

~~Another exemplary method creates a record~~In alternative embodiments to what is illustrated and described in FIGS. 1-6, a record is created of individual media usage over time by means of an open-ended measurement system that employs portable and stationary detection devices to generate digital fingerprints of the video signal portion of the media content itself and identifies media played in the environment by means of matching such fingerprints against a database of known media. Such a video-based system may be built upon direct electrical connections and optical sensors (rather than microphones).

~~These~~Thus, various alternatives to the exemplary methods ~~may involve~~discussed in the context of the audio data-based embodiments illustrated in FIGS. 1-6 rely instead on video ~~rather than audio data.~~