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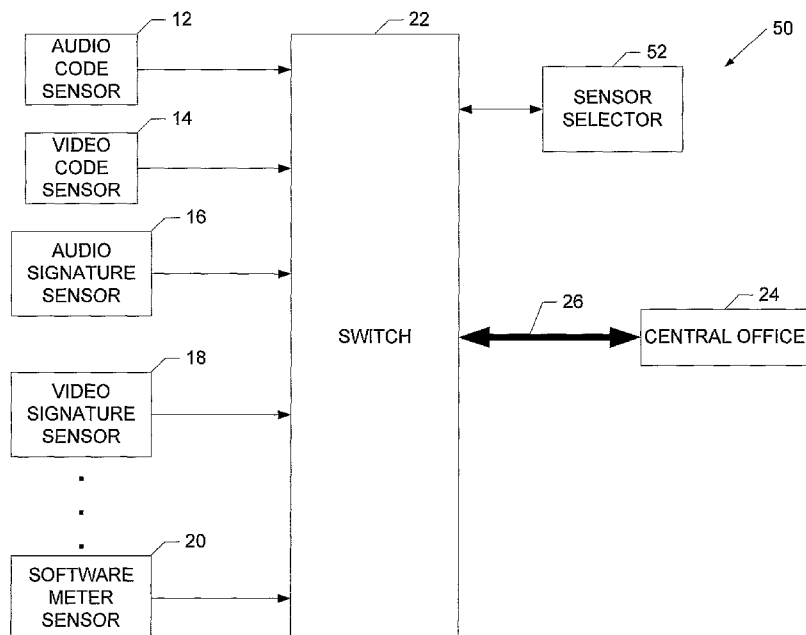
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(54) Title: METHODS AND APPARATUS TO ADAPTIVELY GATHER AUDIENCE INFORMATION DATA



(57) Abstract: Methods and apparatus to adaptively gather audience information data are disclosed. The disclosed methods and apparatus monitor system factor(s) and select one or more sensors (12, 14, 16, 18, 20) from a plurality of sensors (12, 14, 16, 18, 20) positioned to gather audience measurement data based on the monitored factor(s). Thus, the disclosed methods and apparatus adapt to the conditions they face by selecting an amount and/or type of audience measurement data they gather.

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