

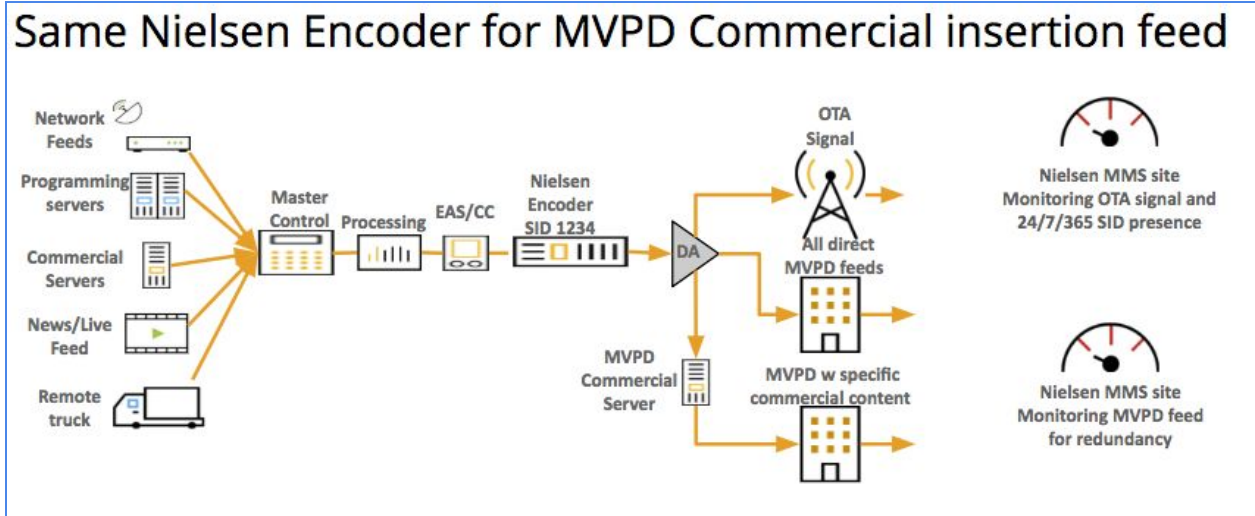
# MVPD provided Direct Feeds with Unique Commercial Content



Local stations have been requested by Multiple Video Program Distributors (MVPD) to insert unique 30 or 60 second commercials using a separate commercial server. Such creatives are specifically designed for distribution to local subscribers of the cable system, while non subscribers in the market would receive a different targeted commercial creative for that cable system. Nielsen has determined two solutions for this distribution to ensure correct Nielsen crediting.

## Using the same Nielsen encoder

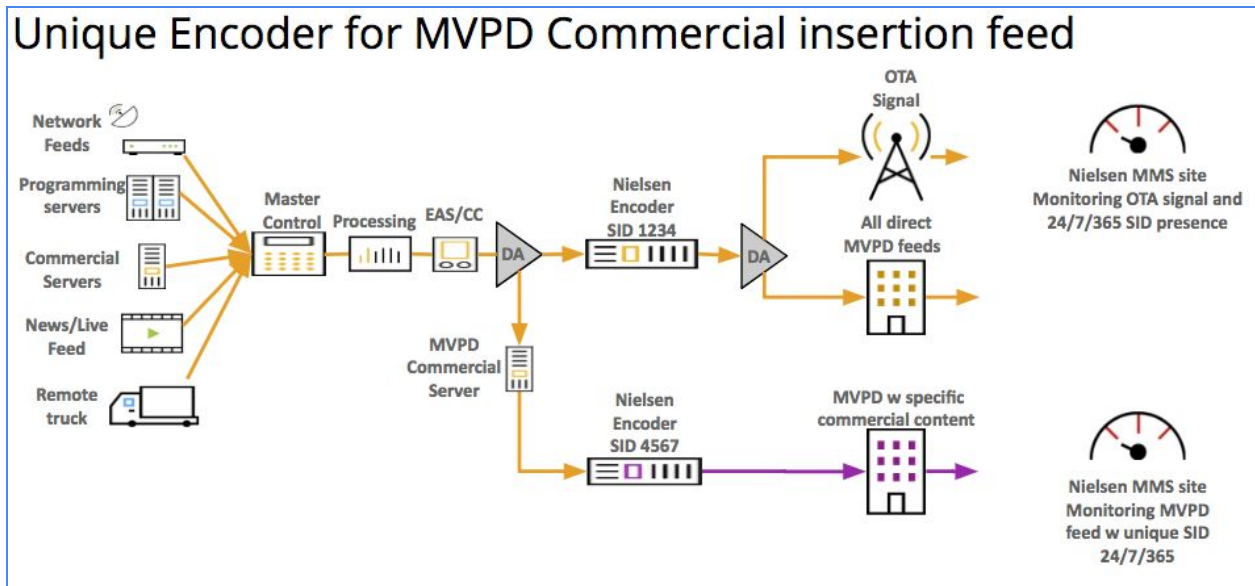
Solution One that Nielsen recommends is outlined below, and in this configuration the commercial server is installed downstream of the Nielsen encoder, inserting the unique commercials for distribution without Nielsen codes for the 30 second spots. If a market's sample home, subscribing to the particular cable system's services, views the station immediately before, during, and after these spots, and the station's SID is detected in the programming before and after this spot, Nielsen credits the station for all the tuning. If the same sample home tunes the station's programming immediately preceding the unencoded spot and during the vast majority of the spot itself but then changes the channel to another station or network, the Nielsen system's bridging rules are not triggered and the station does not always receive full credit for this partial tuning.



