an identifier (ID) for each known facial signature that corresponds to a known person. For example, in reference to FIG. **1**, the collection of facial signatures may correspond to frequent visitors and/or members of the household associated with the room **100**. The example person identifier **207** analyzes one or more regions of a frame thought to correspond to a human face and develops a pattern or map for the region(s). The pattern or map of the region represents a facial signature of the detected human face. The example person identifier **207** compares the detected facial signature to entries of the facial signature collection. When a match is found, the person identifier **207** has successfully identified at least one person in the frame. In such instances, the person identifier **207** records (e.g., in a memory address dedicated to the person identifier **207**) the ID associated with the matching facial signature of the collection. When a match is not found, the person identifier **207** of the illustrated example retries the comparison or prompts the audience **106** for information that can be added to the collection of known facial signatures for the unmatched face. More than one signature may correspond to the same face (i.e., the face of the same person).

The example people counter **206** of FIG. **2** outputs the calculated tallies and/or corresponding image frames (or identifications thereof) to the time stamper **208**. Also, the person identifier **207** outputs the records ID(s) for any identified persons and/or the corresponding image frames (or identifications thereof) to the time stamper **208**. The time stamper **208** of the illustrated example includes a clock and a calendar. The example time stamper **208** associates a time and date with each calculated tally and/or ID and the corresponding frame by, for example, appending the time/date data to the end of the tally data, the ID(s), and/or the frame. A data package (e.g., the tally, the ID(s), the date and time, and/or the frame) is stored in the memory **210**. The memory **210** may include a volatile memory (e.g., Synchronous Dynamic Random Access Memory (SDRAM), Dynamic Random Access Memory (DRAM), RAMBUS Dynamic Random Access Memory (RDRAM, etc.) and/or a non-volatile memory (e.g., flash memory). The memory **210** may include one or more double data rate (DDR) memories, such as DDR, DDR2, DDR3, mobile DDR (mDDR), etc. The memory **210** may also include one or more mass storage devices such as, for example, hard drive disk(s), compact disk drive(s), digital versatile disk drive(s), etc.

The example content identifier **202** of FIG. **2** includes a program detector **212** and an output device **214**. The example program detector **212** of FIG. **2** detects presentation(s) of media content in the media exposure environment **100** and collects identification information associated with the detected presentation(s). For example, the program detector **212**, which may be in wired and/or wireless communication with the presentation device **102** and/or the STB **108** of FIG. **1**, can identify a presentation time and a source of a presentation. The presentation time and the source identification data may be utilized to identify the program by, for example, cross-referencing a program guide configured, for example, as a look up table. The source identification data may, for example, be the identity of a channel obtained, for example, by monitoring a tuner of the STB **108** or a digital selection (e.g., a remote control signal) of a channel to be presented on the television **102**. Additionally or alternatively, codes embedded with or otherwise broadcast with media content being presented via the STB **108** and/or the television **102** may be utilized by the program detector **212** to identify the presentation. As used herein, a code is an identifier that is transmitted with the media content for the purpose of identifying and/or tuning the corresponding media content. Codes may be carried in the audio, in the video, in metadata, in a vertical blanking interval, in a program guide, in content data, or in any other portion of the media content or the signal carrying the content. Additionally or alternatively, the program detector **212** can collect a signature representative of a portion of the media content. As used herein, a signature is a representation of some characteristic of the media content (e.g., a frequency spectrum of an audio signal). Collected signature(s) can be compared against a collection of signatures of known media content to identify the corresponding media content. The signature(s) can be collected by the program detector **212** and/or the program detector **212** can collect samples of the media content and export them to a remote site for generation of the signature(s). Irrespective of the manner in which the media content of the presentation is identified, the identification information is time stamped by the time stamper **208** and maybe stored in the memory **210**.

