

Witbe
BroadcastAsia 2025 Exhibitor Preview
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Singapore
Stand 5H3-1



Witbe to Showcase Innovations in Post-Device Monitoring and Collaborative QA tools at BroadcastAsia 2025

The Asia Pacific (APAC) region is experiencing a wave of change in video – in how its produced, managed, and delivered to the end user – whether that is on-demand or live. It's being driven by a number of factors such as 5G technology, expanding high-speed internet access, and the ever-growing use of smartphones, tablets, and Smart TV's. The rise in demand for live events like sports to be streamed in pristine quality and with low latency, is also driving market expansion across the region.

With growing demand across APAC, Witbe's team will demonstrate its award-winning technology, including the Virtual Network Operations Center (NOC), real-device automation tools, and a powerful new integration with TAG Video Systems.

"Witbe has been active in the APAC region for many years, with a growing number of customers and a strengthened local presence to meet the increasing demand for our video testing and monitoring technology," said Marie-Véronique Lacaze, co-founder and president at Witbe. "Our presence at BroadcastAsia 2025 will be highly focused on showcasing how our innovative technology has been developed to meet the evolving needs of our customers in APAC and worldwide. We're excited to connect and open conversations with broadcasters and service providers from all over APAC to address their challenges, expand our regional presence, and showcase why Witbe is leading the way in post-device monitoring and automated testing solutions worldwide."

Witbe Innovations on Display at BroadcastAsia 2025:

The Virtual NOC

On display at BroadcastAsia will be Witbe's Virtual NOC, which enables broadcasters and service providers to carry out remote testing and monitoring across real devices – from legacy set-top boxes to the latest smart TVs and apps.

New features include real-time QoE insights, infinite mosaic views, scenario automation, customizable dashboards, and more – with no installation required. Accessible on any web browser, the Virtual NOC provides real-time insights into user experiences and streaming Quality of Experience KPIs. With a new, intuitive interface, the Virtual NOC is highly customizable allowing teams to work collaboratively, tailor dashboards, filter devices, and record video clips during testing or live operations. It also supports single sign-on, unlimited users, and per-user permissions.

Link to Photo:

Photo Caption: Witbe's Virtual NOC provides visibility into what viewers are actually seeing on their devices.

Expanding the Future of End-to-End Monitoring With TAG

In a recently announced partnership, Witbe and TAG Video Systems are reshaping video monitoring by combining Witbe's real-device video quality automation with TAG's real-time content matching and latency measurement, creating a powerful monitoring system that offers full source-to-screen visibility. Proven during the recent 2025 American football championship final, this integration delivered first of a kind latency analysis, and surprisingly for many even revealed that some OTT streams outperformed traditional broadcasts on certain devices. This partnership sets a new industry benchmark, ensuring video service providers have the most advanced tools to optimize video quality and user experience.

Link to Photo 1: www.wallstcom.com/Witbe/Witbe-Tag-final.png

Photo Caption: Witbe x TAG partner to offer absolute end-to-end monitoring technology.

Link to Photo 2: www.wallstcom.com/Witbe/SuperBowlHF_PR.png

Photo Caption: Witbe x TAG conducted the most comprehensive latency measurement ever during the recent 2025 American football championship final.

Automated QA Testing for CI/CD Pipelines

Witbe's QA test automation tools help providers deploy faster without sacrificing quality. Integrated with CI/CD workflows, automated tests can run continuously – independent of release cycles. Teams can validate updates earlier and more often, reducing bugs in production and shortening time-to-market. Witbe's preconfigured scenario sets and Smart Navigate AI simplify test deployment across regions, devices, and app versions.

Link to Photo: https://www.202comms.com/Witbe/QA_Test_Automation.jpg

Photo Caption: Witbe's QA automation is built for CI/CD teams testing at scale.

Advanced ABR Stream Analysis

Also, at BroadcastAsia 2025 Witbe will showcase its advanced ABR Stream Analysis, which monitors network requests made by video apps during streaming to ensure that all video profiles within the ABR ladder are available, enhancing the process of real-device testing for faster troubleshooting.

Link to Photo: www.wallstcom.com/Witbe/ABR_PR.png

Photo Caption: Witbe's ABR Stream Analysis enhances real-device testing by monitoring network requests made by video apps during streaming.

Ad Monitoring and Matching Technology

At Witbe's BroadcastAsia 2025 stand, visitors will experience the latest version of the company's Ad Monitoring and Ad Matching technology, that detects and diagnoses ad delivery issues in FAST, AVOD, and live content—capturing slates, duplicates, and failed ad returns that others miss.

Photo Link: www.wallstcom.com/Witbe/Witbe-AdMonitoring_Ad_Matching_technology.jpg

Photo Caption: Witbe will showcase the latest version of its Ad Monitoring and Ad Matching technology at BroadcastAsia 2025.

Short-Form Video Testing

As short-form video surges in APAC, Witbe helps ensure smooth mobile playback with real-time KPI tracking for availability, buffering, and quality on real devices.

Photo Link: www.wallstcom.com/Witbe/Witbe-short_form_monitoring.png

Photo Caption: At BroadcastAsia 2025, Witbe will showcase its technology that addresses the unique challenges related to short-form video testing.

Meet Witbe at BroadcastAsia 2025

To book a meeting with Witbe at BroadcastAsia 2025, contact hello@witbe.net or visit www.witbe.net.

Company Overview:

Witbe (Euronext Growth - FR0013143872 - ALWIT) provides post-device automated testing and real-time monitoring solutions to empower broadcasters, cable operators, and video service providers to deliver high-quality viewing experiences on any device – from set-top boxes and smart TVs to mobile phones and tablets. Using AI-powered Witbox robots and the Witbe Software Suite, teams can remotely test and monitor any video apps on real devices. Witbe's technology replicates real user behavior to check video availability and quality and collects data, which can then be analyzed and shared through Witbe's observability platform for valuable service performance insights.

Witbe's latest innovations include the Virtual NOC: Remote Eye Controller (REC) for real-time video monitoring, Automated Testing Sets and Smart Navigate AI for faster quality assurance (QA) as well as continuous testing in the field, Ad Monitoring and Matching to resolve ad errors, and Video Mobile Automation to test iOS and Android mobile devices.

Celebrating its 25-year anniversary in 2025, Witbe has offices worldwide and is trusted by leading brands like Comcast, Cox, Verizon, Peacock, and Orange in over 50 countries. Learn more at www.witbe.net.

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