

Comparison Between Claims 1-11 of U.S. Patent No. 8,296,791 and Claims 1-11 of U.S. Patent No. 10,572,896

1. A media measurement method comprising:

using one or more computers to ~~generating~~ generate a play stream of content identification results corresponding to a sequence of submitted data samples, the submitted data samples corresponding to ~~audio~~video data samples captured at a monitoring device associated with a monitored audience member; ~~and~~

using one or more computers to utilize sample sequence data and content offset data to deduce play-altering actions of the monitored audience member, the sample sequence data corresponding to a sequence of the content identification results, the content offset data including content offsets associated with the content identification results, a content offset indicating a time position of a content identification result within identified content,

wherein to utilize comprises, for a particular plurality of submitted data samples and corresponding content identification results, comparing a progression of log times associated with capture timing of each of the particular plurality of submitted data samples and a progression of content offsets of the corresponding content identification results; ~~and~~

using one or more computers to utilize deduced play altering actions of the monitored audience member to generate a media measurement report.

2. The method of claim 1 further comprising:

generating a play list including content offset data as part of deducing media play-altering actions of a monitored audience member.

3. The method of claim 1 further comprising:

utilizing sample sequence data together with corresponding channel data to deduce play-altering actions of a monitored audience member.

4. The media measurement method of claim 1 wherein a clean play list is generated including deduced play-altering actions.

5. The media measurement method of claim 1 wherein the play stream is a raw play stream.

6. The media measurement method of claim 1 wherein the play stream is a clean play stream.

7. The method of claim 1 wherein ~~utilizing~~to utilize further comprises determining if one or more discontinuities exist in the progression of content offsets.

8. The method of claim 1 wherein the content offset data is derived from a comparison conducted by a computerized content identification system comparing the submitted data samples against known content such that content offset data is obtainable without using time codes accompanying the captured ~~audio~~video data samples.

9. A media measurement method comprising:

using one or more computers to generate a play stream of content identification results corresponding to a sequence of submitted data samples, the submitted data samples corresponding to ~~audio~~video data samples captured at a monitoring device associated with a monitored audience member; ~~and~~

using one or more computers to utilize sample sequence data and content offset data to deduce play-altering actions of the monitored audience member, the sample sequence data corresponding to a sequence of the content identification results, wherein play-altering actions include actions that alter at least one of a pace and a sequence of a media stream, the content offset data including content offsets associated with the content identification results, a content offset indicating a time position of a content identification result within identified content, wherein to utilize comprises, for a particular plurality of submitted data samples and corresponding

content identification results, comparing a progression of log times associated with capture timing of each of the particular plurality of submitted data samples and a progression of content offsets of the corresponding content identification results;
and
using one or more computers to utilize deduced play altering actions of the monitored audience member to generate a media measurement report.

10. The method of claim 9 wherein play-altering actions include at least one of fast forwarding, rewinding, and pausing a media stream.

11. The method of claim 9 wherein play-altering actions include at least one of skipping forward and skipping backward in a media stream.