358/84 SR
2/10/87 OR 4,642,685

United States Patent [19]

Roberts et al.

[11] **Patent Number: 4,642,685**

[45] **Date of Patent: Feb. 10, 1987**

[54] **STORING DATA RELATING TO TELEVISION VIEWING**

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[21] Appl. No.: **614,321**

[22] Filed: **May 24, 1984**

[30] **Foreign Application Priority Data**

May 25, 1983 [GB] United Kingdom 8314468

[51] **Int. Cl.**[4] **H04N 17/04;** H04H 9/00

[52] **U.S. Cl.** **358/84;** 455/2

[58] **Field of Search** ..... 358/84; 455/2; 179/2 AM, 2 AS; 340/870.03

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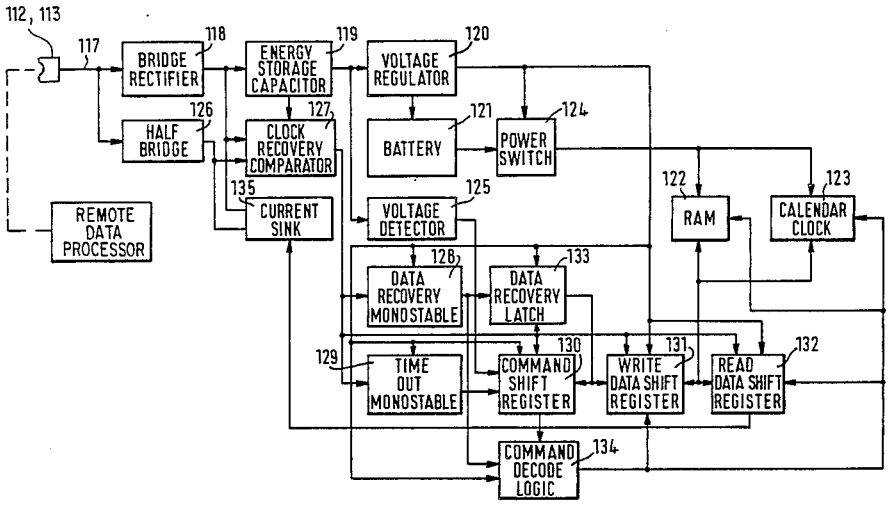
[57] **ABSTRACT**

In an apparatus comprising a combination of transmission means and storage means, the transmission means comprises (a) means for accepting data from people monitoring means which produces information relating to the number of people watching a television set and/or television channel detection means of a television viewing monitoring system; and (b) means for transmitting such data to the storage means, the storage means comprising a semiconductor data module (**110**) which is removable from the apparatus.

9 Claims, 18 Drawing Figures