

## Product Overview

# NACAT3®—Nielsen Audio Code Analysis Tool

### What is it?

NACAT is a software tool that captures audio, decodes Nielsen audio codes (including UCC), and logs and displays the information to the user. NACAT3® enables decoding of all 6 channels, and is meant to serve as a useful diagnostic tool for radio engineers to quickly and accurately determine the presence of Nielsen audio codes.

### What's new in this version

Improved Code Recognition:

This update features enhanced code recognition capabilities, whether you're using the line-in input or the built-in microphone. It ensures more accurate and efficient decoding of Nielsen codes, facilitating quicker confirmation of encoding in audio feeds.

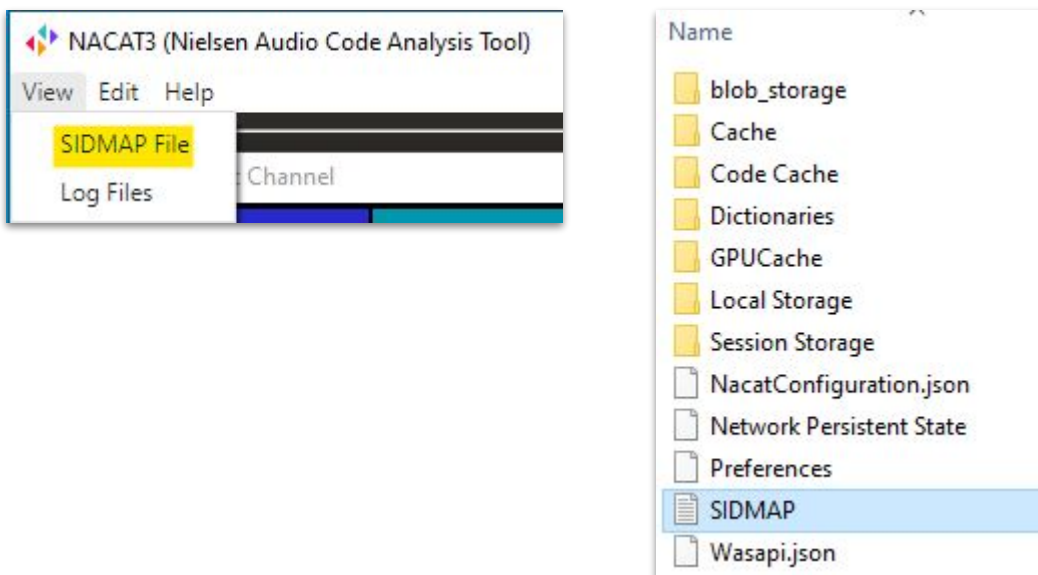
Code Mapping:

We've introduced a new code mapping file (SIDMAP) that empowers users to visualize and customize the labels associated with audio codes. This feature adds flexibility and control, allowing you to tailor the tool to your specific needs.

### Requesting and installing a custom SIDMAP file

NACAT 3 for Radio requires the use of a code mapping file (SIDMAP). To request a SIDMAP file that contains the mapping for your station/station groups audio codes, please email [encoding@nielsen.com](mailto:encoding@nielsen.com). You will need to provide the list of station call letters or station ownership for the codes you're requesting. Nielsen will share a text file containing the relevant information which you can incorporate into the software.

To update your SIDMAP file, open NACAT and select File > SIDMAP File. A file explorer window will appear. Copy the SIDMAP.txt file shared by Nielsen into this folder, replacing the original.



Users will need to request new SIDMAP files for updates to stations and codes. Nielsen will have any updated media codes available upon request at the start of every month.