

# SPoTTRAC™

## NIELSEN TRACKING SERVICES ENCODER

### SPoTTRAC FEATURES

**Audio watermarking and video encoding for analog and digital broadcast environments**

**Uncompressed video capture**

**Analog/digital conversion equipment not required**

**User-friendly interface for streamlined entry of video information**

**Automatic delivery of encode statistics and client data for tracking and reporting**

**Audio decoding for verification of audio watermark**

**Optional Longitudinal Time Code (LTC) card available**

#### SUPPORTING NIELSEN TRACKING SERVICES

SpoTTrac is a turnkey, PC-based solution that encodes Audio/Video (AV) content with Nielsen Media Research content identification information. A division of Nielsen Media Research, Nielsen Tracking Services is a syndicated offering for advertising agencies, advertisers, public relations companies, broadcasters, producers, and non-profit organizations. Designed to support the SIGMA™ and KeepingTrac™ applications, SpoTTrac incorporates audio and video technology for broadcast verification of commercials, PSAs, electronic press kits and other spots.

#### AUDIO WATERMARKING AND VIDEO ENCODING

SpoTTrac integrates both audio watermarking and video encoding in a single pass. By utilizing redundant technologies, Nielsen delivers the most reliable detections in analog and digital broadcasting.

#### STREAMLINED PROCESS - ENCODING TO REPORTING

SpoTTrac captures the input audio/video via the analog or SDI interfaces. After the inputs are captured, buffered, and processed, SpoTTrac outputs the audio/video for recording in real time. This real-time, pass-through encoding allows a single-pass encoding session to encode a multi-reel tape.



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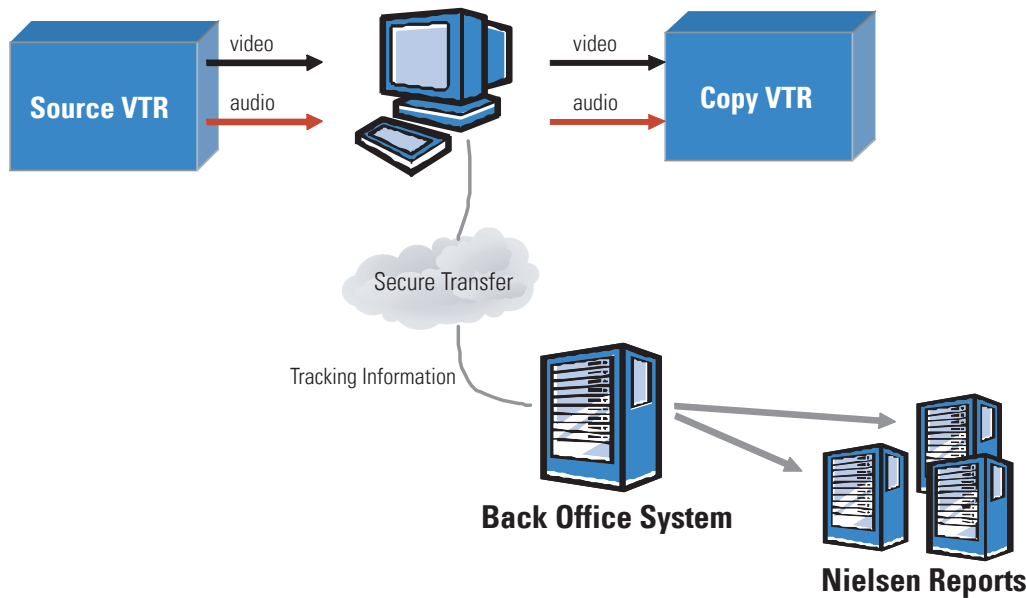
OPTIMIZE MEDIA DISTRIBUTION

# SpoTTrac™ - NIELSEN TRACKING SERVICES ENCODER

The user interface complements the workflow of encoding a multi-reel tape. While the current spot is being encoded, enter information for the next spot and be ready to encode.

The system automatically provides metadata including encoding statistics and client data (e.g. ISCI, Ad-ID, SID/Date/Time) for automated spot monitoring and reporting. SpoTTrac transfers a tracking information file to the Nielsen data facility at the end of each session.

An internet connection is required for software upgrades and transfer of encode statistics.



## SpoTTrac Video Interfaces

		Video Out		
		SDI	Composite	Component
Video In	SDI	X	X	X
	Composite	X	X	X
	Component	X	X	X

## SpoTTrac Audio Interfaces

		Audio Out		
		SDI Embedded	Analog Balanced	Analog Unbalanced
Audio In	SDI Embedded	X	X	X
	Analog Balanced	X	X	X
	Analog Unbalanced	X	X	X

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