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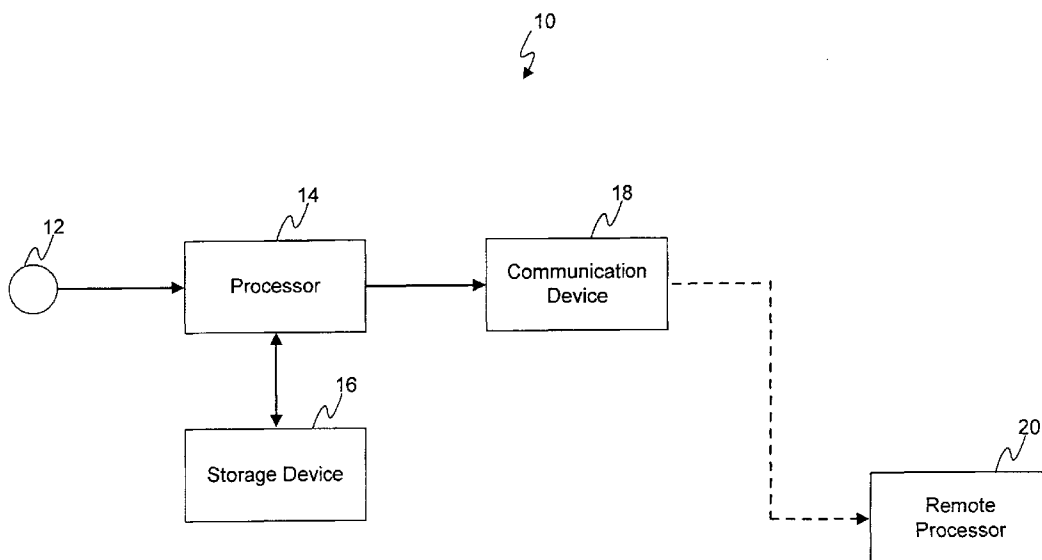
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(54) Title: MONITORING USAGE OF MEDIA DATA WITH NON-PROGRAM DATA ELIMINATION



(57) Abstract: Systems and methods for monitoring usage of media data using a monitoring device (12), processor (14), storage device (16) and a communication device (18) at user locations in which the presence or absence of media data in monitored data. Where media is present, it is separated from the monitored data and used to produce data representing usage of media data.



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