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(54) **METHODS, ARTICLES OF MANUFACTURE, AND APPARATUS TO EDIT TUNING DATA COLLECTED VIA AUTOMATED CONTENT RECOGNITION**

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(57)                **ABSTRACT**

Methods, apparatus, systems, and articles of manufacture are disclosed for editing tuning data collected via automated content recognition. Examples include determining whether a time conflict exists between first tuning data corresponding to a first tuning event and second tuning data corresponding to a second tuning event. Examples also include that, in response to determining that the time conflict exists, creating a third tuning event based on the first tuning data, the second tuning data, and one or more criteria. Examples also include that modifying at least one of the first tuning event or the second tuning event based on the third tuning event. Examples also include that crediting a media presentation by the presentation device based on edited tuning data, the edited tuning data including the first modified tuning event, the second modified tuning event, and the third tuning event.

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START

OBTAIN TUNING DATA COLLECTED VIA AUTOMATED CONTENT RECOGNITION — 602

EDIT TUNING DATA USING TUNING DATA EDITING RULES — 604

ANALYZE EDITED TUNING DATA TO CREDIT MEDIA TO CORRESPONDING TUNING EVENT — 606

END