Volicon

Observer™

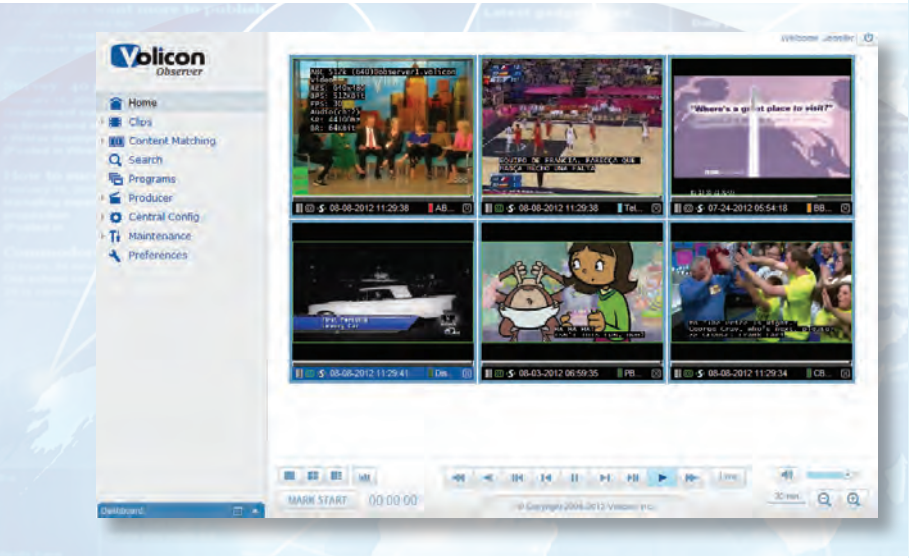
Broadcast Monitoring and Logging

Observer is the award-winning, broadcast monitoring solution for off-air asset, satellite, cable, and IP content monitoring. Deployed in thousands of channels worldwide, Observer incorporates real-time, multi-channel content capture, streaming, search, retrieval, publishing and archiving. Observer has become the broadcast industry solution of choice for monitoring, logging, and repurposing of off-air content.

The benefits of Observer are far-reaching and positively impact all facets of your broadcast enterprise. News, executive management, sales, traffic, engineering and other functional areas can all utilize Observer to reduce cost, improve performance, decrease risk, increase competitiveness and generate revenue. Possibly most important, with Observer, your organization will be fully compliant with FCC and other regional program archiving regulations.

Key Benefits

- Simple out-of-box experience for installation and maintenance
- User and group management based on Active Directory & LDAP provides granularity right down to users and features
- No client software installation required which eliminates any issues with PC client version sync
- Remote access to centralized server anywhere, any time
- Runs on current corporate network infrastructure
- Efficient encoding and streaming engine makes best use of network bandwidth
- Standardized, carrier-class enterprise hardware offers RAID 5/6 redundancy



Key Features

- View and log multiple video/audio broadcasts
- Monitor transmissions of multiple stations
- Modular system scalable to large number of channels
- Compare your programming to the competition
- Search Closed Caption text in realtime for specific subjects and provide email alerts
- Perform quality assurance on captured media assets
- Analyze and correlate viewer approval ratings information with programming
- Instant access to recorded content with powerful organization, search and retrieval functions
- Export and distribute video clips for review and approval, or repurpose assets for outside use
- Respond instantly to viewers, regulatory agencies, and advertisers
- Mobile iPad/iPhone/Android interface available

Monitor

Viewing is simple: pick channels to watch from a friendly list of names, have the option of both windowed and full/split-screen playback modes. With virtually zero wait from click to actual playback, go from half-speed to 10x in either direction– instantly. Responsive, DVD-like controls allow users to feel at home and focus on the task at hand instead of searching for the video they want. Change dates and times for different channels, while still retaining the ability to play them together. Configurable alarms monitor video quality and provide early detection of audio and video issues, allowing quick resolution while minimizing downtime.

