

Capture Viewer Behavior and Understand the Competition as Never Before *Nielsen Data Management puts Powerful Business Intelligence at Your Fingertips*

(Image Banner with desktop screen image of competitive ratings analysis)

The Need

- In an ever-more competitive business environment, broadcasters require an effective way to measure TV consumption, allowing them to sell ads against viewership.
- Broadcasters need to monitor and log the broadcast signal metadata to ensure delivery of watermark signals to Nielsen's people meters, preventing any gap in the station's ratings credits.
- The system must alert users immediately if the watermark is absent from the stream due to an encoder system crash or glitch, preventing insertion of the watermark.
- Users need to compare their performance with multiple competitive stations, quickly and cost-effectively.
- They also demand specific business intelligence about viewer behavior that can drive improvements in content and scheduling.

The Solution

- Digital Nirvana's Monitor IQ™ Plus package delivers a full range of multi-channel signal monitoring, logging, compliance and archiving functions -- plus management of NAVE (Nielsen Audio Video Encoder) watermarks embedded in the audio track of the DTV signal.
- The system decodes, logs, and verifies the presence of the watermarks to: ensure proper transmission and delivery to Nielsen's home monitoring equipment; enable effective troubleshooting with real-time alerts for any signal discrepancies; and ensure ratings credit for advertising, allowing the setting of proper ad rates.
- Users can record, monitor and analyze the performance of multiple competitive stations, saving hours of time, raising productivity and eliminating the need for expensive stand-alone DVRs.
- Through the insertion of a unique program content SID (Source Identification Code), Monitor IQ provides a second-by-second tracking of content distribution from origin to viewer.
- The SID provides powerful business intelligence, for instance pinpointing the content airing at the exact moment when viewers start to lose interest, and allowing the user to fine-tune future content and scheduling to increase viewership.

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Industry: Broadcast

Products: Monitor IQ

Feature: NAVE Watermark Decoding

Benefits:

- Ensures proper delivery of NAVE watermarks
- Real-time alerts aid in quick troubleshooting
- Accurately measures ratings credits to set proper ad rates
- Tools for measuring the competitive landscape
- Allows second-to-second analysis of ratings and content

(BACK)

Feature Brief

NAVE Watermark Decoding

About Monitor IQ Broadcast Monitoring System

Monitor IQ™ is a multi-channel signal monitoring, logging, compliance and archiving system for traditional broadcasting. Monitor IQ provides a range of unique features including centralized management, automatic ad detection, and a director's audio track. It accepts multiple signals, both HD and SD in full resolution, and exports them in a wide range of file formats. Its Infrastructure Self-Check performs more than 40 types of ongoing system checks to proactively monitor the total health of the Monitor IQ system. Web Captioning ensures that programming complies with new FCC closed captioning mandates in the SMPTE Timed Text Format. And Program Guide Extraction automatically extracts EIT data directly from the broadcast, simplifying program search and enabling recording by program. Monitor IQ is compatible with all standard web browsers – and does not require Active X. Monitor IQ is available in four packages -- Starter, Essentials, Plus and Premier -- making it affordable and suitable for virtually every broadcast customer.

About Digital Nirvana

Since 1996, Digital Nirvana has been empowering customers with innovative knowledge management technologies. By combining media and digital technology expertise, Digital Nirvana makes it possible for organizations to streamline operations and gain competitive advantage with advanced product and service offerings. The company's product portfolio includes the industry-leading Monitor IQ broadcast monitoring system, AnyStream IQ OTT monitoring solution, and the MediaPro content repurposing system. A comprehensive service portfolio includes media monitoring and analysis, market intelligence and analytics, and learning management services. Digital Nirvana is headquartered in Fremont, California with offices in Hyderabad and Coimbatore, India.

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