

**WITBE OTT MULTI-SCREEN MONITORING SOLUTION
TELCOTV2011 AWARDS FINALIST**



New-Orleans, 25th October 2011

Witbe [multi-screen video QoE test and monitoring post-customer device](#) (STB, smartphone, tablet, home gateway, connected TV) has been selected as a TelcoTV2011 finalist for the best “**Test & Measurement Innovation**”.

Witbe’s unique QoE approach is based on transactions monitoring POST-customer devices. **Interacting with any kind of Apps performing user actions:** launch Apps and TV Guide, schedule DVR recordings, navigate through menus, watch live and on-demand content. It **analyses the actual screens of the end-user devices to measure:**

- Unavailability issues such as App crashes, bad performance, error messages, no video (Black screens, frozen pictures, error screens), no audio
- Video Quality based on real on-screen visual quality and artifact analysis (blockiness, jerkiness, blurriness)
- Audio Quality such as loudness, saturation, silences, audio bandwidth

This market leading solution is able to measure (and not guess) the actual user experience, in a real-time measurement, independently from the underlying service topology. The objective is to be able to control different kind of **issues that may come from** video sources & encoding, transport over multiple networks, conditional access server, adaptive bit rates, decoding ... until the customer’s devices.

Specific benefits for all the players

- **Broadcasters and online-content providers** can control the service really delivered to end-users. They can also enforce SLAs with third parties and network access providers.
- **Broadband Service Providers** can control the quality of their online services and benchmark it against their competitors in order to reduce churn due to falls in quality
- It helps **Cable operators** to provide TV Everywhere services faster
- **IPTV Services Providers** can control potential side effects of voice, data, video services, and ensure the best experience for all the users in the household

As part of Witbe’s 3-screens monitoring solution, “[Witbe Smartphone & Tablet QoE Robot](#)” monitors video services available on: iPhone4, iPad2, Android Smartphones and Android tablets.

To understand the solution’s full capabilities, please visit Witbe’s booth #116 at the TelcoTV exhibition in New Orleans October 25-27.

About TelcoTV :

Telco TV is a conference and expo, hold his 10 year show at Morlal Convention Center in New Orleans , LA, October 25-25,2011. This year’s theme : “ten years transforming telecom & entertainment” reflects the strides the industry has made since the inception of the tradeshow in 2001 along with the challenges it faces going forward.

About Witbe

WITBE is the market leader in [multi-screen video QoE test and monitoring post-customer device](#) (STB, smartphone, tablet, home gateway, connected TV).

Its Unified Quality Management System is based on measuring the Quality of Experience (QoE) delivered to users and its correlation with Quality of Service (QoS) and business data. It provides organizations with a true quality assessment based on relevant and consolidated data that fulfills the specific requirements of all entities: Businesses, IS management, Performance Managers, Engineering, Support Services.

Witbe supports its customers, including companies, government bodies and telcos, in more than 35 countries.