

Inca Transcoders Certified for Nielsen ID3 Tag Generation

Vancouver, CANADA, September 12, 2018 –

Inca Networks, the leader of Intelligent Video Delivery, announced today that its family of carrier-grade hardware transcoders, the 4400 Modular Series and the 3840 Adaptive Bitrate Transcoder, have successfully completed certification for Nielsen audio watermarking and ID3 tag creation.

Nielsen, a global measurement and data analytics company, compiles audience insights and measurements for all devices, including TV, audio, computers, tablets, smartphones, where content is consumed. Nielsen uses an innovative method of audio watermarking in television broadcasts to track audience sizes for particular programs and advertisements. These measurements are expertly combined to produce powerful insights into how viewing habits and retail spending are connected.

As more and more people are streaming over-the-top (OTT) and adaptive bitrate content on devices other than television sets, it's a continuous challenge to measure engagement across a variety of platforms. Nielsen is the world leader in providing audience intelligence for video and can accurately capture changes in viewing habits across multiscreen devices. This is why Inca Networks prioritized integration of Nielsen watermarking within their linear and adaptive bitrate (ABR) video delivery platforms.

The Inca 4400 Modular Series and the 3840 Adaptive Bitrate Transcoder are now able to extract the Nielsen watermark from Dolby AC-3 source audio streams and output ID3 data tags prepared for online streaming. This is done through Inca's award-winning user interface VidiOS™, a sophisticated management and monitoring tool optimized for rapid deployment. With this new feature and approved certification, Inca Networks adds Nielsen to its expanding list of technology partners.

"How consumers view and consume content is constantly changing," says Robert Bell, CEO of Inca Networks. "At Inca, we believe that it's important to adopt powerful initiatives such as Nielsen's watermarking technology to help understand audience behaviour."

For more information about Inca's carrier-grade linear and ABR transcoders or to arrange an online demonstration, please visit www.incanetworks.com.

About Inca Networks

Inca Networks, a WISI company, provides carrier-grade video delivery solutions with a world-class user experience. At the core of every Inca product is VidiOS™, an advanced software processing and monitoring engine that provides deep visibility and control of all video flows, combined with powerful, modular hardware. In July 2015, WISI Communications (WISI)

acquired Inca Networks, Inc. Founded in 1926, WISI is one of the world's pioneers in broadband reception and distribution technology. Video providers around the globe use Inca to deliver content to any screen on any network, all with a superior customer viewing experience and a second-to-none view of the network. In March 2018, Robert Bell became CEO of Inca Networks. For more information, visit www.incanetworks.com.

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