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(54) Title: SYSTEM FOR COLLECTING DATA CONCERNING RECEIVED TRANSMITTED MATERIAL

(57) Abstract

This invention relates to a data collection system for collecting data concerning transmitted material received by a participant. A participant has a remote data collection unit (20) comprising a processing unit (21) and a hand held unit (28). Transmitted material is received via aerial (42) and coded data in lines 7 to 12 of the incoming signal is retrieved and passed to a data control (27). Data concerning viewing of commercials starts to be stored when the participant keeps button (37) of the hand held unit (28) depressed during a commercial. Currently retrieved coded data, together with the unique identity of the collection unit, and current time are stored to a removable smartcard (30). When full, the smartcard is sent to a central facility where stored data is retrieved for cross referencing with data obtained when the participant initially obtained the data collection unit. Thus, a database of viewing data can be built up.

