



myEVENTS

**VIDEO ON DEMAND FUNDAMENTALS
ATTENDEE GUIDE**
2013

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OF THE CONSUMER™

IMPORTANT INFORMATION

- 1.) myEVNTS software page link:
<http://en-us.nielsen.com/sitelets/cls/myevnts.html>.
- 2.) For technical assistance, call the NIELSEN SOLUTIONS CENTER at 1-800-423-4511,
or send an email to solutionscenter@nielsen.com.
- 3.) AVAILABLE CLASSES are detailed on the [Nielsen U](#).

OVERVIEW

VIDEO ON DEMAND (VOD)

A separate module within the myEVNTS application. Enables VOD clients to submit feedpoint and program names information for VOD Library content.

VIDEO ON DEMAND PROCESS FLOW

- 1.) Client watermarks Video on Demand content via Nielsen VOD Content Encoding application.
- 2.) Metadata (feedpoint and program names data) for content sent automatically to myEVNTS-VOD.
- 3.) Client edits data and releases content in myEVNTS.
- 4.) Extract run once a week (Wed. AM) to process data for all content released since prior week.
- 5.) Data available to clients in custom reporting systems.

FEEDPOINT

FEEDPOINT = ENCODING INFORMATION

Source Identification (SID) – a number that uniquely identifies the Video on Demand provider.

Time in Content (TIC) – a serial number that is watermarked onto Video on Demand content every four seconds to uniquely identify the program.

A/P meters will capture when a home views a SID/TIC combination.

Clients will report to Nielsen which of their programs equals a particular SID/TIC range (i.e. Feedpoint).

Nielsen matches the viewing to the program based on feedpoint submitted through myEVNTS-VOD.

CABLE LABS

Cable Labs – a data format that Video on Demand providers use to send metadata to MSO's regarding their Video on Demand program.

Many fields in myEVNTS-VOD are based on the Cable Labs specification.

Clients can import a Cable Labs **ADI** file into myEVNTS-VOD to view this metadata.

If the **ADI** file is present at the time of watermarking, this metadata will be automatically imported into myEVNTS-VOD.



ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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