

Witbe
BroadcastAsia 2024 Exhibitor Preview
May 29-31
Singapore Expo
Booth 6F1-12



Witbe to Highlight Ad Monitoring and Matching Technology for Video Service Providers at BroadcastAsia 2024

At BroadcastAsia 2024, part of the Asia Tech x Singapore (ATxSG) 2024 event taking place May 29-31 in Singapore, Witbe will showcase its powerful automated testing and proactive monitoring technology. The company will demonstrate the benefits of its hardware and software for streaming and broadband video service providers looking to measure their customers' true quality of experience. A key highlight at the company's BroadcastAsia 2024 stand (6F1-12) will be Witbe's unique Ad Monitoring and Matching technology, which helps providers verify streaming errors caused by dynamic ad insertion.

"We're very excited to bring Witbe's latest automated testing innovations to BroadcastAsia 2024," said Marie-Véronique Lacaze, president and co-founder of Witbe. "Our Singapore team will be at the show in full force, sharing our new Ad Monitoring and Matching technology with teams who are seeing the major impact of streaming ad errors on their services. The technology is part of our continued commitment to measuring true video performance on real devices and will help our customers take their ad monitoring to new levels."

Ad Monitoring and Matching Technology

Witbe's Ad Monitoring and Matching technology helps providers identify streaming errors caused by dynamic ad insertion, commonly used with the rise of Free Ad-Supported Television (FAST) channels. Witbe tests and monitors real, physical devices to measure the true ad performance that viewers receive. Service providers receive accurate reports on the most important key performance indicators (KPIs) for their video service, including critical ad errors such as black screens, excessive buffering, audio cuts, crashed streams, and issues when returning to the main content.

All of Witbe's technology comes with shared video recordings, which can be used as proof of ad delivery for third-party advertisers. The company's Ad Matching feature can then verify when an ad played throughout a stream, how it performed, and if it played repeatedly in a single ad break. Witbe's Ad Monitoring and Matching technology is capable of testing FAST channels and all other forms of ad-supported video, including AVOD services and sports streaming, and is available now.

Photo Link: www.202comms.com/Witbe/Ad_Monitoring_Matching_technology.jpg

Photo Caption: Witbe's Ad Monitoring and Matching technology identifies streaming errors caused by dynamic ad insertion.

Additional Highlights at BroadcastAsia 2024 Will Include:

Automated Testing Bundles

At BroadcastAsia 2024, Witbe will also showcase its new Automated Testing Bundles, which come prepackaged with everything providers need to implement automation into their video

testing. The bundles include a Witbox, the company's hardware that allows video service providers to test any existing real device easily and directly, along with a Witbe Hub Cloud to work remotely, and a set number of standardized test scenarios. With these new Automated Testing Bundles, Witbe's award-winning technology is faster and easier to deploy than ever before.

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

Photo Caption: Witbe's new Automated Testing Bundles come with preset test scenarios ready to be deployed immediately.

ABR Stream Analysis Technology

Witbe's new ABR Stream Analysis technology enhances the monitoring capabilities of the company's powerful Witbox⁺, offering service providers additional data on how their viewers' experiences are affected by the adaptive bitrate (ABR) stream. The recently announced technology is available as a software addition to the Witbox⁺ or as a separate dedicated device in the Witbox^{ABR}. The Witbox^{ABR} allows teams to perform their network tests at scale, along with monitoring for CDN errors and SCTE-35 ad cues.

Photo Link: www.202comms.com/Witbe/Witbe_Remote_Eye_Controller_Mosaic.png

Photo Caption: Witbe's ABR Stream Analysis technology monitors for errors on the network side of a video stream.

The Complete Witbox Lineup

Witbe's Witbox family of devices packs the company's reliable automated testing and monitoring technology into a compact, accessible package that is simple to set up. At BroadcastAsia 2024, Witbe will have its entire Witbox lineup on display: Witbox^{One}, the company's flagship device; Witbox⁺, the most powerful testing device on the market; Witbox^{Net}, built specifically for web testing and is now available with an upgraded 10Gb interface; and Witbox^{ABR}, offering ABR stream monitoring technology at scale. Live demos on the show floor will focus on the specific capabilities of each Witbox.

Photo Link: www.202comms.com/Witbe/Witbox_devices.jpg

Photo Caption: Witbe's powerful Witbox hardware line can test and monitor video services on any real device.

Members of the press interested in meeting with Witbe at BroadcastAsia 2024 should contact:

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Company Overview:

Witbe (Euronext Growth - FR0013143872 - ALWIT) provides test automation and proactive monitoring technology for global video services. Headquartered in Paris with locations across the globe, the company makes award-winning hardware and software applications for video streaming providers that test the quality of experience their customers receive. Witbe is the only company on the market capable of testing any video service running on any device (including PCs, smartphones, STBs, and smart TVs) over any network (including fiber, 5G, and OTT).

Thanks to its revolutionary Witbox and powerful Witbe Software Suite, the company recently launched its Ad Monitoring and Matching technology for dynamically inserted streaming ads. Witbe is proud to have customers — including Comcast, Cox, Verizon, Peacock, and Orange— in more than 50 countries. More information and further updates are available at www.witbe.net.

Link to Word Doc: www.202comms.com/Witbe/240516-Witbe-BroadcastAsia_2024.docx

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