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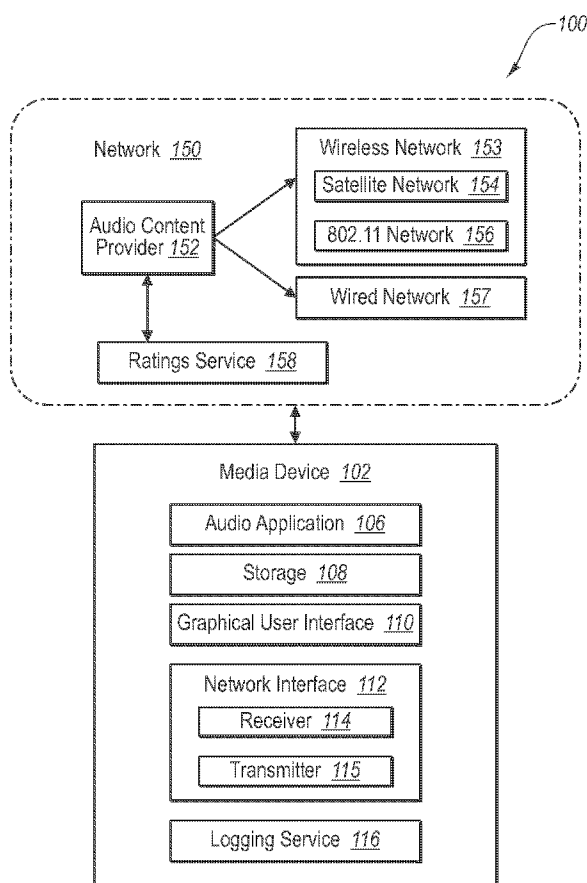
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(54) Title: LOGGING OF RADIO LISTENING AND INTERACTIVITY



(57) Abstract: A system for collecting, evaluating and using usage activity includes one or more media devices and a network with a ratings service. A media device includes a logging service for logging usage activity when media content is accessed and played, shared, deleted and/or stored. When a connection to the network is present, the usage activity is transmitted to the ratings service. The ratings service evaluates the usage activity and prepares a usage report, which can be transmitted to one or more content providers and/or can be used to refine programming content and/or influence advertising decisions. A content provider can collect votes by sending a list of possible song choices to media devices and receiving vote data collected by logging services on the media devices. The vote data is evaluated and a vote report is prepared that can be used to refine programming content and/or to influence advertising decisions.



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