

## Installation Package

The VOD Content Encoder (the Encoder) includes the following:

- SID/TIC Drive (USB drive)
- Three applications:
  - SID/TIC Drive Installer—assigns SIDs (source identifiers) and TIC codes (time-in-content).
  - VOD Content Encoder—encodes, decodes, and can send metadata files directly to the CF (Nielsen Data Collection Facility) or to another computer in your facility for forwarding to the CF
  - File Transfer Manager—optional software used to send metadata files to Nielsen. Although you may use a third-party FTP program, if you plan to do batch file processing, you **must** use the File Transfer Manager application.

**Important** Install **only one** FTP application on the system that hosts a VOD Content Encoder application.



SID/TIC Drive

## Environment

- Platform—one of the following Microsoft Windows operating systems:
  - Windows XP
  - Windows 7
  - Windows Server 2008 32-bit
  - Windows Server 2008 64-bit

- Preferred screen resolution 1024x768
- IP connectivity

## Plant Layout and Workflow

The VOD Content Encoder applications can be installed on a single computer, divided between two computers, or split among three computers. All the computers must be on the same network. The choice of layout depends on your plant design and workflow.

**Note** Sample plant layouts and workflows appear on the second page of this document.

## Upgrading the VOD Content Encoder

Before upgrading you're the VOD Content Encoder, do the following:

1. Transfer to the CF any untransferred metadata files.
2. Make a backup of the files as follows:
  - On a 32-bit OS, back up the Program Files\Nielsen\VOD Content Encoder directory
  - On a 64-bit OS, back up the C:\Program Files (x86)\Nielsen directory.
3. Uninstall all VOD Content Encoder applications.

**Note** Stop any anti-virus program that is running. See step 8 on the next page regarding files the program should "trust."

3. Install the new encoder and related software versions.
4. Verify that the backed files from step 2 are in the new VOD Content Encoder directory. If not, copy them there.
5. Reboot the computer.

### Software Installations

1. Stop any anti-virus program that is running.
2. Insert the SID/TIC Drive into a USB port on the computer.
3. Browse to the drive.
4. Click autorun.exe.
5. On the Nielsen VOD Content Encoder installation window, select the software to install on the computer.

**Note** The InstallShield window may take 2 minutes or longer to appear for each install. To avoid having to restart the SID/TIC Server, install the SID/TIC Server last.

5. Follow the prompts.
6. According to the requirements for your plant layout and workflow, install the following in this order:
  - VOD Content Encoder application
  - File Transfer Manager application
  - SID/TIC Drive and Installer
7. Click Exit.
8. Restart your anti-virus software and add these programs to its "exclude" or "trusted" files list: SID/TicService.exe, STSDiscovery.exe, VODFileTrigger.exe, and VODFTMSservice.exe.
9. Configure each application. For more information, see the *VOD Content Encoder User Manual*.

### Customer Support

Nielsen Encoder Support at 800-537-4872 option 2

[Encoders@nielsen.com](mailto:Encoders@nielsen.com)

### VOD Content Encoding Workflows

Below are workflows in which the VOD Content Encoding software is installed on a single computer or split between two. See the *VOD Content Encoder User Manual* for configuration procedures for these workflows and for setups with three computers.

