

## Installation Package

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

- Two applications:
  - RTVOD 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 an RTVOD Content Encoder application.

## Environment

- Platform—one of the following Microsoft Windows operating systems:
  - Windows 7 32-bit
  - Windows 7 64-bit
  - Windows Server 2008 32-bit
  - Windows Server 2008 64-bit
  - Windows Server 2008 R2
  - Windows Server 2012 64-bit
- Preferred screen resolution 1024x768
- IP connectivity

## Plant Layout and Workflow

The RTVOD Content Encoder applications can be installed on a single computer, or divided between multiple computers. If installing on multiple computers, they must both 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.

### Software Installations

1. Stop any anti-virus program that is running.
2. Insert the install CD into the computer.
3. Browse to the drive.
4. Click autorun.exe.
5. On the Nielsen RTVOD 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.

5. Follow the prompts.
6. According to the requirements for your plant layout and workflow, install the following in this order:
  - File Transfer Manager application
  - RTVOD Content Encoder application

**Note** Both applications must be installed on the Encoding computer. Computer 2 needs only the File Transfer application.

7. Click Exit.
8. Restart your anti-virus software and add these programs to its "exclude" or "trusted" files list: RTVODFileTrigger.exe, and RTVODFTMSservice.exe.
9. Configure each application. For more information, see the *RTVOD Content Encoder User Manual*.

### Customer Support

Nielsen Encoder Support at 800-537-4872 option 2  
[Encoders@nielsen.com](mailto:Encoders@nielsen.com)

### RTVOD Content Encoding Workflows

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

