nielsen

Client Action Request:
Create and Maintain an Internal Encoder Alert Distribution List

What is happening?
The Nielsen Company is asking clients to create and maintain an Encoder Alert Distribution List on their own e-mail systems. Nielsen will use this distribution list to send encoder-related notification e-mails to clients.

Why is this happening?
When encoder information drops from a signal and is not received by the Media Monitoring Site (MMS), The Nielsen Company generates a "No Code Alert" e-mail message to notify the stations that the encoder's information was missing from the signals.

In the past, Nielsen maintained a distribution list for No Code Alert notification. Nielsen sent urgent notifications but could not guarantee the accuracy of the addresses on the distribution list. Some messages were returned with a comment to notify another individual instead of the addressee or as undeliverable, creating a lag in notice and response.

What is the solution?
An effective solution to the problem gives clients the opportunity to take ownership of their own Encoder Alert Distribution Lists. Through a partnership with Nielsen, clients will create and maintain accurate distribution lists of appropriate contacts through their own e-mail systems for No Code Alert Notifications.

What are the benefits?
Clients can ensure that the correct individuals receive No Code Alert notification for encoder failures, and there is no need to notify Nielsen with any staff changes.

Nielsen will be able to provide a timely and accurate No Code Alert notification that consistently reaches the appropriate audience.

What do I need to do?
The following table lists the steps for a client to produce and send an Encoder Alert Distribution List to Nielsen.

Step	Action
1	Identify the individuals who need to be contacted with Encoder Failure Alerts.
	Nielsen Requires / **Nielsen Suggests**
	Nielsen Requires: - Chief Engineer - Key Technical Staff (Master Control/Engineer on Duty) - Research Director - General Manager *Nielsen Suggests:* - Key Corporate Engineering - Key Corporate Research Staff - Any other necessary individuals as determined by the station or ownership group
2	Create a distribution list in your e-mail system (e.g., encoders@mydomain.com or market.encoders@mydomain.com). *Note:* To promote consistency, Nielsen asks that large groups compile all of the stations'

	e-mail addresses before submitting the distribution list information to Nielsen via spreadsheet or a simple list.
	For example, a station XTNC could use:
	• encoders@xtnc.com
	A Network/Group (TNC) could use individual market names to identify each station:
	• NY.encoders@xtnc.com
	• LA.encoders@xtnc.com
	Or, a Network/Group (TNC) could use individual market call letters (WQQQ) for each station:
	• WQQQ.encoders@xtnc.com
3	Send the address(es) for the distribution list to Nielsen (encoders@nielsen.com).
	Result: Nielsen will send a notification e-mail once the address is added to the No Code Alert Notification delivery system.