



## ***NEWS RELEASE***

### **Telestream Releases New Vantage Option for Automated Nielsen C3/C7 Watermarking**

*Broadcasters can maximize revenue by moving live content to the C3 window sooner for VOD and OTT content*

**Nevada City, California, September 2<sup>nd</sup>, 2020** — Telestream®, a leading provider of workflow automation, media processing, quality monitoring and test and measurement solutions for the production and distribution of video, today announced a new option for Vantage that supports automated Nielsen C3 and C7 watermarking with pre-render SID reservation. Available immediately, the new option enables broadcasters making VOD and OTT versions (including advertising) of live content accessible as soon as possible. By moving live content into the C3 window more quickly, organizations can increase revenue substantially.

"We don't believe anyone else has this deep level integration with Nielsen in an automated media processing system like Vantage," said Scott Matics, Senior Director of Product Management, Telestream. "This development offers a substantial financial impact for on-demand and OTT content encoded to the cloud from the original live broadcast."

As an example, a broadcaster might wish to record their entire live broadcast to the cloud with the full ad load. Using the new Nielsen option in Vantage enables operators to mark VOD and OTT content in minutes instead of the hours it took previously. Vantage can "reserve" a source identifier, or SID, confirm that it is valid with a call to a Telestream Cloud reservation server, and then watermark the final deliverable for distribution.

"An important aspect of ad management is customer measurement, and Telestream already has some of the most advanced options for watermarking in the industry, including multiple integrations with Nielsen," comments Matics. "We have updated our existing Nielsen options to support the new features in their SDKs, and we have also added new support for C3/C7 pre-rendering, meaning the entire deliverable can be built, including proper identification and watermarking, prior to distribution."

Additional updated integrations for the Nielsen option includes support for critical band encoding technology, or CBET. With CBET, broadcasters can embed watermarks into audio

with CBET codes, allowing measurement devices to passively detect each panelist's exposure to encoded content.

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### **About Telestream**

For over 20 years, Telestream® has been at the forefront of innovation in the digital video industry. The company develops products for media processing and workflow orchestration; live capture, streaming, production and video quality assurance; and video and audio test solutions that make it possible to reliably get video content to any audience regardless of how it is created, distributed or viewed. Telestream solutions are available on premises or in the cloud as well as in hybrid combinations. Telestream is privately held with corporate headquarters located in Nevada City, California and Westwood, Massachusetts.

For company and product information, visit [www.telestream.net](http://www.telestream.net).

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