



Video Monitoring, a Top Priority for Every OTT Provider

It is not too dramatic to say that we are on the cusp of a new technology-driven era where consumers can enjoy rich video content on the broadest range of viewing devices in ways that would have been unimaginable just a few years ago. Today, over-the-top (OTT) offers revolutionary opportunities to consume media where, when and how consumers dictate.

According to Statista (go2sm.com/statistaott), the number of OTT service users in 2018 in the United States alone was 170 million, with a forecast of 198 million users by 2021. The advent of OTT services is fueling a viewer revolution, and it is the OTT delivery channel which offers so much commercial opportunity to content owners, network operators, and service providers worldwide. A *Business Insider* article reported, "We expect global shipments of streaming media devices to grow at a 10% compound annual growth rate (CAGR), from 240 million in 2016 to 382 million in 2021" (go2sm.com/devices).

OTT services—especially live streaming—can be the differentiator in capturing new audiences. As ratings for traditional broadcast and cable networks continue to slip, the demand for OTT delivery is a natural opportunity for growth. However, while good customer viewing experiences can open-up significant new audiences, bad experiences can result in customer churn and damage to your brand. In this environment, many consumer purchasing decisions are based on service quality and overall experience.

With OTT, content owners now have a very different relationship with the end consumer—often direct relationships. OTT offers major opportunities to create new revenue streams, but the content provider's primary concern is how to monetize those new services. To this audience, video monitoring and quality assurance is a whole new ball game that is essential in meeting consumer expectations.

Ensuring quality of service (QoS) and quality of experience (QoE) for the viewer cannot be overlooked if a content holder or service provider is serious about building streaming revenues. With the range of consumption devices expanding daily, the challenge is very real and complex.

VIDEO QUALITY MATTERS TO MILLIONS AND MILLIONS

Content Providers: You work hard to create the best video content with the highest quality possible whether they're live events, on demand, or a mix. Every image, every frame, is important for your viewers' experience. Many viewers of your content now stream and watch on smartphones, tablets, laptops, PCs, smart TVs, and more. You want to be sure that your viewers are seeing your content with the highest quality you intended, and that the companies you are paying to store, prepare, deliver, and play your content are consistently providing the service you expect. When the quality of your content is not up to par, you want to quickly know.

Online Video Service Providers (OVSP) and CDN Providers: You face significant challenges as consumers' expectations for the quality, reliability, and speed of online media continue to grow. To help them meet these demands, you must make sure the owner's video is packaged and delivered to the viewers, wherever they are and with the highest quality possible. Your network and its underlying equipment and services must operate efficiently to provide consistent, high-quality content.

Broadcasters and Service Providers: Your opportunities continue to expand, as do your challenges. On the content side, your business relies on content licensing, redistribution, skinny bundling, and increasingly on original content production. At the same time, the number of ways your viewers can watch your content is multiplying and that is directly affecting viewer tastes. To make the right decisions for your business and control operational expenditure, you need current, hard data. You need to understand where your content is most effective and where it's not. You need to know the difference between subscriber loss due to quality issues or a lack of appealing content. And you need the intelligence to know what to do about it.



Despite these clearly defined needs, the market is only slowly becoming aware of the value that video monitoring offers to both content owners and service providers. Don't let your subscribers monitor the quality of your video services, as some don't report issues. They just leave!

VIDEO QUALITY MONITORING IS ESSENTIAL

The ability to provide end-to-end monitoring—from content contribution throughout the distribution network—is essential when a user is troubleshooting problems, since there are so many points in a video's lifecycle where issues might arise.

Recently, Telestream introduced a new release of the iQ Video Quality Assurance (iVQA) Platform for adaptive bitrate (ABR) video streaming. This next-generation iVQA platform for centralized troubleshooting and performance reporting enables quicker video quality assessment and faster problem identification, reducing the time to resolve issues.

Telestream's iQ solutions manage and measure video quality from the source, at the video player and at numerous key points in between. This latest version features a new UI and workflow that makes it easy to read video distribution status for rapid issue detection and quickly drill down into the details to isolate and fix a problem. It includes real-time status visualizations, drill-down navigation to troubleshooting across multiple dimensions, custom access roles and user profiles, viewership impact analysis with integrated end client analytics, and the ability to monitor captioning and subtitle presence, performance, and video

alignment. The solution is available for appliance, virtual, and cloud-based deployments.

This platform, which makes this end-to-end workflow view rock solid, provides not only all the information needed to identify an issue (from buffering, long start-up times, or certain video bit rates that are unavailable) but also the ability to troubleshoot the remedy quickly with minimum disruption.

In today's competitive environment, video quality monitoring is not an option—it is essential. Don't wait for your customer to find another provider. Strengthen your brand, add new customers, and keep your existing clients when you deliver quality streamed content they desire and demand.

*For more information, go to
www.telestream.net/videoassurance*

ABOUT TELESTREAM

Telestream provides world-class live and file-based solutions for automated workflow and quality monitoring and management solutions for video that allow consumers and businesses to transform video on the desktop and across the enterprise. Telestream products span the entire digital media lifecycle, including video capture and ingest; live and on-demand encoding and transcoding; captioning; playback and inspection, delivery, and live streaming; and automation and orchestration. With its iQ product line, Telestream enables the monitoring and management of quality service and experience over any network. Telestream's corporate headquarters are located in Nevada City, California and Westwood, Massachusetts. The company is privately held. More information is available at www.telestream.net.