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(56) Documents Cited:
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(54) Title of the Invention: **Media system analysis and control**
 Abstract Title: **Media content distribution system analysis and control**

(57) A method of analysing receiver events from a plurality of media content receivers in a media content distribution system, in which each event has a corresponding duration, comprises dividing/assigning (C2) the events into categories (segments) such that events having similar properties are placed into the same category. Categories may relate to different content topics or genres. Analysis of event duration distribution is undertaken for each category to determine at a threshold duration for that category. The threshold durations are applied to events to facilitate control and/or analysis of the media content distribution system. Events determined to be non-representative of normal viewing behaviour for a given category may be subject to control. For example, short events may be disregarded (C3,C4), whilst anomalous long events may be assigned new end times (i.e. truncated - C9). Such events may be eliminated from viewing statistics to give a more reliable insight into audience behaviour. The analysis of events may also be used to facilitate insertion of additional content (such as adverts, commercials etc) or for the local control of the receiver device (e.g. switching to Standby mode if inactivity is determined).

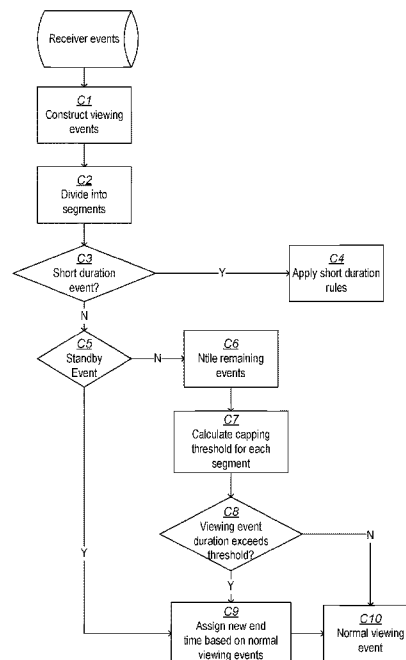


FIG. 5

At least one drawing originally filed was informal and the print reproduced here is taken from a later filed formal copy.

The print reflects an assignment of the application under the provisions of Section 30 of the Patents Act 1977.

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