In the illustrated example of FIG. **2**, the output device **214** periodically and/or aperiodically exports the recorded data from the memory **214** to a data collection facility via a network (e.g., a local-area network, a wide-area network, a metropolitan-area network, the Internet, a digital subscriber line (DSL) network, a cable network, a power line network, a wireless communication network, a wireless mobile phone network, a Wi-Fi network, etc.). The data collection facility of the illustrated example utilizes the people tallies generated by the people counter **206** and/or the personal IDs generated by the person identifier **207** in conjunction with the content identifying data collected by the program detector **212** to generate exposure information and/or compliance information (e.g., indications of whether or not members of a panel have behaved in accordance with term(s) of membership). Alternatively, the data analysis could be performed locally and exported via a network or the like to a data collection facility for further processing. For example, the amount of people (as counted by the people counter **206**) in the exposure environment **100** at a time (as indicated by the time stamp appended to the people tally by the time stamper **208**) in which a sporting event (as identified by the program detector **212**) was presented by the television **102** can be used in a rating calculation for the sporting event. In some examples, additional information (e.g., demographic data associated with one or more people personally identified by

the person identifier **207**, geographic data, etc.) is correlated with the exposure information at the data collection facility to expand the usefulness of the data collected by the example audience measurement device **104** of FIGS. **1** and/or **2**. The data collection facility of the illustrated example compiles data from many monitored exposure environments.

While an example manner of implementing the audience measurement device **104** of FIG. **1** has been illustrated in FIG. **2**, one or more of the elements, processes and/or devices illustrated in FIG. **2** may be combined, divided, re-arranged, omitted, eliminated and/or implemented in any other way. Further, the example audience detector **200**, the example content identifier **202**, the example image sensor **204**, the example people counter **206**, the person identifier **207**, the example time stamper **208** and/or, more generally, the example audience measurement device **104** of FIG. **2** may be implemented by hardware, software, firmware and/or any combination of hardware, software and/or firmware. Thus, for example, any of the example audience detector **200**, the example content identifier **202**, the example image sensor **204**, the example people counter **206**, the person identifier **207**, the example time stamper **208** and/or, more generally, the example audience measurement device **104** of FIG. **2** could be implemented by one or more circuit(s), programmable processor(s), application specific integrated circuit(s) (ASIC(s)), programmable logic device(s) (PLD(s)) and/or field programmable logic device(s) (FPLD(s)), field programmable gate array (FPGA), etc. When any of the apparatus or system claims of this patent are read to cover a purely software and/or firmware implementation, at least one of the example audience detector **200**, the example content identifier **202**, the example image sensor **204**, the example people counter **206**, the person identifier **207**, the example time stamper **208**, and/or the example audience measurement device **104** of FIG. **2** are hereby expressly defined to include a tangible computer readable medium such as a memory, DVD, CD, BluRay, etc. storing the software and/or firmware. Further still, the example audience measurement device **104** of FIG. **2** may include one or more elements, processes and/or devices in addition to, or instead of, those illustrated in FIG. **2**, and/or may include more than one of any or all of the illustrated elements, processes and devices.

FIG. **3** is a block diagram of an example implementation of the example image sensor **204** of FIG. **2**. The example image sensor **204** of FIG. **3** includes a resolution determiner **300**, a high-resolution (hi-res) trigger **302**, a frame cache **303**, an illumination controller **304**, an illuminator **306**, an image capturer **308**, a frame router **310**, and a pixel binner **312**. In the illustrated example, the image sensor **204** operates in a first mode for frames not designated for processing that requires high-resolution image data. The first mode is referred to herein as a majority mode. In some examples, a default mode of the image sensor **204** is the majority mode. The example image sensor **204** also operates in a second mode for frames designated for processing that requires high-resolution image data, such as frames designated for a facial recognition process to be executed by the example person identifier **207** of FIG. **2**. The second mode is referred to herein as a minority mode. The first mode is referred to as the majority mode and the second mode is referred to as a minority mode because the image sensor **204** is expected (but not necessarily) to be in the majority mode more often than the minority mode.

The resolution determiner **300** of the illustrated example determines in which mode the image sensor **204** is to operate for a given time period, an image frame and/or set of image

