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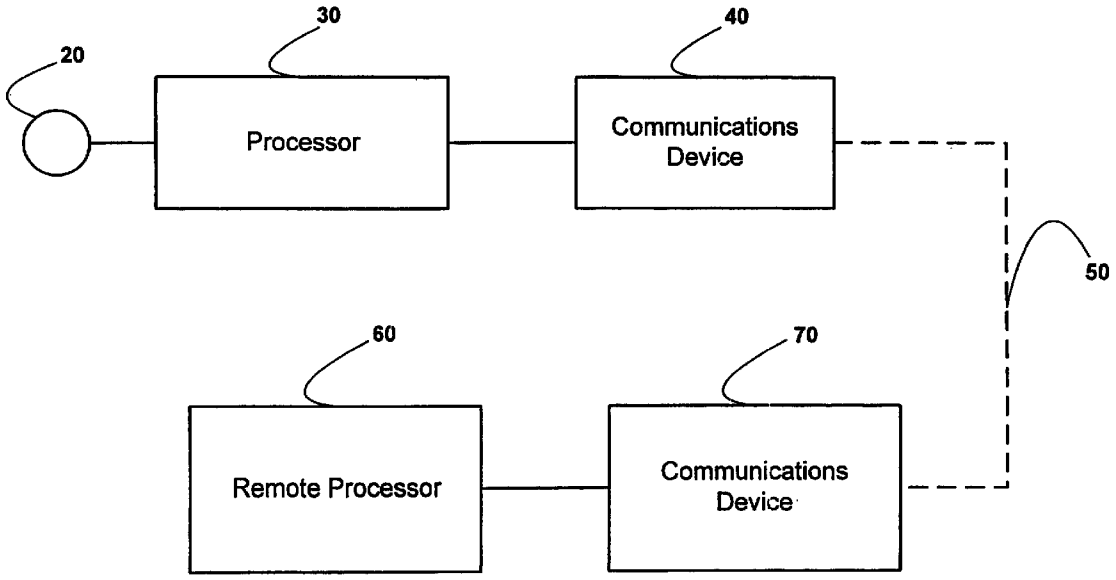
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(54) Title: MEDIA DATA USE MEASUREMENT WITH REMOTE DECODING/PATTERN MATCHING



(57) Abstract: Systems and methods are provided for identifying and/or measuring usage of media data gathered at a user location using remote decoding and/or pattern matching techniques. A data set is formed (30) based on the media data, which includes some, but not all, of the information represented by the media data. The data set is communicated (40) to a remotely located processing system (60) for detecting a code based on the data set and/or conducting a pattern matching process based on the data set.

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