The Claims Defining the Invention are as Follows

~~1. A broadcast program content recognition system comprising~~

~~at least one receiver adapted to sample broadcast program content from a broadcast source;~~

~~a content recognition engine for recognizing and storing the sampled broadcast program content; and~~

~~a content database in data communication with the content recognition means; the content database adapted to return information relating to the broadcast program content upon receipt of a query from a client device.~~

~~2. A system according to claim 1 wherein the client device is a mobile device adapted to receive the broadcast program content.~~

~~3. A system according to claim 1 wherein the query is a SMS query or a HTTP post query.~~

~~4. A system according to claim 1 wherein the query comprises the time stamp of the broadcast program content and an identification associated with the broadcast source.~~

~~5. A system according to claim 4 wherein the client device is configured to automatically send passive information on the station ID and the time stamp to the content database at regular time interval.~~

~~6. A system according to claim 5 wherein the content database is further in data communication with an application content manager adapted to process the passive information received to customize broadcast program content to the client device.~~

~~7. A system according to claim 5 wherein passive information could be sent via SMS, MMS, IP, proprietary messaging, or other available wireless connectivity such as Wi-fi, Bluetooth or Near Field Communication (NFC).~~

~~8. A system according to claim 1, the system further comprises a profiling database in data communication with the content database, wherein information from the content database and profile database is adapted, aggregated and consolidated to arrive at certain user specific conclusion.~~

~~9~~ 1. A broadcast program content recognition system comprising at least one receiver adapted to sample broadcast program content and a content recognition engine for recognizing and storing the sampled broadcast program content;

wherein in event where the content recognition engine is unable to recognize the sample broadcast program content, the content recognition engine splits the unrecognized sample into at least a first and a second sequential portions and appends the first portion or the second portion to a previously recognized sample.

~~10~~ 2. A system according to claim ~~9~~1, wherein the system is adapted to mark the unrecognized sample as a failed sample.

~~11~~ 3. A system according to claim ~~9~~1, wherein the system is adapted to iteratively split and append the unrecognized sample until either a terminating condition is reached or the appended first or second portion is recognizable.

4. A system according to claim 1 wherein the at least one receiver is adapted to sample broadcast program content from a broadcast source; and

a content database in data communication with the content recognition engine; the content database adapted to return information relating to the broadcast program content upon receipt of a query from a client device.

5. A system according to claim 4 wherein the client device is a mobile device adapted to receive the broadcast program content.

6. A system according to claim 4 wherein the query is a SMS query or a HTTP post query.

7. A system according to claim 4 wherein the query comprises the time stamp of the broadcast program content and an identification associated with the broadcast source.

8. A system according to claim 7 wherein the client device is configured to automatically send passive information on a station ID and the time stamp to the content database at regular time interval.

9. A system according to claim 8 wherein the content database is further in data communication with an application content manager adapted to process the passive information received to customize broadcast program content to the client device.

10. A system according to claim 8 wherein passive information could be sent via SMS, MMS, IP, proprietary messaging, or other available wireless connectivity such as Wi-fi, Bluetooth or Near Field Communication (NFC).

11. A system according to claim 4, the system further comprises a profiling database in data communication with the content database, wherein information from the content database and profile database is adapted, aggregated and consolidated to arrive at certain user-specific conclusion.

12. A method of recognizing broadcasted program content comprising the steps of:

a. receiving a sample of broadcasted program content;

b. determining if the received sample is recognizable;

c. splitting the received sample into a first and a second sequential portions if the sample is determined not to be recognizable; and

d. appending the first portion or second portion to a previously recognizable sample.

13. A method according to claim 12 wherein including the step of repeating steps (b.) to (d.) until the appended sample is recognizable.

The Claims Defining the Invention are as Follows

1. A broadcast program content recognition system comprising at least one receiver adapted to sample broadcast program content and a content recognition engine for recognizing and storing the sampled broadcast program content;
wherein in event where the content recognition engine is unable to recognize the sample broadcast program content, the content recognition engine splits the unrecognized sample into at least a first and a second sequential portions and appends the first portion or the second portion to a previously recognized sample.

2. A system according to claim1, wherein the system is adapted to mark the unrecognized sample as a failed sample.

3. A system according to claim1, wherein the system is adapted to iteratively split and append the unrecognized sample until either a terminating condition is reached or the appended first or second portion is recognizable.

4. A system according to claim 1 wherein the at least one receiver is adapted to sample broadcast program content from a broadcast source; and
a content database in data communication with the content recognition engine; the content database adapted to return information relating to the broadcast program content upon receipt of a query from a client device.

5. A system according to claim 4 wherein the client device is a mobile device adapted to receive the broadcast program content.

6. A system according to claim 4 wherein the query is a SMS query or a HTTP post query.

7. A system according to claim 4 wherein the query comprises the time stamp of the broadcast program content and an identification associated with the broadcast source.

8. A system according to claim 7 wherein the client device is configured to automatically send passive information on a station ID and the time stamp to the content database at regular time interval.

9. A system according to claim 8 wherein the content database is further in data communication with an application content manager adapted to process the passive information received to customize broadcast program content to the client device.

10. A system according to claim 8 wherein passive information could be sent via SMS, MMS, IP, proprietary messaging, or other available wireless connectivity such as Wi-fi, Bluetooth or Near Field Communication (NFC).

11. A system according to claim 4, the system further comprises a profiling database in data communication with the content database, wherein information from the content database and profile database is adapted, aggregated and consolidated to arrive at certain user-specific conclusion.

12. A method of recognizing broadcasted program content comprising the steps of:

a. receiving a sample of broadcasted program content;

b. determining if the received sample is recognizable;

c. splitting the received sample into a first and a second sequential portions if the sample is determined not to be recognizable; and

d. appending the first portion or second portion to a previously recognizable sample.

13. A method according to claim 12 wherein including the step of repeating steps (b.) to (d.) until the appended sample is recognizable.