

Comparison Between Claims 1-13 of U.S. Patent No. 8,756,622 and Claims 1-13 of U.S. Patent No. 10,719,849

1. A media measurement method comprising:

using one or more computers to generate a play stream of content identification results corresponding to a sequence of data samples, the data samples comprising representations of ~~audio~~video data captured at a media monitoring device,

wherein content identifiers of the play stream's content identification results are obtained by using corresponding data samples to search a computerized database of known content; ~~and~~

in response to obtaining the content identifiers, using one or more computers to utilize a sequential order of at least two different obtained content identifiers in the play stream to identify a channel corresponding to the data samples, the at least two different obtained content identifiers identifying different media content items; and using one or more computers to utilize an identified channel corresponding to the data samples to generate a media measurement report.

2. The method of claim 1 further comprising:

converting a raw play stream to a format usable for searching channel data to identify a channel to associate with content of the raw play stream.

3. The method of claim 2 wherein the raw play stream is converted to a play list.

4. The method of claim 2 wherein the raw play stream is converted to a mathematical representation of the raw play stream.

5. The method of claim 1 wherein using one or more computers to utilize a sequential order of at least two different obtained content identifiers in the play stream to identify a channel corresponding to the data samples comprises searching channel information that includes a plurality of channel types including at least a broadcast media channel type and a non-broadcast playable media channel type.

6. A computer program product in a non-transitory computer readable medium comprising instructions executable by one or more processors of one or more computers, the instructions comprising instructions for:

generating a play stream of content identification results corresponding to a sequence of data samples, the data samples comprising representations of

audio~~video~~ data captured at a media monitoring device,

wherein content identifiers of the play stream's content identification results are obtained by using corresponding data samples to search a computerized database of

known content;~~and~~

in response to obtaining the content identifiers, utilizing a sequential order of at least two different obtained content identifiers in the play stream to identify a channel corresponding to the data samples, the at least two different obtained content identifiers identifying different media content items-; and

using one or more computers to utilize an identified channel corresponding to the data samples to generate a media measurement report.

7. The computer program product of claim 6 wherein the instructions include instructions for converting a raw play stream to a format usable for searching channel data to identify a channel to associate with content of the raw play stream.

8. The computer program product of claim 7 wherein the instructions include instructions for converting the raw play stream to a play list.

9. The computer program product of claim 6 wherein utilizing an order of at least two different obtained content identifiers in the play stream to identify a channel corresponding to the data samples comprises searching channel information that includes a plurality of channel types including at least a broadcast media channel type and a non-broadcast playable media channel type.

10. A computer system comprising one or more computers configured by computer code stored in the one or more computers, the computer code comprising instruction executable by one or more processors of the one or more computers, the instructions comprising instructions for:

generating a play stream of content identification results corresponding to a sequence of data samples, the data samples comprising representations of

~~audio~~video data captured at a media monitoring device,

wherein content identifiers of the play stream's content identification results are obtained by using corresponding data samples to search a computerized database of

known content;~~and~~

in response to obtaining the content identifiers, utilizing a sequential order of at least

two different obtained content identifiers in the play stream to identify a channel

corresponding to the data samples, the at least two different obtained content

identifiers identifying different media content items;~~;~~ and

using one or more computers to utilize an identified channel corresponding to the

data samples to generate a media measurement report.

11. The computer system of claim 10 wherein the instructions include instructions for converting a raw play stream to a format usable for searching channel data to identify a channel to associate with content of the raw play stream.

12. The computer system of claim 11 wherein the instructions include instructions for converting the raw play stream to a play list.

13. The computer system of claim 10 wherein utilizing an order of at least two different obtained content identifiers in the play stream to identify a channel corresponding to the data samples comprises searching channel information that includes a plurality of channel types including at least a broadcast media channel type and a non-broadcast playable media channel type.