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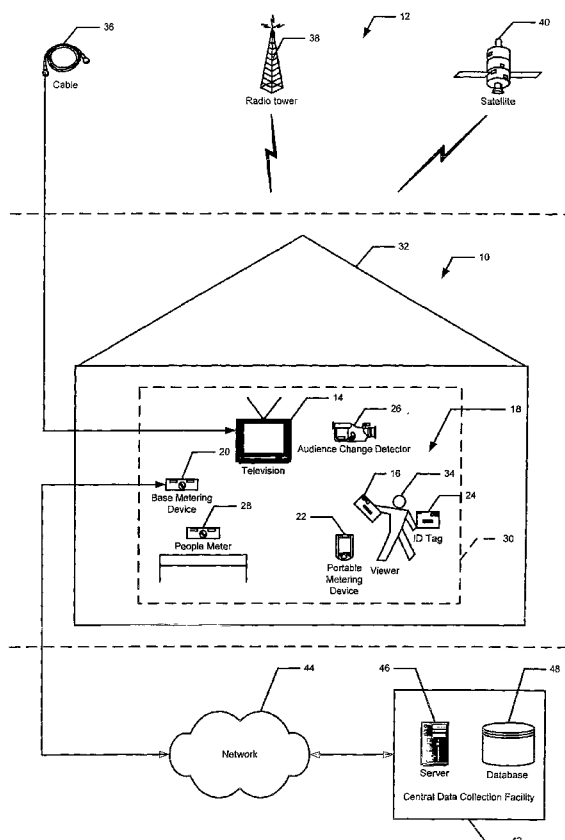
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(54) Title: METHODS AND APPARATUS TO COLLECT AUDIENCE INFORMATION ASSOCIATED WITH A MEDIA PRESENTATION



(57) Abstract: Methods and apparatus to collect audience information associated with a media presentation are described herein. A disclosed system includes a base metering device and at least one portable metering device. The base metering device is disposed within a viewing area of one of a plurality of media presentation devices. Further, the base metering device is configured to emit a signal. The at least one portable metering device is configured to receive the signal when located within the viewing area and to collect viewing data reflecting viewing of any of the plurality of media presentation devices by at least one viewer. Accordingly, the at least one portable metering device uses the signal to identify all or a subset of the viewing data as being associated with viewing of the one of the plurality of media presentation devices depending on whether the signal is received.



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