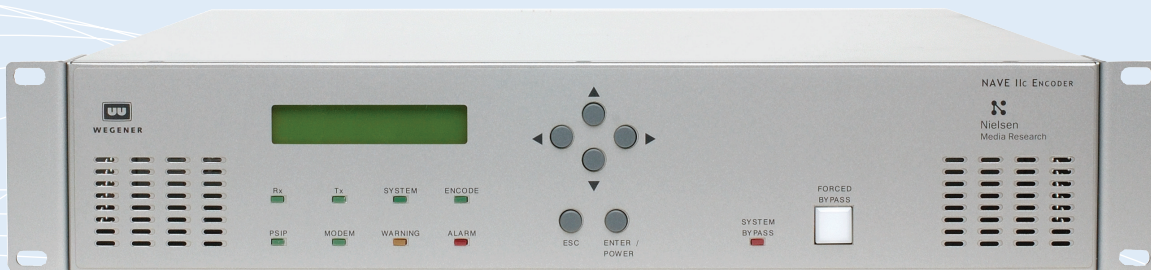# NAVE IIc™

NIELSEN AUDIO ENCODER

WEGENER®

Supporting Compressed Transport Streams

WEGENER® NAVE IIc™ Nielsen Audio Encoder is the first industry product to encode the Nielsen Media Research (NMR) proprietary NAVE™ identification information into a compressed ATSC transport stream. NMR proprietary audio watermarking was introduced as a way to identify and track program content for TV ratings purposes. This technology plays a key role in NMR's new Active/Passive metering initiative because it is both transport and consumer electronics agnostic, surviving intact through the entire broadcast distribution process.

Digital Program Distribution

As more and more television stations migrate their transmissions to the FCC's mandated ATSC DTV service, new network distribution models are being deployed where program content is distributed in compressed ATSC format from the network origination source through the local network affiliate and then on to the consumer's home. In these environments, ATSC stream multiplexers are employed by the affiliate TV station to add local programming.

NAVE IIc Audio Encoder

The WEGENER® NAVE IIc™ expands upon NMR's audio coding capabilities by supporting the ability to code pre-compressed MPEG-2 transport streams. The WEGENER® NAVE IIc™ encoder will insert NMR data into MPEG-2 Multi-Program Transport Streams compliant with the US ATSC standard.

FEATURES

Insert Nielsen Media Research Information in the Compressed MPEG Domain

Support up to 4 Program Channels

Fail-Safe Bypass

Web Browser Interface

Model Options:
SMPTE 310 i/o
DVB-ASI i/o
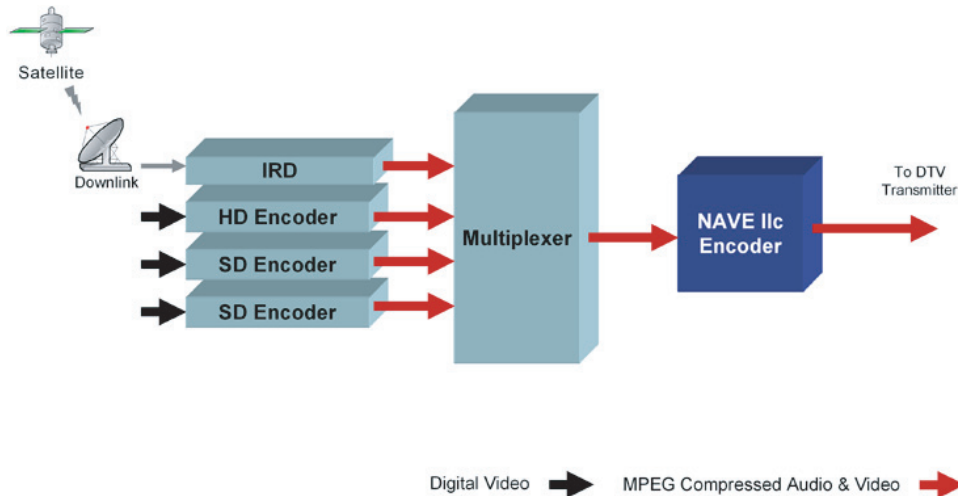
EMAIL info@wegener.com

www.wegener.com

NAVE IIc™

NIELSEN AUDIO ENCODER

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A broadcast TV station employing MPEG-2 transport stream multiplexer would require a WEGENER® NAVE IIc™ encoder located downstream from the MPEG-2 multiplexing system.

TECHNICAL SPECIFICATIONS

NAVE IIc ™ interfaces:
Compressed ATSC transport streams
- SMPTE 310 input & output   (WEGENER Model # NAVEIIC-001)
- DVB-ASI input & output   (WEGENER Model # NAVEIIC-002)

Audio watermark:
Up to 4 programs (minor channels)
Dolby AC-3 or 5.1 audio

Other Features:
Emergency bypass relay support
Time synchronization
- SMPTE LTC time code
- Interface to GPS time server
- Network Time Protocol
User friendly web browser interface via Modem or Ethernet LAN