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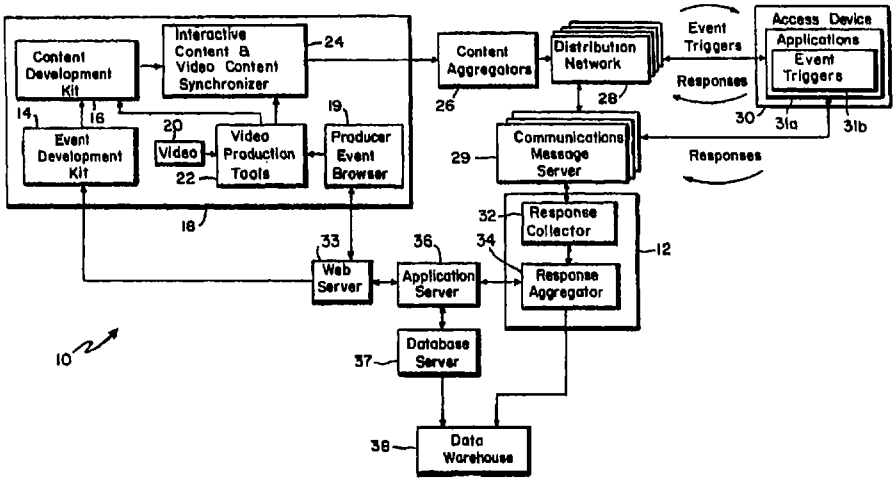
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(54) Title: INTERACTIVE MEDIA RESPONSE PROCESSING SYSTEM

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(57) Abstract: An interactive media response processing system having a plurality of components logically distributed and employing non-relational databases is disclosed, where the response processing system receives interactive response requests from subscribers through set top boxes or other access devices and can process the responses in real time, to provide real time feedback to content producers. The system includes one or more collectors operably connected to one or more aggregators for collecting and aggregating interactive response information, and at least one communications message server connected to each network of subscribers. The communications message server normalizes the responses for each network for transmission to the collectors and aggregators. This system enables subscribers to participate in interactive broadcasts and view response replies in the form of updated interactive content in real time on their television screens or other displays.

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