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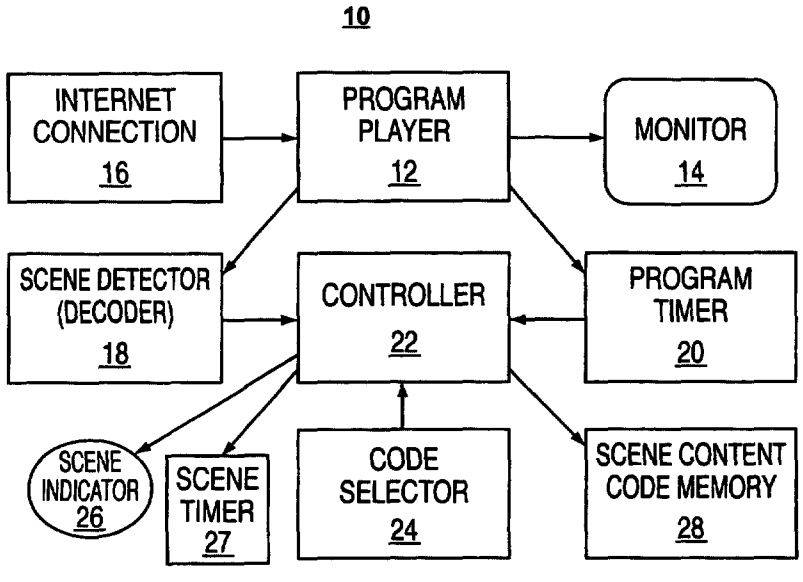
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(54) Title: APPARATUS FOR GENERATING CONTENT CODES FOR AUDIOVISUAL PROGRAMS BY MULTIPLE VIEWERS



(57) Abstract: An apparatus for generating content codes for the scenes of a program includes a scene detector that detects the start of new scene, and a selector that allows a group of viewers to enter or select one or more content codes for the scene, the content codes being related to the audio and visual contents of the scene. The content code(s) and data identifying the scene are then stored for later use. The apparatus also includes a new scene indicator that is activated when a new scene is detected and is then deactivated after content code(s) have been inputted for the scene. Content codes may also be obtained from a set of viewers with a single content code being generated based on the entire set.

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