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(54) **METHODS AND SYSTEMS TO METER  
MEDIA CONTENT PRESENTED ON A  
WIRELESS COMMUNICATION DEVICE**

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#### ABSTRACT

An example apparatus to monitor media that is presented via a mobile device includes: an application monitor to determine when media presentation software is being executed by the mobile device; and a metering information collector to collect at least one of a signature or a code of the media presented by the media presentation software based on the media presentation software being executed by the mobile device.

