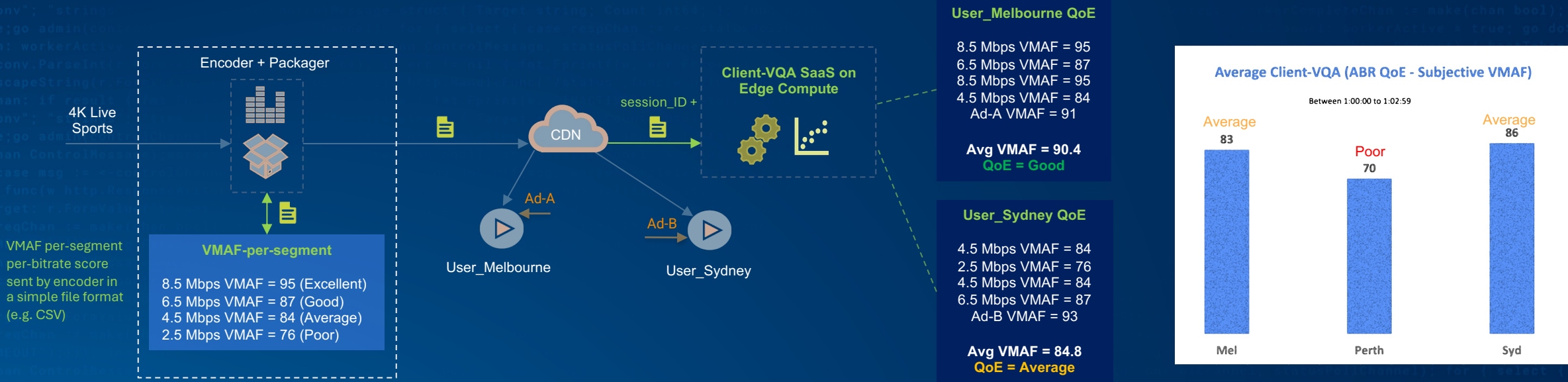


Introducing: Client-VQA for OTT ABR Streaming

There is no degradation in video quality between the streaming server and the player over the internet. However, because OTT uses ABR instead of CBR, the viewer's QoE fluctuates with variations in network speed, device type, personalized ad insertions, and more.

While bitrate and network bandwidth are important indicators of a video stream's potential quality, they do not entirely reflect the viewer's actual QoE. Client-side Video Quality Assessment (VQA) will become increasingly important in the personalized media landscape of the future.



Business Value

Premium Quality Tiers

Increasing ARPU by introducing tiered subscription model based on client-side VQA and assure premium tier subscribers with consistent high-quality video.

Ad Revenue Optimization

Boost ad revenue by charging advertisers a premium for ad slots confirmed to be delivered at the best quality.

Device and Screen Size based Personalized

Adjust content quality to match device capabilities, enhance customer loyalty and reduce churn.

Data-Driven ABR Adjustments

VQA based ABR switching to make smarter bitrate decisions will help with reducing unnecessary bandwidth consumption without compromising quality.

Analytics as a Service

Sell VQA insights to content producers, helping them understand the impact of quality on viewer engagement.

Benefits

For Users

Promise of a consistently high-quality viewing experience tailored to their preferences.

For Content Creators and Advertisers

Effective content creation and ad placement due to detailed video quality & viewer engagement insights.

For Service Providers

Differentiation through superior QoE, leading to higher user engagement, increased loyalty, and the ability to command premium pricing for top-tier quality levels.