Claims

What is claimed is:

1. A method for determining information related to an audience of an audio-visual content program, the method comprising:

   monitoring (120) at least a subset of the audience;

   determining at least one conversion factor based on a relationship between a property value measured within at least one previously monitored audience subset and the corresponding property value of the previous audience, wherein the at least one conversion factor indicates a relationship between a property measured within the monitored subset of the audience and at least one property of the audience;

   determining (130) the information related to the audience based on the monitored subset of the audience, wherein the information related to the audience comprises measured metrics for the subset of the audience, such as information on at least one of a net reach within the monitored subset, a gross reach within the monitored subset, an average viewing duration within the subset, a number of returning viewers within the subset, a number of gained viewers within the subset and a number of lost viewers within the subset;

   estimating at least one property of the audience, such as at least one element of the group of a total size of the audience, an average viewing duration, a number of returning viewers, a number of gained viewers and a number of lost viewers, based on the at least one conversion factor and based on the information related to the audience that is determined based on the subset of the audience; and

selecting (140) at least one audio-visual content program element for the audio-visual content program based on the information related to the audience.

2. The method according to claim 1, wherein the information related to the audience is determined (130) based on the monitored subset of the audience and based on at least one context parameter, wherein the at least one context parameter indicates a property of the audio-visual content program and/or conditions at a time the audio-visual content program is presented.

3. The method according to one of the claims 1 or 2, wherein the at least a subset of the audience is monitored (120) by receiving automated feedback of monitored audience devices of the monitored subset of the audience, wherein the information related to the audience is determined (130) based on the automated feedback received from the monitored audience devices.

4. The method according to claim 3, wherein the determining (130) is further based on at least one context parameter, wherein the at least one context parameter indicates a property of the audio-visual content program and/or conditions at the time the audio-visual content program is presented.

5. The method according to one of the claims 2 or 4, wherein the at least one conversion factor is determined based on information related to at least one previous audience and/or based on the at least one context parameter,
and/or wherein the at least one conversion factor is determined using a regression-based analysis,
and/or wherein the at least one conversion factor is determined using an artificial neural network.

6. The method according to one of the claims 2, 4 or 5, wherein the at least one context parameter is based on one or more elements of the group of metadata of the audio-visual content program, information related to external conditions at the time the audio-visual

content is presented, information related to weather conditions at the time the audio-visual content is presented, information on the time the audio-visual content is presented, and information related to other audio-visual content programs running at the time the audio-visual content is presented.

7. The method according to one of the previous claims
wherein the monitoring (120) of the subset of the audience comprises receiving information related to an audience device identifier from monitored audience devices via a bi-directional channel,
and/or wherein the method further comprises providing (110) additional information related to the audio-visual content program to the monitored audience devices via the bi-directional channel.

8. The method according to claim 7,
wherein the information related to the audience device identifier is received as part of client requests of the monitored audience devices,
and/or the method further comprising initially assigning audience device identifiers for monitored audience devices, and providing the initially assigned audience device identifiers via the bi-directional channel to the monitored audience devices for storing on the monitored audience devices,
and/or wherein the monitoring of the subset of the audience comprises periodically receiving the information related to the audience device identifier from the monitored audience devices presenting the audio-visual content program,
and/or wherein the determining of the information related to the audience comprises aggregating the received information related to the audience device identifier for a given audience member of the monitored subset of the audience with the at least one context parameter over a plurality of points in time.

9. The method according to one of the previous claims,
wherein the method further comprises clustering similar audience members of the monitored subset of the audience to determine one or more custom target groups,

and/or wherein the method further comprises attributing audience members of the monitored subset to a plurality of predetermined target groups.

10. The method according to one of the previous claims further comprising selecting (150) at least one advertising element for the audio-visual content program based on the information related to the audience.

11. The method according to claim 10, wherein the at least one advertising element and/or the at least one program element is selected for the entire audience of the audio-visual content program,
or wherein the at least one advertising element and/or the at least one program element is selected for at least one group of members of the audience,
or wherein the at least one advertising element and/or the at least one program element is selected individually for single members of the audience,
and/or wherein the method further comprises delivering the selected at least one audio-visual content programming element and/or the at least one advertising element to the corresponding subset of the audience or to the entire audience.

12. The method according to one of the previous claims further comprising determining (160) information related to a predicted total size of the audience of the audio-visual content program at a point in time in the future based on the information related to the audience,
and/or the method further comprising determining (160) information related to a predicted total size of the audience of the audio-visual content program at a point in time in the future based on the information related to the audience and/or based on the at least one context parameter effective at the point in time in the future,
and/or the method further comprising determining a predicted composition of the audience of the audio-visual content program at a point in time in the future based on the information related to the audience and/or based on the at least one context parameter effective at the point in time in the future,

and/or the method further comprising determining information related to a predicted advertising value of the point in time in the future based on the predicted information related to the total size of the audience and/or on the predicted composition of the audience at the point in time.

13. The method according to one of the previous claims, wherein the method further comprises providing at least one element of the group of information related to a predicted total size of the audience, information related to a size of the subset of the audience, information related to a predicted composition of the audience, information related to a composition of the subset of the audience, information related to attributed predetermined target groups, information related to clustered custom target groups and information related to a predicted advertising value via a bi-directional channel.

14. A computer program having program code for performing the method according to one of the previous claims, when the computer program is executed on a computer, a processor, or a programmable hardware component.

15. An apparatus (10) for determining information related to an audience of an audio-visual content program, the apparatus comprising:

at least one interface (12) configured to receive information related to a subset of the audience of the audio-visual content program; and

a control module (14), configured to:
monitor the subset of the audience using the at least one interface (12),
determine at least one conversion factor based on a relationship between a property value measured within at least one previously monitored audience subset and the corresponding property value of the previous audience, wherein the at least one conversion factor indicates a relationship between a property measured within the monitored subset of the audience and at least one property of the audience,

determine the information related to the audience based on the monitored subset of the audience, wherein the information related to the audience comprises measured metrics for the subset of the audience, such as information on at least one of a net reach within the monitored subset, a gross reach within the monitored subset, an average viewing duration within the subset, a number of returning viewers within the subset, a number of gained viewers within the subset and a number of lost viewers within the subset,

estimate at least one property of the audience, such as at least one element of the group of a total size of the audience, an average viewing duration, a number of returning viewers, a number of gained viewers and a number of lost viewers, based on the at least one conversion factor and based on the information related to the audience that is determined based on the subset of the audience; and

selecting at least one audio-visual content program element for the audio-visual content program based on the information related to the audience.

16. System (20) for receiving information related to an audience device identifier from a monitored subset of an audience of an audio-visual content program, the system comprising:

one or more receiving entities (22) configured to:

extract a plurality of audience device identifiers of the monitored subset of the audience from a plurality of periodic activity beacons received from monitored audience devices of the monitored subset of the audience,

and provide information related to the plurality of audience device identifiers to one or more session tracking entities (24);

one or more session tracking entities (24), configured to:

determine information related to durations of individual sessions of consumption of the audio-visual content program by the monitored subset of the audience based on the plurality of audience device identifiers, and

provide preliminary information related to the durations of the individual sessions to a data storage entity (26);

at least one data storage entity (26) configured to:
store information related to the durations of the individual sessions within a database or within a logging system; and

the apparatus (10) of claim 15, wherein the information related to the audience of the audio-visual content program is based on the information related to the duration of the sessions stored within the database or within the logging system.