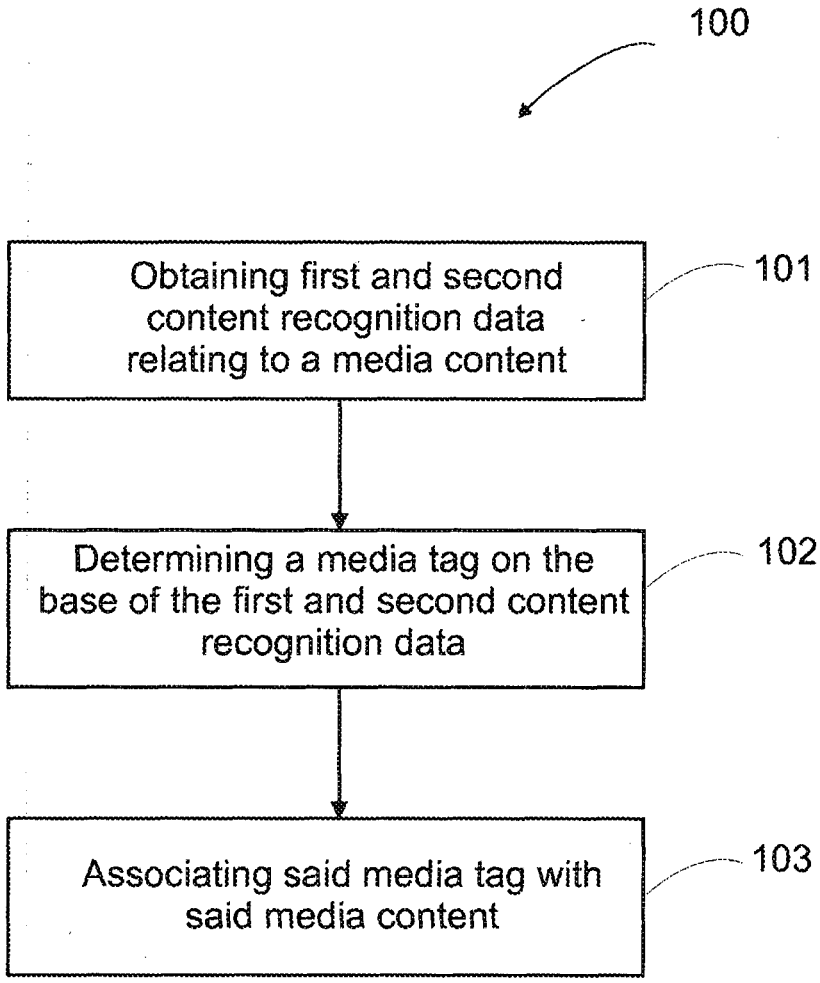
100
Obtaining first and second content recognition data relating to a media content
101
Determining a media tag on the base of the first and second content recognition data
102
Associating said media tag with said media content
103

Fig. 1