**Need:**

1) Increasing complexity of Digital TV Services

2) Multiscreen is driving delivery platforms, making them more and more complex to: - Develop - Validate & Maintain

3) Consumers demand impeccable QoE(Quality of Experience)

**MutiScreen Facts:**

1) Multiscreen is driving at least a 60-fold increase in digital TV system engineering complexity, while developing and maintaining the global digital TV platform now costs in excess of €22 Billion annually[Deloitte, Aug 2012]

2) 67% of respondents looking for a better way of controlling the living room experience than the traditional remote control[GFK Research, August 2012]

3) Multiscreen viewers spend almost 2x time with media brand on digital platforms vs. overall TV audience

4) 24% of viewers use a second device screen whilst watching TV[comCore Study, 2012]

**Key Facts:**

1) Manual testing still predominant in the industry yet

–Repetitive, boring, error-prone…and time-consuming

–Doesn’t allow for error reproduction in the case of complex usage scenarios

–Cannot reasonably cover end-to-end platform testing

2) Second Screen apps are ubiquitous and becoming more and more critical to user experience

3) Multiscreen test scenarios make the testing job far more difficult and complex than it was in the past to validate tricky usage scenarios:

–Test synchronization between multiple screens

–Testing inter-device impact in complex gateway-driven environment

**Automation**

1) Reduces costs linked to platform development & maintenance by up to 80%

2) Improves testing by replicating real subscriber activity

3) Greatly reduces the need for time-consuming, expensive and error-prone manual testing and replaces it with a more accurate and cost-effective alternative