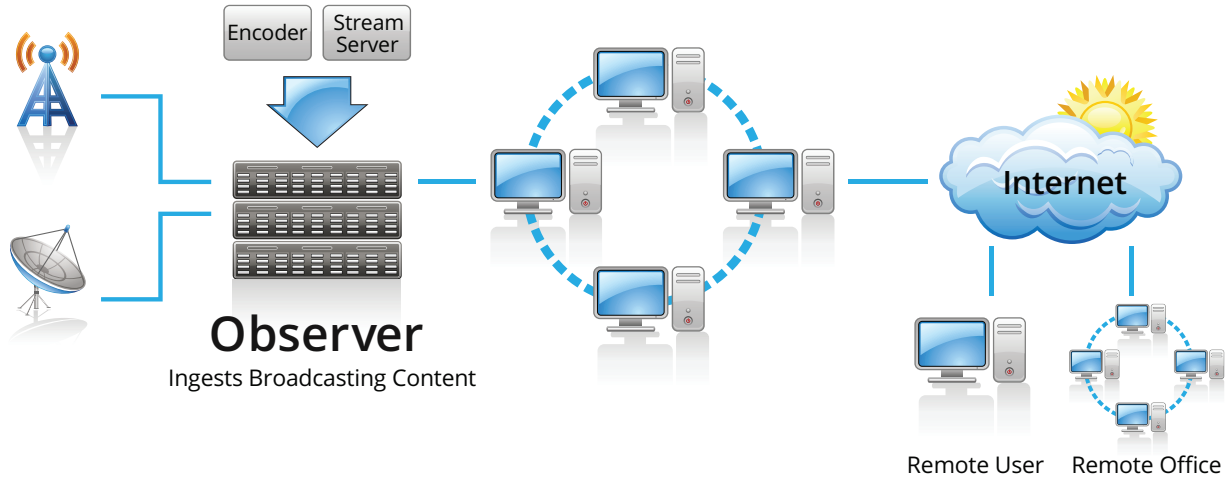
Manage

Observer puts the footage you need at your fingertips, converting search time into productive time. Side-by-side comparison of assets or competitor offerings is facilitated by one unified interface. Research groups enjoy viewer approval ratings displayed in synchronization with video, from the same screen, providing insights into your competition and market. Active monitoring of Closed Captions provides notifications of specific subject mentions by email, including transcript and thumbnail "storyboards". Users may also query the Closed Caption database like a search engine, converting video assets into minable, textual databases. Searchable program guides allow you to organize and find video based on standard criteria (footage name, channel, and time). An extensible, XML-based data import system integrates as-run log, and custom company data to augment the standard program guide, integrating Observer into your workflow while eliminating manual data entry.

Share

Observer facilitates video distribution throughout your organization without utilizing precious broadcast infrastructure or saturating network resources. Shareable clip lists allow users to collaborate and view specific video without using additional storage. Assets are easily exported and repurposed: both footage and textual data can be saved to files for outside use. Provide clips for review, analysis, and approval. The demands of internal and external clients such as advertisers, viewers, and government agencies are easily met: verify broadcast of advertising spots, instantly respond to FCC compliance requests, and export to other media systems for post-production, asset-management, transcoding, and content delivery networks. Observer provides convenient pathways for dissemination of captured assets to other distribution channels and for revenue generation. Observer is the award-winning, broadcast monitoring solution for off-air asset monitoring. Deployed in thousands of channels worldwide, Observer incorporates real-time, multi-channel monitoring, streaming, search, retrieval, publishing and archiving.

Observer System Architecture



Optional Observer Modules

Content Matching

Identify when specific content is aired. Track aired instances of specific commercials and programs on competitor's broadcasts, and verify that required content was properly aired. Positive matches generate a video clip entry in the fingerprint log, and can issue alerts to a set list of users.

Scheduled Recording

Enhance the monitoring capabilities of Observer. By controlling a tunable device such as a Set Top Box, Observer can be set to monitor only relevant media sources according to a fully customizable schedule.

Ratings Import

Understand the popularity of aired content. By importing viewer approval ratings data into Observer, users can easily view multiple channels of content with a synchronized ratings graph. Navigate to points of interest by clicking on one of several supported chart types, including demographic breakdowns, and gain a better understanding of the content's effectiveness.