frames. In the illustrated example of FIG. 3, the resolution determiner 300 causes the image sensor to operate in the majority mode unless the minority mode has been triggered. As described above, the minority mode is to be entered when a frame to be captured by the image capturer 308 is designated to undergo, for example, a facial recognition process. To determine when an upcoming frame or set of frames is to undergo such resolution-demanding process, the example hi-res trigger 302 references the frame cache 303. The example frame cache 303 of FIG. 3 is a memory that stores frames recently captured by the image capturer 308. The example frame cache 303 of FIG. 3 receives frames directly from the image capturer 308 and/or the pixel binner 312, which is described in detail below. The hi-res trigger 302 retrieves one or more of the recently captured frames from the frame cache 303 and analyzes the frame(s) to determine whether a shape corresponding to a human head and/or face appears in the previous frame(s). In some examples, the hi-res trigger 302 also determines whether the detected head and/or face of the previous frames is oriented such that a facial recognition process can be successfully performed on the corresponding image data. In some examples, the hi-res trigger 302 also determines a period of time during which the detected head and/or face has been in a general location (e.g., if the corresponding person is not moving from a general position in the frame). Given the results of the one or more analyses performed by the hi-res trigger 302 on the previous frame(s), the example hi-res trigger 302 of FIG. 3 determines whether succeeding frame(s) are to undergo a facial recognition process to attempt to identify the detected head(s) and/or face(s). In some examples, the hi-res trigger 302 is a clock that drives the system into the minority mode at fixed intervals. For each frame that the hi-res trigger 302 designates as a frame that will be subject to a facial recognition process (either via analysis or based on a clock), the example hi-res trigger 302 of FIG. 3 places the image sensor 204 in the minority mode. Otherwise, the example image sensor 204 of FIG. 3 operates according to the majority mode.

When the example image sensor 204 of FIG. 3 is operating in the majority mode (e.g., the hi-res trigger 302 determines that facial recognition is not to be performed on the corresponding frame(s)), the resolution determiner 300 of the illustrated example conveys an instruction or indication to the illumination controller 304 that causes the illuminator 306 to disable the illuminator for the corresponding frame(s). In the illustrated example, the illuminator 306 is an IR LED that emits IR light to illuminate the environment 100 with IR light detectable by the image capturer 308, which includes IR capabilities. When in the majority mode, the example illumination controller 304 coordinates with the image capturer 308 to synchronize inaction of the illuminator 306 with the capture of the corresponding frame(s). Thus, the resolution determiner 300 causes the illuminator 306 to be inactive during capture of frames not designated for facial recognition processes (and/or only causes the illuminator 306 to be active during capture of frames that are designated for facial recognition processing. As described above, disabling the illuminator 306 reduces power consumption and extends the lifetime of the image sensor 204. Further, disabling the illuminator 306 reduces the heat generated by the illuminator and, thus, reduces or even eliminates the need for heat sinking devices and/or techniques. Further, when the illuminator 306 is not blinking and/or glowing (e.g., when active), members of the audience 106 are less likely to become annoyed by the image sensor 204.

When the example image sensor 204 of FIG. 3 is operating in the minority mode (e.g., the hi-res trigger 302 determines that facial recognition is to be performed on the corresponding frame(s)), the resolution determiner 300 conveys an instruction to the illumination controller 304 that causes the illumination controller 304 to enable the illuminator 306 during capture of the corresponding frame(s). The example illumination controller 304 coordinates with the image capturer 308 to synchronize operation of the illuminator 306 with the capture of the corresponding frame(s). Thus, the hi-res trigger 302 causes the illuminator 306 to be active for frames designated for facial recognition processes (e.g., by the person identifier 207). Frames may be specifically designated or may be generally designated as “frames which occur at a certain time.” Accordingly, when operating in the majority mode, the illuminator 306 does not illuminate the environment 100. In contrast, when operating the minority mode, the illuminator 306 does illuminate the environment 100.

The example image capturer 308 of FIG. 3 is a high-resolution camera that captures image data representative of the environment 100 of FIG. 1. In the illustrated example, the image capturer 308 operates similarly in the majority mode as in the minority mode. That is, the example image capturer 308 of FIG. 3 captures high-resolution image data for each captured frame. Given the selective operation of the illuminator 306 described above, the high-resolution frames captured when operating in the majority mode are likely to be poorly lit. On the other hand, the high-resolution frames captured when operating in the minority mode are well lit. The example image capturer 308 of FIG. 3 conveys all or some (e.g., only the frames captured in the minority mode) of the captured frames to the resolution determiner 300 for storage in the frame cache 303. As described above, the frames stored in the frame cache 303 are used by the example hi-res trigger 302 to identify heads and/or faces in the environment 100 that, due to their orientation, may be identifiable by the person identifier 207.

