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- (54) **Title:** AUDIO AND VIDEO PROCESSING FOR IDENTIFICATION AND SYNCHRONISATION

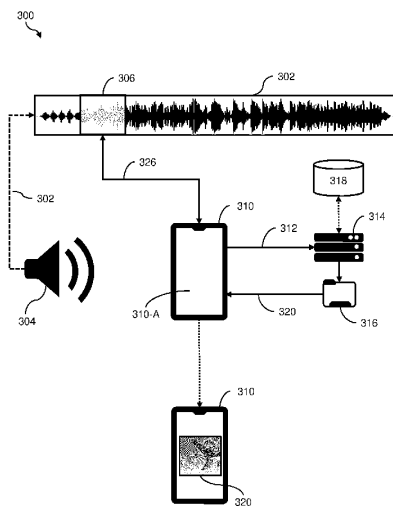


Figure 3A

(57) **Abstract:** A method for media content identification and content information retrieval at a user device. The method comprises monitoring a portion of an audio track associated with media content and detecting whether there is an audio tag embedded within the portion. The audio tag comprises identification data associated with a known media content at a known timepoint. If an audio tag is detected, the identification data is extracted. If an audio tag is not detected, identification data is received based on a best match for an audio fingerprint. The media content associated with the audio track is then identifiable based on the known media content of the identification data. The method further comprises retrieving content information associated with the identification data.

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