



## **Evertz Announces Integration and Full Certification of Nielsen Watermarking Technology**

Evertz, a global leader in media and entertainment technology solutions, announces the integration and official certification of Nielsen watermarking technology within its portfolio of file based products, which includes both Mediator-X and OvertureRT-LIVE.

Mediator-X is Evertz' powerful Media Asset Management, Content Supply Chain and Playout Automation Solution. OvertureRT-LIVE is Evertz' feature rich linear playout solution used across the globe by industry leading media enterprises.

Nielsen watermarking technology facilitates important audience measurement processes that are widely used in the industry today, including by Numeris in Canada. The integration of Nielsen technology in the OvertureRT-LIVE products enables numerous different deployment models that include public cloud, private cloud, video appliance or hybrid deployment environments. Broadcasters that have traditionally relied on dedicated and fixed function devices for Nielsen watermarking now have a single platform with fully integrated audio, video processing and watermarking capabilities allowing them to further simplify and condense their transmission chain.

"The integration and official certification of Nielsen watermarking technology, by both Nielsen and Numeris, within the Mediator-X and OvertureRT-LIVE platforms is yet another important step for the industry as we transition to IP and cloud based playout solutions," said Dan Turow, Vice President of File Based Solutions at Evertz.

### **About Evertz**

Evertz Technologies Limited designs, manufactures and markets video and audio infrastructure solutions for the television, telecommunications and new-media industries. Evertz provides complete end-to-end solutions to content creators, broadcasters, specialty channels and television service providers to support their increasingly complex multi-channel digital, ultra high definition (UHD) and next generation high bandwidth low-latency IP network environments. Evertz' solutions enable its customers to generate additional revenue while reducing costs through the more efficient signal routing, distribution, monitoring and management of content as well as the automation of previously manual processes. For additional information, visit [evertz.com](http://evertz.com).