

NTT DATA OTT Streaming Observatory



Leverage NTT DATA expertise, methodology and tools to get insights about technical video quality from the key streaming providers in the market.

The OTT Streaming Observatory presents a complete report measuring the technical set-up, features and strategies from each provider, which is the starting point to identify and address well-known technical problems affecting end-viewers experience.

What is it?

NTT DATA OTT Streaming Observatory is a benchmark reporting service to help clients understand how they are performing in the streaming ecosystem, considering technical quality KPIs compared against the ones of other key competitors/players in the market.

Through the OTT Streaming Observatory report, NTT DATA provides a subscription service to get insights and predict flaws in the user experience for proactive management and continuous enhancement of video quality.



What does OTT Streaming Observatory do?

For all video streaming providers, it is important to know their own performance compared to their competitors in terms of video quality to step up and improve the delivery of video content.

It's important to identify situations of poor quality of experience for end-users such as slow download or rebuffering, in a predictive manner to avoid end-customers disappointment.

Through the subscription to the NTT DATA OTT Streaming Observatory, a client receives on a regular basis a detailed report showing OTT Streaming providers ranked according to the technical quality of the service metrics.

This report provides insights on how the client's performances work and describes rationales for improvement strategies on Quality of Experience.

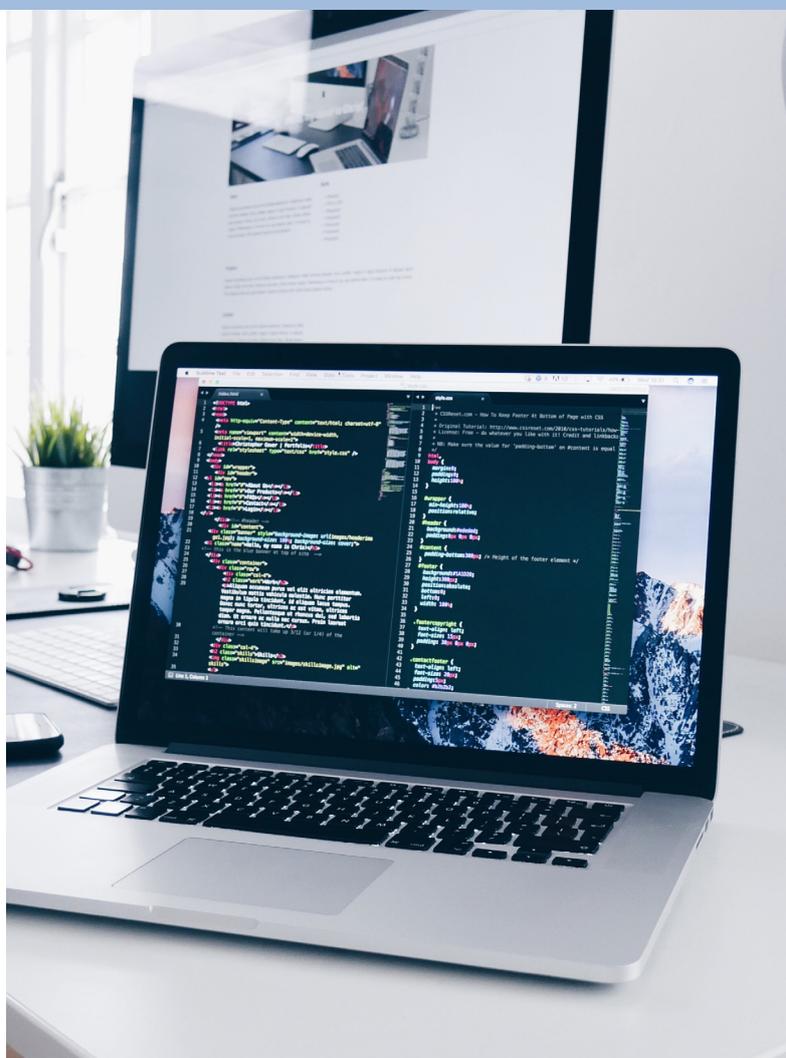
The methodology

NTT DATA OTT Streaming Observatory monitors relevant features and KPIs through available channels and through specific measurements of a series of target streaming providers.

To set the correct context analysis, NTT DATA collects information from public available sources like companies' press releases & statements, social networks, and technical exhibitions/ conferences where technical solutions are presented.

Furthermore, through its own metrics and methodologies, NTT DATA extracts relevant data by "putting under test" the performances of each benchmarked streaming player. Specific measurements involve the recording of technical KPIs like bitrates, streaming protocols, audio coding, etc., together with own NTT DATA QoE Indexes, aiming to measure playback fluency, streaming robustness, and end-user perceived quality.

In the end, all the data are processed to generate insights within an easy-to-digest report, with recommendations for technical improvements.



A. Technical capability: general metric, considering technical set-up and strategy.

Elaboration of a score, to evaluate technical capabilities and strategies utilized by each streaming provider. Some of the KPIs evaluated are:

- Bitrate Ladder: main bitrates utilized for transmission according to channel quality, target frame per second (fps), and codec
- Encoding strategy: type of encoding and rate control utilized, according also to the content to be delivered
- Multicodec strategy: cost-effective analysis for the utilized strategy
- Audio encoding strategy
- Streaming protocols strategy
- Type of video players
- Buffering levels
- Seek performance
- Streaming heuristics robustness
- Devices coverage

B. Quality of Experience Index: synthetic index for video quality perceived

- Playback fluency
- End-user perceived quality
- Streaming robustness

Video Quality Efficiency Quadrant



QoE Overall Quadrant



Who should be interested in the report?

Broadcasters, OTT streaming providers and in general players interested in the quality of the streaming market can benefit from the report to understand their positioning against competitors based on the video quality they deliver to viewers and subscribers.

This service belongs to NTT DATA Video Quality of Experience (VQoE), a plug-and-play suite of solutions to achieve the best Video Quality of Experience for Broadcasters and Media companies.

NTT DATA



How to get involved?

If you are interested in being featured in the report and/or subscribing to this service, please contact <https://it.nttdata.com/contact-our-media-experts>

