



FEATURE BRIEF

## The Advantages of Using a Media Monitoring Solution with CableCARD Technology

*CableCARD Solutions Enable Users to Easily Record Programming, Monitor Competition and Repurpose Media*

### The Need

- With the increasing number of entertainment and news networks, along with additional competitive local channels, broadcasters and content creators need media access with high-powered performance and efficiency now more than ever
- In today's digital world, broadcasters must share relevant, timely social media content to stay engaged with their audiences. That process should be incorporated into an existing workflow, as opposed to being an external labor-intensive process.
- Space is at a premium in media centers and control rooms, so compact equipment and minimum cabling are always preferred, along with minimal power and air conditioning requirements.
- Media monitoring organizations need to easily record programming from various television channels which are typically available through cable and other multi-video program distributors (MVPDs). Many of the cable channels are encrypted and traditionally require multiple set-top boxes and a channel changing mechanism to obtain access to the desired programming. This is a laborious and expensive process that takes up valuable rack space, cabling, power, time and effort.

### The Solution

- Digital Nirvana's Media Management Platform is equipped with CableCARD technology, which allows broadcasters, content creators, and media monitoring companies to easily access and record programming from cable networks and local broadcasters with direct feeds from the cable service provider without using a set top box.
- One cable card can record up to six channels simultaneously without the need for set-top boxes that require separate subscriptions and occupy rack space.
- With Digital Nirvana's Media Management Platform and its CableCARD technology, customers can change channels manually or automatically to record specific programming using the MonitorIQ Program Guide. This allows for users to record and share content with greater ease.
- Using a media monitoring platform with cable card capabilities results in cost efficiency, less manual operation, and an effective use of space.

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### 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.

**Industry:**

Broadcast, Networks, Cable, and Media

**Products:**

Media Management Platform 2.0

**Feature:**

CableCARD Technology

**Benefits:**

- The Media Management Platform's CableCARD technology allows users to record multiple channels and repurpose content easily and automatically.
- One cable card can record up to six channels simultaneously with automatic or manual channel changes.
- Monitoring systems with a cable card eliminate the need for set-top boxes with separate subscriptions, additional power and cabling.
- Digital Nirvana's CableCARD technology provides an efficient and cost effective media monitoring, recording and repurposing solution.



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