Further, the example image capturer 308 of FIG. 3 conveys the captured high-resolution frames to the frame router 310. The example frame router 310 of FIG. 3 also receives an instruction from the resolution determiner 300 indicative of the mode (e.g., majority or minority) in which the image sensor 204 is operating for the received frames. For frames designated by the resolution determiner 300 as frames captured in the minority mode, the illuminator 306 was active and, thus, the image data is of high-resolution and well lit. Accordingly, the image data captured in the minority mode is in condition for the facial recognition process. Therefore, in response to the indicator from the resolution determiner 300 that the received frame(s) were captured in the minority mode, the example frame router 310 of FIG. 3 routes the illuminated, high-resolution frames to the person identifier 207 for facial recognition process(es). In some examples, the frame router 310 also routes the high-resolution frames to the people counter 206 for counting process(es).

For frames designated by the resolution determiner 300 as frames captured in the majority mode, the illuminator 306 was inactive and, thus, the image data is of high-resolution but likely to be dark and of low contrast. For many of these frames, the contrast level is likely to be too low for proper analysis (e.g., people counting) to be accurately performed. Accordingly, the image data captured in the majority mode may not be in condition (e.g., may not have high enough contrast levels) for an accurate execution of the people counting process of the people counter 206. Therefore, in

11

response to the instruction from the resolution determiner **300** that the received frame(s) were captured in the majority mode, the example frame router **310** of FIG. **3** routes the low-contrast frames to the pixel binner **312**.

The example pixel binner **312** of FIG. **3** receives high-resolution frames of image data from the frame router **310** that are likely to be of low contrast levels due to the illuminator **306** being inactive during capture of the frames. The example pixel binner **312** of FIG. **3** performs a binning procedure on the received frames. Binning is a process in which a neighborhood of pixels (e.g., a first pixel and a number of adjacent pixels) is summed together. Example binning procedures sum pixels according to a 2x2 neighborhood of pixels, a 3x3 neighborhood of pixels, a 4x4 neighborhood of pixels, or another arrangement of pixels. In effect, the binning procedure performed by the pixel binner **312** may assign more light per orthogonal block of pixels at the cost of lower resolution. The additional light per block pixel increases the contrast levels of the image data. After the pixel procedure performed by the example pixel binner **312** of FIG. **3**, the frames are of lower resolution (e.g., in comparison with the original format of the frame as captured by the high-resolution camera of the image capturer **308**) but may also have higher contrast levels. Thus, the example pixel binner **312** enhances the dark, low-contrast images generated in the majority mode for processing that does not require high-resolution image data (e.g., the facial recognition process of the person identifier **207**), such as the people counting process of the people counter **206**. The example pixel binner **312** conveys the resulting frames of image data to the people counter **206**. The higher contrast levels provided by the example pixel binner **312** may enable the people counter **206** to distinguish between shapes in the frames of image data. The example pixel binner **312** of FIG. **3** also conveys the frames of image data to the resolution determiner **300** for storage in the frame cache **303**.

While an example manner of implementing the image sensor **204** of FIG. **2** has been illustrated in FIG. **3**, one or more of the elements, processes and/or devices illustrated in FIG. **3** may be combined, divided, re-arranged, omitted, eliminated and/or implemented in any other way. Further, the example resolution determiner **300**, the example hi-res trigger **302**, the example illumination controller **304**, the example frame router **310**, the example pixel binner **310**, and/or, more generally, the example image sensor **204** of FIG. **3** may be implemented by hardware, software, firmware and/or any combination of hardware, software and/or firmware. Thus, for example, any of the example resolution determiner **300**, the example hi-res trigger **302**, the example illumination controller **304**, the example frame router **310**, the example pixel binner **310**, and/or, more generally, the example image sensor **204** of FIG. **3** could be implemented by one or more circuit(s), programmable processor(s), application specific integrated circuit(s) (ASIC(s)), programmable logic device(s) (PLD(s)) and/or field programmable logic device(s) (FPLD(s)), field programmable gate array (FPGA), etc. When any of the apparatus or system claims of this patent are read to cover a purely software and/or firmware implementation, at least one of, the example resolution determiner **300**, the example hi-res trigger **302**, the example illumination controller **304**, the example frame router **310**, the example pixel binner **310**, and/or the example image sensor **204** of FIG. **3** are hereby expressly defined to include a tangible computer readable medium such as a memory, DVD, CD, Blu-ray, etc. storing the software and/or firmware. Further still, the example image sensor **204** of FIG. **3** may include one or more elements,

12

processes and/or devices in addition to, or instead of, those illustrated in FIG. **3**, and/or may include more than one of any or all of the illustrated elements, processes and devices.