## The use of a separate Nielsen encoder

The second solution recommended by Nielsen includes a separate Nielsen encoder and unique SID for the separate MVPD path with the commercial server. This separate path would NOT have both Nielsen watermarks present, only the unique SID for this feed. Nielsen Encoder Policy expects all Nielsen encoders to be installed on a "clean feed", one that does not have an upstream Nielsen Encoder already present at your facility.

This solution will ensure that Nielsen is able to identify and credit tuning by Nielsen codes during these commercial durations. Nielsen will also install and maintain a new Media Monitoring site (MMS) to allow us to monitor and alert for any encoder issues or outages. This solution will require a separate discrete Nielsen encoder and MMS equipment, along with associated costs.



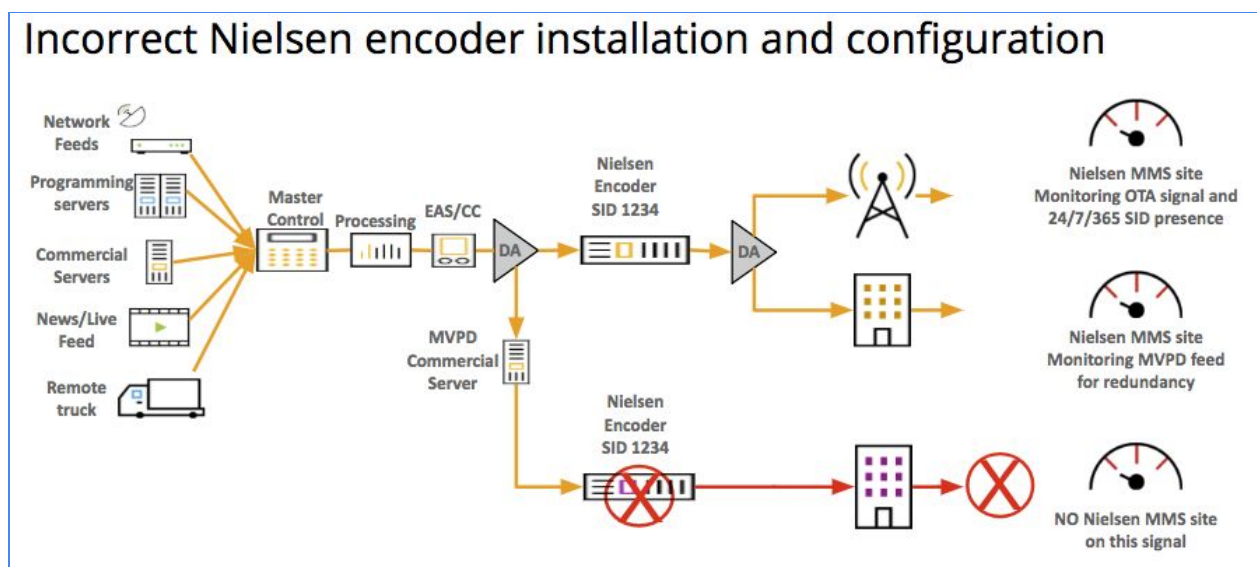
## Non Compliant solution.

The following figure shows a NON Compliant solution, this is the same Nielsen SID on two encoders. The SID on the Nielsen encoder for the MVPD output cannot be the same as the SID for the Over the

Air (OTA) output in a separate Nielsen encoder. For multiple encoders with the same SID, the only exception is for redundant feeds (X/Y or A/B output chains, for example), where only a single encoder is online at any one time.

The Risks here are multiple and will result in lost data for the Client, Since Nielsen will be unaware of this encoder, it will likely not have MMS equipment to alert of any issues with the encoder. For example, without the MMS equipment to assist in time corrections for encoder clocks, if the clock is behind time, all viewing will be credited as Time Shifted Viewing (TSV), if the clock however goes forward, that time does not exist in the Nielsen crediting system, and all data from this encoder will be lost.

To achieve compliance and eliminate this risk, the station's Research Director must contact their Nielsen Client Service Representative for complete details regarding MSO commercial insertion direct feeds, as additional costs are involved. The Nielsen Client Service Representative submits a Change Request with the station call letters, Nielsen encoder serial numbers, feed information, and Chief Engineer or equivalent for each encoder. Nielsen then provides a new SID and assistance in configuring the encoder.



If you have additional questions, or require any assistance please contact Encoder Support at 800-537-4872, option 2 or email us at [encoders@nielsen.com](mailto:encoders@nielsen.com).

Thank you.