As Run Log Integration

Integrate with an existing automation system. Users can look up logged content according to program name, media ID, or other data from the as-run log. Automatic importation of common as-run logs simplifies finding content for ad verification and compliance purposes.

Quality of Experience (QoE)

Analyze logged content continuously for a variety of signal faults. Includes detection of video loss, black screen, static screen, audio loss, and missing captions. With flexible, individually-settable alert thresholds, notifications are delivered via e-mail or SNMP traps.

Loudness Monitoring

Easily perform loudness tasks such as monitoring and compliance verification. By adding BS-1770-2, EBU R128 and ATSC A/85 compliant loudness monitoring into the Observer logger, operators now have unparalleled loudness management tools that combine frame accurate loudness measurement, A/V recording of content, integration with automation/ad system As-Run-Logs (ARLs), loudness reporting, and graphing and alarming.

NAVE Decoding, Logging, and Alerting

Enable broadcasters or networks to ensure proper transmission and delivery of NAVE codes to Nielsen monitoring equipment. With logging of NAVE IDs (SIDs) along with the broadcast content, users can troubleshoot more effectively while monitoring video service provider return feeds to ensure they receive appropriate ratings credit for advertisements.

Optional Observer Modules (continued)

Active Directory Integration Module

Allows for single login on the active directory server, thereby eliminating the need for multiple logins, across multiple servers. By integrating Observer into the active directory domain, a transparent user login and pre-assigned user privileges are enabled.

Embedded AC-3 Audio Capture

Eliminate not only the cumbersome and expensive task of extracting AC-3 audio, de-embedding, decoding externally, and re-embedding it back as PCM audio, but also the need for additional equipment and cabling. Volicon saves time and money by natively processing AC-3 audio without the need for an external AC-3 decoder and re-embedder.

Interactive Services

nsures proper representation of channel components and positioning on the screen. Interactive Services provides continual testing, through finely developed scripts, to ensure validation of interactive components such as video on demand, local news, and weather.

Triggered Recording

Facilitates both ad verification and transport stream (TS) proof of experience and allows operators to log and perform A/V quality checks on ad insertions or high-value programs. With 24/7 recording, users can clip and export full-motion, full-frame-rate recordings of A/V ad assets for troubleshooting or proof of delivery, skipping time-consuming troubleshooting sessions. The module also enables operators to gather visual “proof of experience” related to MPEG impairments.

DVB Subtitles Capture

Monitoring DVB subtitles, decoding, recording and playback is a task that broadcasters need in order to ensure proper execution and compliance with regulations. Observer alerts on missing DVB subtitles to assure full proof of conformance.

Multicast Module

The Observer’s multicast or unicast of the live stream, either the high-quality original or a lower-resolution proxy version, provides executives with remote visibility into the network operations center (NOC) environment and supports enterprise-wide IPTV systems. By pairing with set-top boxes to enable the scaling of Observer systems across the enterprise WAN, content is provisioned to a large number of users.

DPI Monitoring Module

Enable the monitoring, logging, and frame-accurate display of content along with the metadata and in/out point markers needed to determine if DPI messages were conveyed properly. Eliminates the need to measure streams with an in-depth transport stream analyzer and to calculate the frame in which the insertion occurs. With this module, nontechnical staff can monitor and troubleshoot the broadcast signal to ensure that ads are being inserted correctly.

MultiViewer Module

Observer’s Multiviewer module enables users to watch multiple programs on a network wall and use the desktop interface to target and begin inspecting or troubleshooting a suspect stream without delay. In executive offices and board rooms, the integration of the streaming media player into a multiviewer monitoring model enables a host of valuable monitoring and review opportunities for both real-time and recorded broadcasts.

Digital Audio s/pdif Interface Adapter Module

Allows the ingest and processing of single post-STB s/pdif digital audio stream interface (optical or coaxial). Includes support for stereo PCM, as well as stereo and 5.1 Ac-3 (Dolby Digital) processing. Supports component analog video and s/pdif digital audio for interfacing with Observer. Supports following video resolutions: 480i, 576i, 720p, and 1080i.

Observer Available Configurations: **Enterprise • Professional • Scout**

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