FIG. **4** is a flowchart representative of example machine readable instructions for implementing the example image sensor **204** of FIGS. **1**, **2** and/or **3**. In this example, the machine readable instructions comprise a program for execution by a processor such as the processor **512** shown in the example processing system **500** discussed below in connection with FIG. **5**. The program may be embodied in software stored on a tangible computer readable medium such as a CD-ROM, a floppy disk, a hard drive, a digital versatile disk (DVD), a BluRay disk, or a memory associated with the processor **512**, but the entire program and/or parts thereof could alternatively be executed by a device other than the processor **512** and/or embodied in firmware or dedicated hardware. Further, although the example program is described with reference to the flowchart illustrated in FIG. **4**, many other methods of implementing the example image sensor **204** may alternatively be used. For example, the order of execution of the blocks may be changed, and/or some of the blocks described may be changed, eliminated, or combined.

As mentioned above, the example processes of FIG. **4** may be implemented using coded instructions (e.g., computer readable instructions) stored on a tangible computer readable medium such as a hard disk drive, a flash memory, a read-only memory (ROM), a compact disk (CD), a digital versatile disk (DVD), a cache, a random-access memory (RAM) and/or any other storage media in which information is stored for any duration (e.g., for extended time periods, permanently, brief instances, for temporarily buffering, and/or for caching of the information). As used herein, the term tangible computer readable medium is expressly defined to include any type of computer readable storage and to exclude propagating signals. Additionally or alternatively, the example processes of FIG. **4** may be implemented using coded instructions (e.g., computer readable instructions) stored on a non-transitory computer readable medium such as a hard disk drive, a flash memory, a read-only memory, a compact disk, a digital versatile disk, a cache, a random-access memory and/or any other storage media in which information is stored for any duration (e.g., for extended time periods, permanently, brief instances, for temporarily buffering, and/or for caching of the information). As used herein, the term non-transitory computer readable medium is expressly defined to include any type of computer readable medium and to exclude propagating signals. As used herein, when the phrase "at least" is used as the transition term in a preamble of a claim, it is open-ended in the same manner as the term "comprising" is open ended. Thus, a claim using "at least" as the transition term in its preamble may include elements in addition to those expressly recited in the claim.

FIG. **4** begins with an initiation of the example image sensor **204** of FIG. **3** (block **400**). In the illustrated example, the initiation of the image sensor **204** corresponds to an initiation of a monitoring session of the example exposure environment **100** of FIG. **1**. The example resolution determiner **300** determines whether the next frame(s) to be captured are to be subjected to processing that demands high-resolution image data (block **402**). In the illustrated example, the amount of frames for which the determination is to be made varies depending on, for example, an adjustable setting and/or a finding of the hi-res trigger **302** regarding previous frame(s). As described above, the determination of the resolution determiner **300** indicates which mode (e.g., majority (e.g., low resolution) mode or minority

13

(e.g., high resolution) mode) in which the image sensor **204** is to operate for the next frame(s). In the illustrated example, the resolution determiner **300** bases the determination on whether the next frame(s) to be captured will undergo a facial recognition process implemented by the example person identifier **207** of FIG. 2. For example, the hi-res trigger **302** of FIG. 3 determines whether a head or face is included in previous frame(s) (e.g., frames(s) obtained from the frame cache **303**) capable of providing an identification of a corresponding person.

In the example of FIG. 4, when the resolution determiner **300** determines that the next frame(s) to be captured are not going to be subjected to the facial recognition process (block **402**), the example resolution determiner **300** provides an instruction to the illumination controller **304** to disable the illuminator **306** during capture of the next frame(s) (block **404**). In such instances, the illumination controller **304** cooperates with the image capturer **308** to capture the next frame(s) with the illuminator **306** deactivated (block **406**). While the resulting frames are captured with the high-resolution camera of the image capturer **308**, the frames are not lit by the illuminator **306** and, thus, likely to be dark and to have low contrast levels. To increase the contrast levels of the frame(s) captured without use of the illuminator **306**, the frame router **310** routes the frame(s) to the pixel binner **312** (block **408**). The example frame router **310** of FIG. 3 is aware of which frames were captured without use of the illuminator **306** via the instruction provided thereto by the resolution determiner **300** regarding in which mode (e.g., majority mode or minority mode) the image sensor **204** is operating.

