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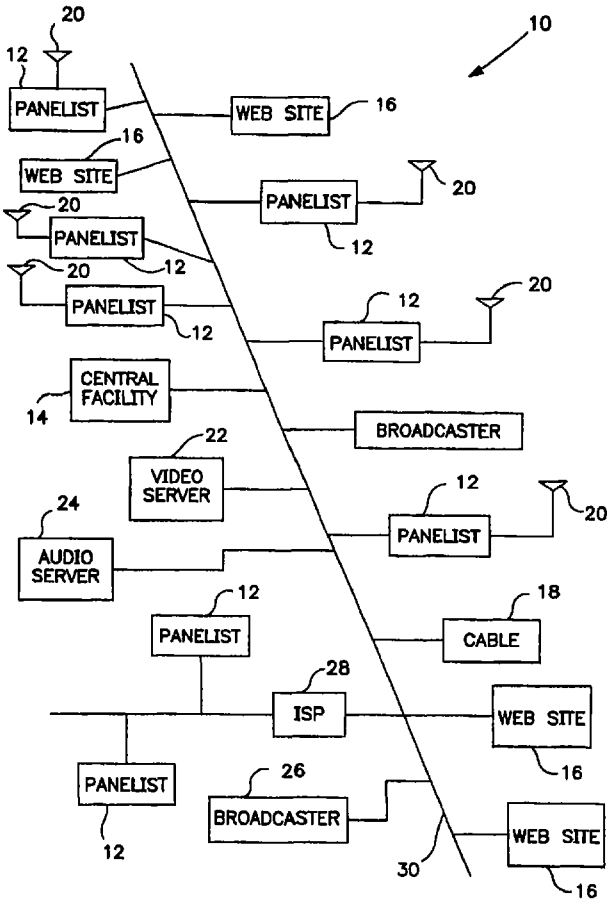
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(54) Title: METERING VIEWING OF VIDEO DISPLAYED IN WINDOWS



(57) Abstract: A metering system useful in metering viewing of video displayed in a window on a screen of a viewing device includes a software meter and a creditor. The software meter determines identifying data related to the video displayed in the window, and the creditor applies a set of crediting rules in determining whether to credit the identifying data. The software meter determines whether the viewing device has a COM interface, an API interface, or has to be interrogated in another way, and determines channel data from a channel related object of the COM interface, from application related data associated with a video application through the API interface, or from other interrogation. The software meter also determines an ancillary identification code relating to the displayed video.

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WO 03/032639 A1

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