



NOTICE: WATERMARK LINEAR SDK Converged Encoder v5.3.4 NOW AVAILABLE

The Nielsen Company has developed a new Watermark Software Development Kit (SDK) that includes a new version of the CBET encoding algorithm, **TV CBET v2**, as part of our continuous improvement efforts.

The purpose of the SDK is to provide a set of tools that enables OEMs to create applications for that insert NAES2 (N2) / NAES6 Watermarks (NW) as well as Critical Band Encoding Technology (CBET) code into broadcast signals.

The changes in the new software version include:

- TV CBET v2 encoding algorithm that enables the enhanced detection of watermarks in challenging listening environments by the Portable People Meter (PPM)
- Support for audio samples in float format (float interface for Transport Stream application)
- Added logging for encoding configuration parameters
- Sample Application addresses -t 2 without offset case

Please note, per the "NIELSEN UPDATES" section of your NIELSEN WATERMARK ENCODER LICENSE AGREEMENT, we are asking to have this update completed within three(3) months of this notification. However, we are encouraging our clients to upgrade their encoding as soon as possible so it is likely that you have clients that would like to see this new SDK integrated sooner. We encourage you to contact your clients in order to understand their priorities with respect to TV CBET v2.

Encoder Support Contact Information

Please send all email requests to: encoders@nielsen.com

Telephone requests: 1-800-537-4872, Option 2

nielsen



Copyright © 2018 The Nielsen Company (US), LLC.
All rights reserved.