The example pixel binner **312** of FIG. 3 performs a binning procedure (e.g., a 2x2 binning) on the received frame(s) (block **410**). As described above, the binning procedure increases the contrast levels of the image data at the expense of the resolution of the image data. The lower resolution is acceptable for the frame(s) captured while in the majority mode because the people counting process(es) for which the majority mode frames are designated does not require high-resolution data, but operates more accurately with higher contrast levels. Having performed the binning procedure on the majority mode frames, the example pixel binner **312** conveys the binned frame(s) to the people counter **206** and the frame cache **303** (block **412**). Control returns to block **402**.

Referring back to block **402**, when the resolution determiner **300** determines that the next frame(s) to be captured are going to be subjected to the facial recognition process, the example resolution determiner **300** provides an instruction to the illumination controller **304** to enable the illuminator **306** during capture of the next frame(s) (block **414**). In such instances, the illumination controller **304** cooperates with the image capturer **308** to capture the next frame(s) with the illuminator **306** activated (e.g., emitting light, such as IR light into the exposure environment **100** of FIG. 1) (block **416**). The resulting frames are captured with the high-resolution camera of the image capturer **308** and the frames are lit by the illuminator **306**. Thus, the minority mode frames are ready for processing by the person identifier **207**. Accordingly, the route framer **310** conveys the minority mode frames to the person identifier **207** and the frame cache **303** (block **418**). Control returns to block **402**.

While the example image sensor of FIGS. 1, 2 and/or 3 is described in the context of an audience measurement device **104** and the generation of exposure data for media content, the example methods, apparatus, and articles of manufacture disclosed herein can be applied to additional or alternative

14

contexts, systems, measurements, applications, programs, etc. That is, the example methods, apparatus, and articles of manufacture disclosed herein can be used in any application to selectively operate an illumination source of an image sensor based on a resolution demand for the resulting frames of image data.

FIG. 5 is a block diagram of an example processor system **510** capable of executing the instructions of FIG. 4 to implement the example image sensor **204** of FIGS. 2 and/or 3. The processor system **510** can be, for example, a server, a personal computer, a mobile phone, a personal digital assistant (PDA), an Internet appliance, a DVD player, a CD player, a digital video recorder, a BluRay player, a gaming console, a personal video recorder, a set-top box, an audience measurement device, or any other type of computing device.

The example processor system **510** of FIG. 5 includes a processor **512** that is coupled to an interconnection bus **514**. The processor **512** may be any suitable processor, processing unit, or microprocessor (e.g., one or more Intel® microprocessors from the Pentium® family, the Itanium® family or the XScale® family and/or other processors from other families). The system **510** may be a multi-processor system and, thus, may include one or more additional processors that are identical or similar to the processor **512** and that are communicatively coupled to the interconnection bus **514**.

The processor **512** of FIG. 5 is coupled to a chipset **518**, which includes a memory controller **520** and an input/output (I/O) controller **522**. A chipset provides I/O and memory management functions as well as a plurality of general purpose and/or special purpose registers, timers, etc. that are accessible or used by one or more processors coupled to the chipset **518**. The memory controller **520** performs functions that enable the processor **512** to access a system memory **524**, a mass storage memory **525**, and/or a digital versatile disk (DVD) **540**.

In general, the system memory **524** may include any desired type of volatile and/or non-volatile memory such as, for example, static random access memory (SRAM), dynamic random access memory (DRAM), flash memory, read-only memory (ROM), double data rate memory (DDR), etc. The mass storage memory **525** may include any desired type of mass storage device including hard disk drives, optical drives, tape storage devices, etc. The machine readable instructions of FIGS. 5A-5C may be stored in the system memory **524**, the mass storage memory **525**, and/or the DVD **540**.

The I/O controller **522** performs functions that enable the processor **512** to communicate with peripheral input/output (I/O) devices **526** and **528** and a network interface **530** via an I/O bus **532**. The I/O devices **526** and **528** may be any desired type of I/O device such as, for example, a keyboard, a video display or monitor, a mouse, etc. The network interface **530** may be, for example, an Ethernet device, an asynchronous transfer mode (ATM) device, an 802.11 device, a digital subscriber line (DSL) modem, a cable modem, a cellular modem, etc. that enables the processor system **510** to communicate with another processor system. The example network interface **530** of FIG. 5 is also communicatively coupled to a network **534**, such as an intranet, a Local Area Network, a Wide Area Network, the Internet, etc.

