

Witbe
IBC 2025 Exhibitor Preview
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Amsterdam
Stand 5.F84



Witbe Brings Next-Level Test Automation to IBC 2025: Agentic AI Takes Center Stage

As the broadcast and streaming landscape evolves, providers are under pressure to deliver pristine quality at scale, faster than ever. Viewers now expect seamless playback across every device - whether it's the latest smart TV, mobile phone, or legacy set-top box - making real-time Quality of Experience (QoE) monitoring and collaborative workflows essential.

Providers need new tools that can instantly monitor, test, and troubleshoot performance across every link in the chain, from source to screen. With so many devices, versions, and use cases to cover, manual testing alone simply makes true video testing and monitoring impossible at scale. Automation has become essential to keep up with these demands, and now Witbe is taking it even further.

At IBC 2025, [Witbe will unveil its Agentic AI](#), a breakthrough expanding its automation capabilities even further with intelligent, adaptive agents that enhance testing, monitoring, and collaboration across teams, giving providers the confidence to deliver flawless experiences in even the most complex environments.

"IBC is a key opportunity for us to connect with the European broadcast and streaming community. We're excited to share how our technology continues to push the boundaries of what's possible," said Marie-Véronique Lacaze, co-founder and president at Witbe. "This year, we're proud to introduce Witbe Agentic AI, a defining step forward for our industry. It's about giving providers the power to deliver the highest-quality experiences at scale while making testing and monitoring more intelligent and collaborative for the evolving challenges of modern video delivery."

Alongside Agentic AI, Witbe Will Showcase its Latest Innovations at IBC 2025:

The Virtual NOC

On display at IBC will be Witbe's award-winning Virtual NOC, an advanced, collaborative workspace that enables broadcasters and service providers to remotely test, monitor, and troubleshoot across real devices – from legacy set-top boxes to the latest smart TVs and apps.

Accessible from any web browser, the Virtual NOC delivers real-time user experience insights through an intuitive mosaic view, customizable dashboards, and scenario automation. Its new interface is designed for true collaboration, allowing teams to tailor their workspace, filter devices, create clusters on the fly, and record video clips during testing or live operations. With support for single sign-on, unlimited users, and granular permissions, the Virtual NOC helps QA, engineering, and operations teams work smarter together to ensure flawless viewer experiences.

Link to Photo: www.wallstcom.com/Witbe/Witbe-NOC-2025-04-mosaic-black2-witbe-white-logo.jpg

Photo Caption: Witbe's award-winning Virtual NOC delivers real-time visibility into the viewer's experience.

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

Witbe's partnership with TAG Video Systems delivers true source-to-screen monitoring by combining real-device quality automation with real-time content matching and latency measurement. Proven during the 2025 American football championship final, this integration bridges the gap between network-level delivery and on-screen performance. For providers, it means technologies that communicate seamlessly to deliver a single, actionable view of the entire video delivery path—helping QA, engineering, and operations teams detect and resolve issues faster.

Link to Photo: www.wallstcom.com/Witbe/witbe-tag-end-to-end-monitoring.jpg

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.

Ad Monitoring and Matching Technology

At Witbe's IBC 2025 stand, visitors will experience the company's Ad Monitoring and Ad Matching technology, which 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 its Ad Monitoring and Ad Matching technology at IBC 2025.

Mobile Video Testing

As vertical and mobile-first formats continue to grow, Witbe's Video Mobile Automation, on display at IBC 2025, makes testing on real devices effortless with a plug-and-play setup. Providers can easily monitor and optimize all mobile viewing experiences, including vertical video and short-form content, with real-time KPI tracking for availability, buffering, and playback quality.

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

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

Meet Witbe at IBC 2025

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

About Witbe

Witbe (Euronext Growth - FR0013143872 - ALWIT) provides post-device automated testing and real-time monitoring solutions that 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 Witbox robots and the Witbe Software Suite, teams can replicate real user behavior on real devices to test, monitor, and analyze video app availability, quality and performance, all with actionable insights from Witbe's observability platform.

The company's latest breakthrough is Witbe Agentic AI, the industry's first agent-native Test Automation system for Video QA and service monitoring. As Gen AI reshapes the industry, Witbe's autonomous agents test at the speed of innovation: they plan, execute, and analyze tests at scale, adapt to multiple versions and UI changes, generate coverage from requirements, and continuously improve error detection.

Celebrating its 25th year anniversary in 2025, Witbe operates worldwide and is trusted by leading brands such as Comcast, Cox, Verizon, Peacock, and Orange in over 50 countries. Learn more at www.witbe.net

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