

# BASIC CLOSED CAPTIONING, ENCODING, AND TAGGING



## CLOSED CAPTIONING

1. Receive master spot from client.
2. Take master and close caption it per script (if one is provided).
3. Media services QC's closed captioned spot.
4. If requested, an open caption is sent to client for approval.
5. Once approved it is placed in Client Master folder of CC Masters.



## ENCODING

1. Receive master spot from client or take previously CC master for encoding
2. Prep for encoding
  - a. Nielsen watermarking requires a data from client that Comcast media services team prepares.
    1. ISCI, BRAND, ADVERTISER, SPOT TITLE, DURATION, CLIENT NIELSEN CODE
    2. BVS / VAIL (Kantar Encode) Client prepares meta data Excel sheet and sends to Kantar.
3. Once masters are encoded per customer request we save that masters to Media Services Clients Master Folder in either their encoded and none encoded folder.



## TAGGING

1. CTS receives client matrix for spot creation
2. Media services creates a CSV for spot creation.
  - a. ISCI, BRAND, SPOT TITLE, DURATION, PARENT / MASTER (encoded or non encoded)
3. Media sends the CSV to ATS for spot creation and waits for output.
4. Upon ATS completion of CSV order, Media Services Team the QC's ATS output against the client matrix and actual spots.

When an ATS order comes in for encoded master, the process can proceed quickly with MASTERS already closed captioned and watermark encoding.

If a client wants a Master spot to be closed caption and encoded for ATS, it must first be closed captioned then encoded. Taking a watermarked spot and then trying to close caption zeros out the watermark. Closed captioning is a metadata file and Nielsen watermark encoded in the audio channels.

Captioning must be the last step unless we run through ATS, where the caption is used as a Pass-Through. The Nielsen watermark cannot be removed through transcodes, but the caption can.