While the memory controller **520** and the I/O controller **522** are depicted in FIG. 5 as separate functional blocks within the chipset **518**, the functions performed by these

15

blocks may be integrated within a single semiconductor circuit or may be implemented using two or more separate integrated circuits.

Although certain example apparatus, methods, and articles of manufacture have been disclosed herein, the scope of coverage of this patent is not limited thereto. On the contrary, this patent covers all apparatus, methods, and articles of manufacture fairly falling within the scope of the claims of this patent.

What is claimed is:

1. An audience measurement system to obtain exposure data for a media exposure environment, the audience measurement system comprising:

memory;

machine readable instructions; and

processor circuitry to execute the machine readable instructions to:

generate an audio signature of media content presented by a television within the media exposure environment;

obtain content identifying data corresponding to the presented media content, the content identifying data based on the audio signature of the media content presented by the television within the media exposure environment;

analyze a sequence of images of the media exposure environment to detect a head appearing in one or more of the images, the sequence of images obtained by a camera while the media content corresponding to the content identifying data is presented by the television;

determine an orientation of the head with respect to the camera; and

determine audience identification information based on a match of the head to a known person associated with the media exposure environment; and

network interface circuitry to output a signal indicative of the content identifying data and the audience identification information to a data collection facility.

2. The audience measurement system of claim 1, wherein the audio signature is a representation of a frequency spectrum of an audio signal of the media content.

3. The audience measurement system of claim 1, wherein the signal is a first signal; the processor circuitry is to determine a people tally indicative of a count of people appearing within the one or more of the images based at least in part on the detected head; and the network interface circuitry is to output a second signal indicative of the people tally.

4. The audience measurement system of claim 1, wherein the processor circuitry is to:

reduce a resolution of a first image of the one or more of the images of the media exposure environment to obtain a reduced-resolution image, and

determine the orientation of the head with respect to the camera based on the reduced-resolution image.

5. The audience measurement system of claim 4, wherein the processor circuitry is to determine the audience identification information by: (i) generating a facial signature from a region of a second image of the one or more of the images corresponding to a location of the head in the reduced-resolution image, and (ii) comparing the generated facial signature to a database of facial signatures.

16

6. The audience measurement system of claim 4, wherein the processor circuitry is to:

identify a region corresponding to the head within the first image from which the reduced-resolution image was obtained;

analyze a portion corresponding to the identified region of a second image; and

based on the analysis of the region of the second image, determine that the head matches the known person.

7. The audience measurement system of claim 6, wherein the processor circuitry is to identify a region corresponding to the head within the first image from which the reduced-resolution image was obtained by determining that a face is potentially identifiable based on the orientation of the head.

8. The audience measurement system of claim 6, wherein the audience identification information includes an identifier associated with the known person and the processor circuitry is to, responsive to a determination that the head matches the known person, cause the identifier associated with the person to be stored in the memory.

9. An audience measurement system, comprising:

an audience measurement device at a media exposure environment, the audience measurement device to:

generate an audio signature of media content presented by a television within the media exposure environment;

obtain content identifying data corresponding to the presented media content, the content identifying data based on the audio signature;

while the media content corresponding to the content identifying data is presented by the television, collect a first image of the media exposure environment with a camera;

attempt to detect a head in the first image;

determine an orientation of the head with respect to the camera;

determine audience identification information based on an indication that the head matches a known person associated with the audience measurement system; and

a data collection facility to obtain the content identifying data and the audience identification information from the audience measurement device.

10. The audience measurement system of claim 9, wherein the audio signature is a representation of a frequency spectrum of an audio signal of the media content.

11. The audience measurement system of claim 9, wherein the audience measurement device is to:

reduce a resolution of the first image of the media exposure environment to obtain a reduced-resolution image, and

determine the orientation of the head with respect to the camera based on the reduced-resolution image.

12. The audience measurement system of claim 11, wherein the audience measurement device is to:

identify a region corresponding to the head within the first image from which the reduced-resolution image was obtained; and

analyze a portion of a second image corresponding to the identified region to determine whether the head matches the known person.

13. The audience measurement system of claim 12, wherein the audience identification information includes an identifier associated with the known person and the audience measurement device is to, responsive to the indication that the head matches the known person, cause recordation of the identifier associated with the known person in a memory.

