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# PPM ENCODING BEST PRACTICES

## An Update for Station Engineers on Encoding Best Practices

- Install the Nielsen Audio PPM Encoder downstream of any switching or delay equipment in a location that offers consistent audio levels (+4dBu for Analog, -20dBFS for Digital)
- Ensure the Nielsen Audio PPM Encoders at your facility are up to date and running the latest version of Enhanced CBET firmware.
- Encode each of your stations transmission paths that can go to air, even paths that would only be used in an emergency.
- Connect the Nielsen Audio PPM Encoder to an accurate external time source (Master Clock or Time Server) if one is available in your facility. If using Network Time Protocol (NTP) ensure time on the server is set to UTC, not local time.
- Connect the Nielsen Audio PPM Encoders and In-Station PPM Encoding Monitor(s) to a central alarming system if one is available at your facility.
- Cool the encoder with an external fan if the ambient temperature in the room regularly nears 85°F.
- We provide a minimum of two Nielsen Audio PPM Encoders to each station (Primary and Backup). Both of these units should be racked and powered with audio input. No cold spares.
- Periodically switch between encoding on your Primary Encoder and encoding on your Backup Encoder. (a good guideline is to run on your back-up for 1 week every month).
- Ensure audio you send or receive to/from other stations is un-encoded. Re-encoding a piece of audio that has already been encoded may affect station crediting.
- Connect your Nielsen In-Station PPM Encoding Monitor to a tuned over-the-air feed of your broadcast to ensure that the audio that went to air was in fact properly encoded. All stations that are encoded should be monitored, including HD1 simulcasts.
- In the event that you need assistance in diagnosing any encoding alarm received from your Nielsen Audio PPM Encoder or In-Station PPM Encoding Monitor contact our EVS team at 1-800-537-4872 option 3 or [PPMEncoding@Nielsen.com](mailto:PPMEncoding@Nielsen.com).

**PPM ratings are based on audience estimates and are the opinion of Nielsen and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.**