

VOD Content Encoder

Installation Quick Start

Environment

- Platform— Windows 10 64bit or Windows Server 2012 64-bit or Windows Server 2016 64-bit or Windows Server 2019 64bit
- 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 that 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 application that can install WRR 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 VODContentEncoder zip file.
3. Browse to the extracted VODContentEncoder 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:
 - Install SID/TIC Server and the WRR
 - Install VOD Content Encoder application
 - Install File Transfer Manager application

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. Contact Nielsen Encoder operations for WRR upgrade. Follow the WRR upgrade process in *VOD Content Encoder User Manual*.

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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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 and a redundant SID/TIC server, see the *VOD Content Encoder User Manual*.

