



Installing and Using Kantar with Vantage



Note: This guide is written for video professionals who are familiar with using Vantage. If you aren't familiar with Vantage, review the *Vantage User's Guide* and *Vantage Domain Management Guide* as needed.

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Synopsis

The Kantar Watermarking filter inserts Kantar Media audio watermarks in your media during transcoding, for audience measurement by compatible systems such as Mediametrie. Kantar can be used in your Vantage workflows with the Flip, Flip64, and IPTV actions.

This integration supports the SNAP watermarking method.

Licensing Kantar

The Kantar Watermarking filter is an optional, licensed feature in Vantage.

You can use installed licenses on a per-machine basis, or use online credentials.

Installed License

To obtain a watermarking embedding license, contact Kantar Media support at www.kantarmedia.com/watermarkinghelpdesk with the following information:

- Product name and version
- Customer name
- Customer's country
- If different, country of broadcast
- Channels to be watermarked
- Customer's internal name for the hardware platform
- Authorisation Code for each hardware or login contact for online solution

Kantar licenses are machine-specific. The license files are installed in `c:\Program Files (x86)\Kantar Media\SNAP Licenses`.

Note that you cannot use a Flip64 audio configuration with machine-specific license files and also run that action in cloud port mode.

Online Credentials

Online credentials do not require a machine license, and allow you to do Kantar watermarking in the cloud.

Kantar in Flip64

The following fields are present in Kantar the Vantage Workflow Designer Kantar filter:

License File Directory. The directory where the Kantar Watermarking license file is located. This field is required when using the Offline Authorization Code License mode.

Audience License File Directory. The directory where the Kantar Watermarking audience license file is located. This field is required when using the Offline Authorization Code License mode.

Embedding Report Path or Attachment. The report file contains information about the watermarking process.

File Nickname. Specify the file by nickname and assign a nickname for use downstream. Use this option when the file changes for each job.

File Name. Enable to manually enter or browse and select the fully-qualified path to the file. The service that executes this action must have access to the file location. You can use this option when you want to assign a static file, which is used for every job. If you assign a variable, the variable must be assigned the fully-qualified path and file name in an upstream action so that you can change the file for each job.

Online Watermark License Credentials. When enabled, allows you to configure the credentials (Online Login, Online Password, and Online License ID) to use the Kantar Online License mode, rather than the Offline Authorization Code License mode. This can be used for on premise jobs and Vantage Cloud jobs.

Note: Online Watermark License Credentials are required for use of Kantar Watermarking in Cloud mode.

Metadata Selection

Select Metadata File | Metadata Manual Entry and configure:

Metadata File. Select Metadata File to utilize.

Metadata File Location. Manually enter or browse to set the fully-qualified metadata file location. This is the location of the metadata file that contains the content identifier, channel name, file duration, and other optional metadata. The Metadata File option is not supported for use in Online Licensing mode, which requires use of Metadata Manual Entry instead.

Metadata Manual Entry. Select Metadata Manual Entry to utilize and enter unique and custom metadata.

Unique Content ID. The unique content identifier added in the embedding report. This is required when manual entry is selected.

Channel Name. Enter the channel name to use in the embedding process. This is required when manual entry is selected.

File Duration. Check to specify the file duration in seconds.

Custom Metadata. Click the Add New Item button to add user-defined metadata to the list (maximum 7 user-defined metadata fields) and arrange the list as required.

Note: The file duration of the input file is calculated automatically and presented as metadata 10 in the metadata XML file generated by Kantar. To specify file duration automatically, specify the XML file in metadata selection > Metadata File. To specify it manually, select Metadata Selection > Metadata Manual Entry, then check File Duration and specify the duration in seconds.

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