SpoTTrac® Digital

NIELSEN TRACKING SERVICES ENCODER

SpoTTrac® Digital
FEATURES

Audio watermarking and video encoding for digital broadcast environments

Supports both SD (Standard Definition) and HD (High Definition) video content

Uncompressed video capture

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 Digital 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 Digital 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.
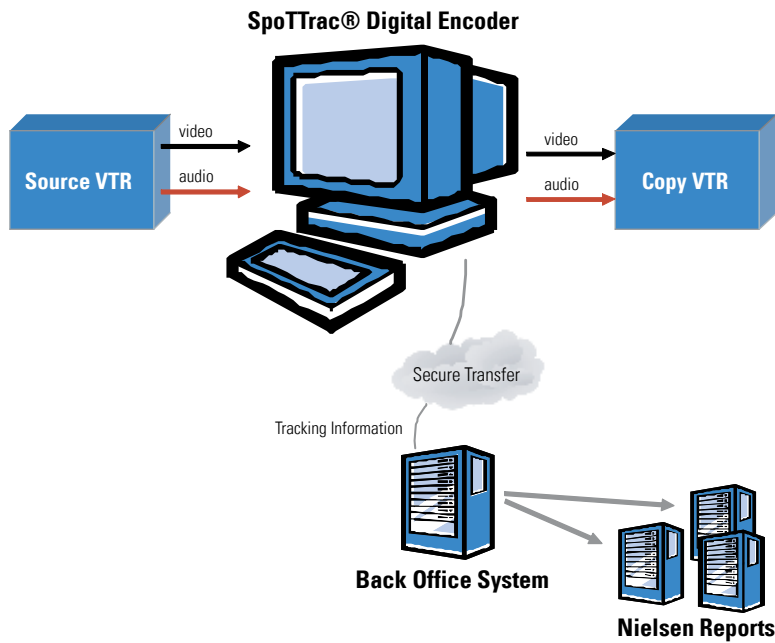
STREAMLINED PROCESS - ENCODING TO REPORTING

SpoTTrac Digital captures the input audio/video via SDI interfaces. After the inputs are captured, buffered, and processed, SpoTTrac Digital 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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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 Digital 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® Digital Encoder

SpoTTrac Digital Video Interfaces

Video In / Video Out	SD-SDI	HD-SDI
NTSC	X	
1080i		X
720p		X

SpoTTrac Digital Audio Interfaces

Audio In / Audio Out	SD-SDI	HD-SDI
Up to 6 Pairs SDI Embedded	X	X
Up to 2 Pairs of AES/EBU	X	X

www.wegener.com/PRODUCTS/index.php

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