

**ADVERTISEMENT AUDIENCE DYNAMICAL DETECTION CIRCUIT,
COMPUTER PROGRAM PRODUCT, AND RELATED METHOD FOR
ESTIMATING QUANTITY OF OUT-OF-HOME (OOH) ADVERTISEMENT
AUDIENCES PASSING THROUGH SPECIFIC LOCATION IN SPECIFIC TIME
PERIOD**

ABSTRACT OF DISCLOSURE

A computer program product enables an advertisement audience dynamical detection circuit to conduct an advertisement audience quantity detecting operation. The advertisement audience quantity detecting operation includes: receiving a probe request frame transmitted from other wireless communication device; recording the arrival time of the probe request frame; inspecting the frame field configuration of the probe request frame; allocating the probe request to a corresponding data group according to the arrival time and frame field configuration of the probe request frame and a sequence control value in the header of the probe request frame while ensuring all probe request frames in the same data group have same frame field configuration; and calculating an estimated quantity of advertisement audiences passing through a specific location in a specific time period based on a total quantity of resulting data groups.

Fig. 3