Case Study - Conformance Testing and Benchmarking for achieving higher QoE

Challenge

- Comparing visual KPI measurements with SDK-reported data for OTT app QoE conformance testing.
- Benchmarking the Application and Video Player Performance against Leading Competitor Apps

Solution

- **Certified SDK based integration** in Customer application ensuring data accuracy reported by the application
- **Managed service** includes Test automation / Test Infrastructure as service
- **End to end automation and integration** of Certification workflow

Results

- Supporting **10+ Media companies** across the globe.
- **Faster Resolution:** Issue response times reduced by 40%, improving retention and cutting churn by 25%.
- **Proactive Management:** Real-time insights prevent disruptions during live events.
- **Unified Insights:** Synchronized data simplifies decision-making across teams

STATS & FIGURES

QoE Metrics/ Telemetry Events

Conformance of 100+ Telemetry events and QoE metrics

Video Startup Time, Ad Startup Time, Playing Time, Paused Time, Buffering, Error Reporting, Content Length, Close of Session, End of Session etc

10 Apps

Sling, SonyLiv, NFL, TNT, Paramount, NBC, Hulu, zee5, Disney etc

SLA's

90 mins and Max # of builds per shift : 50

12 Platforms

Mobile: iOS, Android, Web **browser**: Chrome, **HDMI** - Roku, Fire TV, Apple TV, Xbox, PlayStation, Chromecast, **TV**: Samsung, LG, ATV

Device Labs

At USA and India