17

14. The audience measurement system of claim 11, wherein the audience measurement device is to determine the audience identification information by: (i) generating a facial signature from a region of a second image corresponding to a location of the head in the reduced-resolution image, and (ii) comparing the generated facial signature to a database of facial signatures.

15. The audience measurement system of claim 9, wherein the audience measurement device is to:

determine a people tally indicative of a count of people appearing in the first image based at least in part on the detected head; and

provide the people tally to the data collection facility.

16. A method for obtaining exposure data for a media exposure environment, the method comprising:

generating, using a program detector, an audio signature of media content presented by a television within the media exposure environment;

obtaining, based on the audio signature, content identifying data corresponding to the presented media content; while the media content corresponding to the content identifying data is presented by the television, capturing first and second images of the media exposure environment with a camera;

analyzing, using an audience detector, the first image to attempt to detect a head in the first image;

determining, using the audience detector, an orientation of the head with respect to the camera;

determining, using the audience detector, audience identification information based on an indication that the head matches a known person associated with the audience detector; and

providing the content identifying data and the audience identification information to a data collection facility.

17. The method of claim 16, wherein the audio signature is a representation of a frequency spectrum of an audio signal of the media content.

18. The method of claim 16, further comprising:

reducing a resolution of the first image of the media exposure environment to obtain a reduced-resolution image, and

wherein the determining of the orientation of the head includes determining the orientation of the head with respect to the camera using the reduced-resolution image.

19. The method of claim 18, further comprising:

identifying a region corresponding to the head within the first image from which the reduced-resolution image was obtained;

analyzing a portion of the second image corresponding to the identified region; and

based on the analyzing of the region of the second image, determining whether the head matches the known person.

20. The method of claim 19, wherein the audience identification information includes an identifier associated with the known person, and further including recording the identifier associated with the known person in a memory.

21. The method of claim 16, further comprising:

determining a people tally indicative of a count of people appearing within the first image based at least in part on the detected head and one or more additional heads; and

providing the people tally to the data collection facility.

18

22. An audience measurement system to obtain exposure data for a media exposure environment, the audience measurement system comprising:

memory;

processor circuitry; and

program detector software to cause the processor circuitry to:

generate an audio signature of media content presented by a television within the media exposure environment, and

obtain, based on the audio signature, content identifying data corresponding to the presented media content;

audience detector software to cause the processor circuitry to:

while the media content corresponding to the content identifying data is presented by the television, obtain first and second images of the media exposure environment captured with a camera;

analyze one or more of the first or second images to: (i) detect one or more heads in the media exposure environment; (ii) determine corresponding orientations with respect to the camera for respective ones of the one or more heads, and (iii) determine audience identification information indicative that one or more of the heads matches respective ones of one or more persons known to be associated with the media exposure environment; and

network interface circuitry to output the content identifying data and the audience identification information to a data collection facility.

23. The audience measurement system of claim 22, wherein the audience detector software is to cause the processor circuitry to analyze the one or more of the first or second images to detect the one or more heads in the media exposure environment by:

analyzing the first image to detect the one or more heads in the media exposure environment, and

analyzing the second image to determine the audience identification information.

24. The audience measurement system of claim 23, wherein the audience detector software is to cause activation of an illumination source while the camera captures the second image.

25. The audience measurement system of claim 24, wherein the audience detector software is to cause the camera to capture the first image without use of the illumination source.

26. The audience measurement system of claim 23, wherein:

the audience detector software is to cause the processor circuitry to reduce a resolution of the first image using pixel binning to obtain a reduced-resolution image, and to detect the one or more heads in the media exposure environment based on the reduced-resolution image.

27. The audience measurement system of claim 22, wherein the audio signature is a representation of a frequency spectrum of an audio signal of the media content.

28. The audience measurement system of claim 22, wherein the audience detector software is to cause the processor circuitry to determine the audience identification information by: (i) generating a facial signature from a region of the second image corresponding to a location of one of the one or more heads, and (ii) comparing the generated facial signature to a database of facial signatures.

19

29. The audience measurement system of claim **22**, wherein the audience detector software is to determine a people tally indicative of a count of people appearing within the first image based at least in part on the detected one or more heads, and

the network interface circuitry is to provide the people tally to the data collection facility.

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20