

VOD Content Encoder

Installation Quick Start

Environment

- Platform—Microsoft Windows XP or 7 OS, or Windows Server 2008 32- or 64-bit
- Preferred screen resolution 1024x768, 800 x 600 is okay
- IP connectivity
- No other software such as email, word processing, etc.

Installation Package

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

- VOD Content Encoder—an application 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
- SID/TIC Server—an application that maintains mirror databases on the Server host computer
- **Watermark Resource Record (WRR) Installer application—an encrypted file that is preconfigured with client-specific SID/TIC information**
- ServicesMonitorTool—an application that alerts the user with an error popup when metadata files fail to transfer 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, however, you **must** use the File Transfer Manager application.

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

Install Software

1. Stop any anti-virus program that is running.
2. **Extract the VOD Installer zip file.**
3. **Browse to the VOD Encoder folder.**
4. Double-click autorun.exe.
5. According to the requirements for your plant layout, select each of the applications in the following order on the Nielsen VOD Content Encoder installation window and follow the prompts:
 - VOD Content Encoder application
 - File Transfer Manager application
 - SID/TIC Server and the WRR

Configure VOD Content Encoder Application

1. From the list of Nielsen programs in the Start menu, select VOD Content Encoder.
2. Select Configure > Profile.
3. Create a profile for the encoder.
4. Select Configure > System Setup. Depending on your workflow, enter the corresponding information.
5. (Optional)
 - Configure File Transfer Manager
 - Configure File Trigger Service

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Upgrade the VOD Content Encoder

Before upgrading the VOD Content Encoder, do the following:

1. Transfer to the CF any untransferred metadata files.
2. Make a backup of the files in the Program Files \ Nielsen Media Research \ VOD Content Encoder directory.
3. Uninstall all VOD Content Encoder applications.
4. Install the new versions.
5. If the files you backed up, did not automatically copy, copy the backed up files to the new VOD Content Encoder directory.
6. Reboot the computer.
7. From Nielsen Encoding Operations, get a Watermark Resource Record (WRR) file and a unique key.
8. If you have a redundant server, repeat these steps on that server.

Important All digital assets processed by the VOD Content Encoder must be clean: they cannot contain any Nielsen watermarks.

Customer Support

Nielsen Encoding Operations at 800-537-4872 option 2

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<https://engineeringforum.nielsen.com/encoders>

Plant Layout and Workflow

The VOD Content Encoder applications can be installed on a single computer, divided between two computers in different combinations, 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. For layouts 2 computers, see the *VOD Content Encoder User Manual*

