

Comparison Between Claims 1-17 of U.S. Patent No. 8,677,389 and Claims 1-17 of U.S. Patent No. 10,963,911

1. A media measurement method comprising:

receiving, at one or more computers, audiovideo data from a monitoring device,

the audiovideo data being divisible into samples; and

determining, usingby the one or more computers, a next sample of the audiovideo

data for attempted identification of a media content item corresponding to the next

sample by adjusting a length of a time window of the next sample based at least in

part upon a result of an attempt usingby the one or more computers to identify a

first prior sample as corresponding to a media content item stored in a

computerized database of reference content; wherein, ~~if the time length window of~~

~~the next sample is changed relative to a time length window of the first prior~~

~~sample based on~~ the attempt to identify the first prior sample ~~indicates~~indicating a

result that is different than a result of an attempt to identify a second prior sample,

~~then the time length window of the next sample is changed relative to a time~~

~~window of the first prior sample.;~~

submitting, by the one or more computers, the determined next sample for

attempted content identification; and

generating, by the one or more computers, a play stream of content identifications based on results of attempts to identify a series of samples comprising the determined next sample.

2. The method of claim 1 wherein determining comprises selecting a format of a sample.

3. The method of claim 2 wherein:

selecting a format includes selecting [audiovideo](#) parameters corresponding to requirements of a content recognition algorithm; and

determining comprises, for a sample subsequent to an n'th sample, selecting [audiovideo](#) parameters corresponding to one of a plurality of available content recognition algorithms based at least in part upon an identification result corresponding to the n'th sample.

4. The method of claim 2 wherein:

selecting a format includes selecting [audiovideo](#) parameters corresponding to settings of a content recognition algorithm; and

determining comprises, for a sample subsequent to an n'th sample, selecting a setting from a plurality of settings of a content recognition algorithm based at least in part upon an identification result corresponding to the n'th sample.

5. The method of claim 1 wherein channel data is used in determining the next sample, the channel data relating to recently identified samples.

6. The method of claim 1 wherein content data is used in determining the next sample, the content data relating one or more recently identified samples.

7. The method of claim 6 wherein content data includes at least one of content type and content length.

8. The method of claim 1 wherein sample sequence data is used in determining the next sample, the sample sequence data relating to recently identified samples.

9. The method of claim 1 wherein log data is used in determining the next sample, the log data relating to a media player of an audience member using the monitoring device.

10. The method of claim 1 wherein location data is used in determining the next sample, the location data relating to a media player of an audience member using the monitoring device.

11. A media measurement method comprising:

receiving, at one or more computers, audio~~video~~ data from a monitoring device, the audio~~video~~ data being divisible into samples; and

determining, using~~by~~ the one or more computers, a next sample for attempted identification based at least in part upon a result of an attempt using~~by~~ the one or more computers to identify prior samples against a computerized database of

known content wherein determining the next sample comprises selecting a relative

time location of the next sample within the ~~audio data such that if~~video data such

that the relative time location of the next sample is selected to be between a

relative time location of the first prior sample and a relative time location of the

second prior sample based on a result of attempting to identify a first prior sample

against the computerized database of known content ~~differs~~being different from a

result of attempting to identify a second prior sample against the computerized

database of known content, ~~then the~~

submitting, by the one or more computers, the determined next sample for

attempted content identification; and

generating, by the one or more computers, a play stream of content identifications based on results of attempts to identify a series of samples comprising the determined next sample.

12. The method of claim 11 further comprising, for a series of samples of the audiovideo data:

determining a sample by selecting an $(n \pm r)$ 'th sample for to be submitted for content recognition wherein r is determined at least in part based upon an identification result corresponding to the n 'th sample.

13. The method of claim 12 wherein the magnitude of r is increased from a prior value if the identification result corresponding to the n 'th sample does not indicate an identification.

14. The method of claim 12 wherein the magnitude of r is increased from a prior value if the identification result corresponding to the n 'th sample indicates absence of any media content.

15. The method of claim 14 further comprising: depending upon identification results corresponding to an n 'th and an $(n \pm r)$ 'th sample, determining whether any

samples captured between the n 'th and the $(n \pm r)$ 'th sample should be submitted for a content recognition attempt.

16. The method of claim 15 further comprising:

submitting one or more samples captured between the n 'th and the $(n \pm r)$ 'th sample for a content identification attempt if the identification results corresponding to the n 'th and $(n \pm r)$ 'th sample do not match.

17. The method of claim 11 wherein: if the result of attempting to identify the first prior sample against the computerized database of known content does not differ from the result of attempting to identify the second prior sample against the computerized database of known content, then the relative time location of the next sample within the [audiovideo](#) data is selected to be after relative time locations of the first and second prior samples.