

NIELSEN AUDIO SOFTWARE ENCODER

What is the Nielsen Audio Software Encoder?

In today's Audio landscape, radio stations encode their audio signals utilizing hardware provided by Nielsen placed in individual station's equipment racks. This equipment adds the Nielsen inaudible code to the audio stream just prior to its being released. With the Audio Software Encoder Nielsen has launched a program to decouple its PPM Encoding Algorithm from the Nielsen Hardware Encoder it lives in today, and make it available for integration into 3rd party broadcasting equipment. When this software is incorporated into a station's audio processing equipment, the Audio Software Encoder will be able to add the enhanced CBET code to the audio stream. The move from hardware to software based encoding will provide greater flexibility as stations evolve their technology ecosystems, free up rack space in their facilities, and enable a move to cloud based workflows.

When will the Nielsen Audio Software Encoder be available to stations?

Nielsen is planning for a beta release of the Audio Software Encoder to a select group of vendors and AM stations, with a wider production release expected to be available to the market targeting late Q4 of 2020. The initial focus is on AM and our future plans include FM and Streaming to offer an array of encoding options for our clients in the upcoming year 2021.

How will the Nielsen Audio Software Encoder be deployed?

We are actively working with Orban, Wheatstone, and Telos Omnia to provide clients with the various options to integrate. The certification process requires extensive testing to ensure the same rigor and quality Nielsen provides to our audio broadcasters will continue to be in place. Getting this into the clients hands is a high priority for Nielsen.

Current Nielsen Encoders



Software Encoder within Audio Processor



KEY BENEFITS

- Enables opportunity for PPM encoding in cloud based workflows
- Brings audio encoding options in line with television encoding which have already realized the benefit of a software encoder
- Reduces rack space
- Simplifies broadcast station workflows

Engineering Portal Link

Keep up to date with the latest products certified with Nielsen Software Encoder



For more information, contact your Nielsen representative at 866-864-1244 or visit www.nielsen.com