



FEATURE BRIEF

The Advantages of a Broadcast Monitoring System with a Built-in Tuner

The Tuner Feature of Digital Nirvana's Media Management Platform Provides More Efficient Monitoring

The Need

- With the growing number of network channels and subsequent competition among them, broadcasters and content creators need a media monitoring solution that offers optimal performance and efficiency now more than ever
- The ability to remotely monitor channels is a growing need.
- FCC regulations require broadcast content be monitored for loudness compliance.
- Space is at a premium in media centers and control rooms, so compact equipment and minimum cabling are always preferred.

The Solution

- Digital Nirvana's Media Management Platform is equipped with a built-in tuner, enabling users to reliably change channels and tune from within their monitoring system.
- Platform users can tune their own channels and competitors' channels through the Web user interface.
- Without a built-in tuner, recording competitor channels would require a set top box, thereby adding complexity to the broadcaster's setup. With a built-in tuner, there's no need for a set top box (STB), which translates to less rack space, less cabling, and lower risk of failure due to fewer components. There's also no need for an IR connection to change channels.
- Typically when metadata is captured via an analog or HDMI output from STB files, that information is stripped or rendered. With a built-in tuner, there's no loss of metadata in original media captures and no need for expensive encoding equipment to convert outputs of STB files for storage or transmission.
- With a tuner, video and audio content can be captured exactly as it was broadcast, including Dolby-AC3 metadata, and monitored for loudness compliance. All in-band services can also be captured and reused. This includes auxiliary audio streams for multiple languages, such as SAP (secondary audio programming) and DVS (descriptive video service).
- Digital Nirvana's built-in tuner also gives operators the ability to error check raw MPEG-TS (MPEG-Transport Stream), enabling better monitoring.
- Media Management Platform users can remotely monitor and makes changes to the tuner and receive confirmations that these changes have occurred.
- A tuner also allows users to automatically record multiple stations with just one input.

PRODUCT BRIEF: Built-in Tuner

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. 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.

www.digital-nirvana.com
info@digital-nirvana.com
+1 (510) 226 9000

Industry:

Broadcast, Networks, Cable, and Media

Products:

Media Management Platform 2.0

Feature:

Built-in Tuner

Benefits:

- Ability to reliably tune channels within the Media Management Platform's built-in tuner feature
- Built-in tuner eliminates the need for an external STB, which means less rack space and cabling used, and reduced risk of failure with fewer components
- Allows broadcasters to record competitors' channels
- Eliminates the need for expensive encoding equipment to convert output of STB files for transmission or storage
- Allows users to remotely monitor and make tuner changes



digital nirvana

www.digital-nirvana.com

Copyright 2012 Digital Nirvana. All Rights Reserved.
AB-103 (09/12)