SPOTTRAC® DIGITAL FAQS

SpoTTrac® Digital Encoder

Source VTR → video / audio → [Encoder] → video / audio → Copy VTR

Secure Transfer

Tracking Information

Back Office System → **Nielsen Reports**
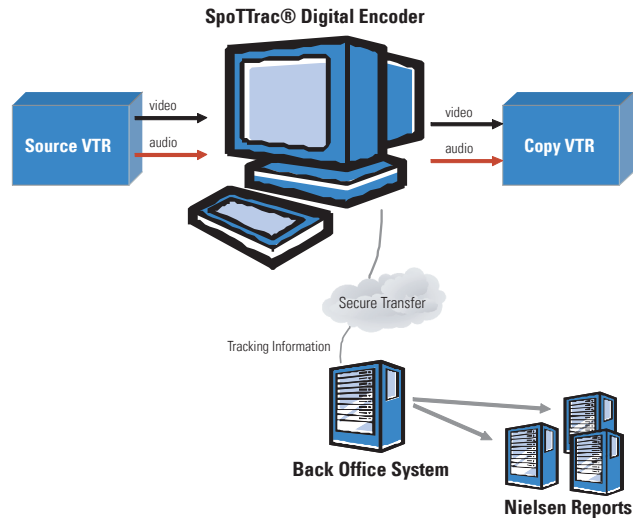
What is SpoTTrac Digital?

SpoTTrac is a turnkey, PC-based solution that adds Nielsen® Tracking Services encoding and watermarking content identification information to Audio/Video (AV) content. This unit processes both High Definition (HD) and Standard Definition (SD) content.

Do I need to file capture each piece of content separately on the PC?

No, SpoTTrac Digital receives and outputs an Audio/Video (AV) serial digital stream for recording in real time after an initial 2 second delay. This real-time pass-through encoding allows encoding of a multi-spot tape during a single-pass encoding session.

What is SpoTTrac Digital used for?

Designed by Nielsen to support the KeepingTrac™ and SIGMA™ applications, SpoTTrac Digital incorporates audio and video technology for broadcast verification on Nielsen monitoring sites.

Which Audio/Video (AV) formats are supported?

SpoTTrac Digital supports SDI-HD (1080i and 720p) in addition to SDI-SD (NTSC) signals. Up to 12 channels of embedded SDI audio and 4 channels of AES audio are supported.

Does SpoTTrac Digital support 1080p?

1080i and 720p are the current HD format standards for station content delivery. SpoTTrac Digital supports both of these formats.

WEGENER®

OPTIMIZING MEDIA DISTRIBUTION

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How do I encode and distribute content?

Input data into the user friendly interface, play your source into the unit, record the output of the SpoTTrac Digital unit and click the "Start Encode" button. Make distribution copies from recorded encoded content.

How do I know that encoding was executed correctly?

Turn on the verification feature and play the encoded content through the unit. The decoded watermark data and associated client code (Ad-Id/ISCI) will display on the user interface.

How does Nielsen receive my encoding information?

SpoTTrac Digital features an FTP based delivery of encode statistics and related client information from the unit's data base to Nielsen. This automatically occurs each time the application is closed after encode sessions.

Are there basic technical requirements?

The facility should dedicate connections for Ethernet and Black Burst (analog NTSC house sync) to the SpoTTrac Digital unit. The Ethernet connection shall provide access to the Internet and allow delivery of encode statistics to Nielsen while Black Burst is strongly recommended for stable video processing. Proper connections for Audio/Video (AV) signal flow are also required.

What happens if my HD content is down converted by broadcasters?

Nielsen audio watermarking will remain in the audio tracks of SD content down converted from SpoTTrac Digital encoded HD content.

Will this encode have any affect on video or audio quality?

No, video and audio quality are not affected by SpoTTrac Digital encoding. Video encoding is placed in the VBI (Vertical Blanking Interval) in SD (Standard Definition) which is not part of the viewable content. The audio watermarking is a patented technology that has passed independent golden ears testing. This audio technology has gained widespread use and acceptance in the broadcast industry for over eight years.

Who do I contact if I have additional questions?

For sales related questions, please contact WEGENER Sales Department at (770) 814-4036. For service and repair questions, please contact WEGENER Service Department at (770) 814-4057. For software and hardware operational questions, please contact the Nielsen Helpline at (800) 423-4511 and ask for SpoTTrac Encoder Support.

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www.wegener.com/PRODUCTS/index.php

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