CLAIMS

1. A method, comprising the steps of:

(a) providing a plurality of broadcast systems, each broadcast system broadcasting through at least one station,

(i) wherein each station schedules sequences of discrete pieces of content for broadcast by the station according to a playlist, each playlist including:

(1) for each discrete piece of content, a start time and an end time; and

(2) a station identifier for the station scheduled to broadcast the discrete pieces of content in the playlist; and

(ii) wherein each of the discrete pieces of content are not embedded with any code identifying the discrete piece of content or any station identifier;

(b) providing a backend system configured to:

(i) access and store each of the playlists; and

(ii) store at least one end point destination for each discrete piece of content in the playlists;

(c) expressing, by a user using an application executed on a computing device while a piece of content is being broadcast using an analog or digital signal by an analog or digital radio or television station system, an interest in a broadcast piece of content;

(d) communicating the interest in the broadcast piece of content to the backend system via the computing device, wherein the broadcast piece of content is identified to the backend system by:

(i) the station identifier of the broadcast piece of content, as provided by the computing device; and

(ii) a timestamping occurring between the start time and the end time of the broadcast piece of content, as provided by the computing device;

(e) selecting, in the backend system, the end point destination associated with the broadcast piece of content, the end point destination being a pointer to further digital information about the broadcast piece of content;

(f) communicating, by the backend system to the computing device, the end point destination for the broadcast piece of content; and

(g) accessing, using the computing device and the end point destination, the further digital information about the broadcast piece of content.

2. The method of claim 1, further comprising providing, by a digital marketing system in the backend system connected to the computing device, a personalized offer associated with the broadcast piece of content and displaying, on a display of the computing device, the personalized offer to the user.

3. The method of any one of the preceding claims, further comprising activating the end point destination for each discrete piece of content at the start time for each discrete piece of content in the playlist and deactivating the end point destination for each discrete piece of content at the end time for each discrete piece of content in the playlist and wherein expressing interest for the broadcast piece of content further comprises expressing interest in the discrete piece of content while the end point destination for the discrete piece of content is active.

4. The method of any one of the preceding claims, wherein the broadcast is selected from a group consisting of an analog radio or television broadcast, a streamed radio or television broadcast and an archived broadcast.

5. The method of any one of the preceding claims, wherein the application executed on the computing device is one of a progressive web application (PWA) or an application downloaded to the computing device.

6. The method of any one of the preceding claims, wherein the end point destination is a uniform resource locator (URL) to a webpage having digital information about the broadcast piece of content or content in an application having digital information about the broadcast piece of content.

7. The method of any one of the preceding claims, wherein the application executed on the computing device plays the radio or television signal of the analog or digital radio or television station.

8. The method of any one of claims 1 to 6, wherein the radio or television signal of the analog or digital radio or television station is played by a device separate from the computing device.

9. The method of claim 8, wherein the device that plays the radio signal of the analog radio station is a transistor radio.

10. A system comprising a backend system, a computing device, and a plurality of broadcast systems,

(a) wherein each broadcast system broadcasts through at least one station,

(i) wherein each station schedules sequences of discrete pieces of content for broadcast by the station according to a playlist, each playlist including:

(1) for each discrete piece of content, a start time and an end time; and

(2) a station identifier for the station scheduled to broadcast the discrete pieces of content in the playlist; and

(ii) wherein each of the discrete pieces of content are not embedded with any code identifying the discrete piece of content or any station identifier;

(b) wherein the backend system is configured to:

(1) access and store each of the playlists; and

(2) store at least one end point destination for each discrete piece of content in the playlists;

(c) wherein the computing device is configured for:

(i) expressing, by a user using an application executed on the computing device while a piece of content is being broadcast using an analog or digital signal by an analog or digital radio or television station system, an interest in a broadcast piece of content; and

(ii) communicating the interest in the broadcast piece of content to the backend system via the computing device, wherein the broadcast piece of content is identified to the backend system by:

(1) the station identifier of the broadcast piece of content, as provided by the computing device; and

(2) a timestamping occurring between the start time and the end time of the broadcast piece of content, as provided by the computing device;

(d) wherein the backend system is further configured for:

(i) selecting the end point destination associated with the broadcast piece of content, the end point destination being a pointer to further digital information about the broadcast piece of content; and

(ii) communicating to the computing device the end point destination for the broadcast piece of content; and

(e) wherein the computing device is further configured for accessing, via the end point destination, the further digital information about the broadcast piece of content.

11. The system of claim 10, wherein the backend system further comprises a digital marketing system that provides a personalized offer associated with the broadcast piece of content and wherein a display of the computing device displays the personalized offer to the user.

12. The system of claim 10 or 11, wherein the backend system activates the end point destination for each discrete piece of content at the start time for each discrete piece of content in the playlist and deactivates the end point destination for each discrete piece of content at the end time for each discrete piece of content in the playlist and wherein the computing device is further configured to express interest for the broadcast piece of content while the end point destination for the discrete piece of content is active.

13. The system of any one of claims 10 to 12, wherein the analog or digital radio or television broadcast is selected from a group consisting of a live broadcast, a streamed broadcast and an archived broadcast.

14. The system of any one of claims 10 to 13, wherein the application executed on the computing device is one of a progressive web application (PWA) or an application downloaded to the computing device.

15. The system of any one of claims 10 to 14, wherein the end point destination is a uniform resource locator (URL) to a webpage having digital information about the broadcast piece of content or content in an application having digital information about the broadcast piece of content.

16. The system of any one of claims 10 to 15, wherein the application executed on the computing device plays the radio or television signal of the analog or digital radio or television station.

17. The system of any one of claims 10 to 15, wherein the radio or television signal of the analog or digital radio or television station is played by a device separate from the computing device.

18. The system of claim 17, wherein the device that plays the radio signal of the analog radio station is a transistor radio.