CONTROLLING QoE WITH BETTER DATA

Streaming Media West, VES201 | NOVEMBER 20, 2019

Marc Maycas — *VP Product Solutions, NPAW*

marc@nicepeopleatwork.com

The era of personalization

High cost of user acquisition

Co-existing subscription and free-based models

User oriented & driven by personalization

Produces & creates localized content

QoE is taken for granted

Happens on more than just one device...

Filled with demanding digital, **nomadic** customers

Ads based on user profile

Highly competitive & every day more niche

What if you could answer these questions?

NPAW
NICEPEOPLEATWORK

8 What is the most effective ad strategy (quantity, quality, position, length)? How tolerant is my audience to ads?

1 Where do I have quality issues right now, what are the root causes and users affected?

7 Why users log in but don't watch content?

2 How are my CDNs performing? Which CDN should I use / contract?

What if you could answer these questions?

6 How are ISPs performing across regions?

3 Is a customer complaint regarding quality issues legitimate?

5 Did I retain yesterday's new users? Who will churn next month? What is the average *Happiness Score* for my audience?

4 What are my users' activity and consumption patterns? On which devices?

Key QoE metrics

Plays

Join time

Buffer ratio

EBVS

Interruptions ratio

Effective playtime

Play errors

Bitrate

VOD
AVG BUFFER RATIO
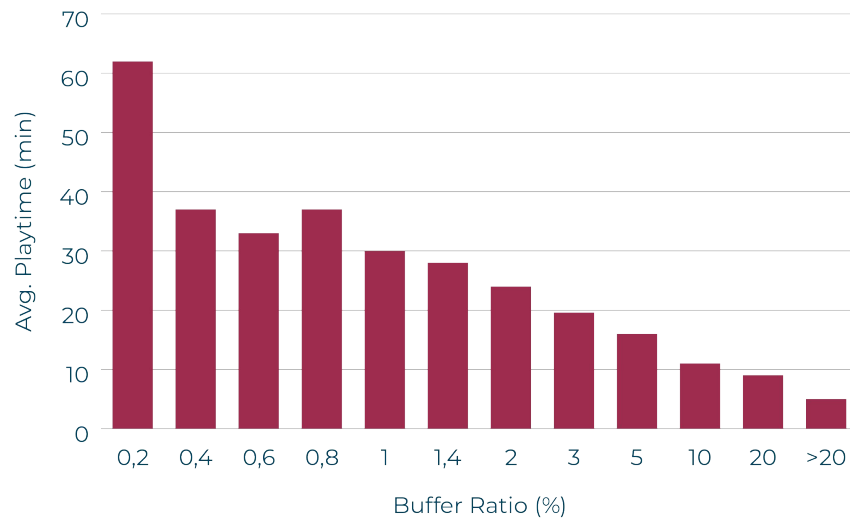# 0,30%

LIVE
AVG BUFFER RATIO
0,20%

Playtime vs Buffer Ratio

VOD
Avg. Playtime vs Buffer Ratio
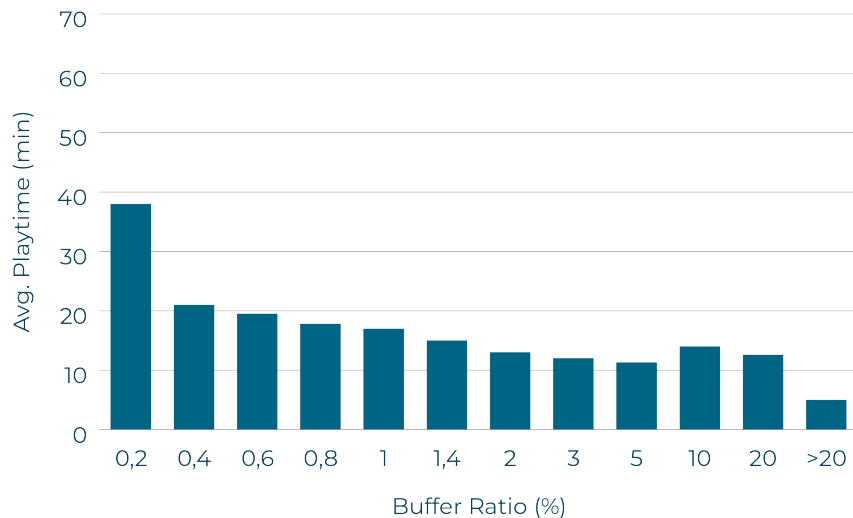
LIVE
Avg. Playtime vs Buffer Ratio

NPAW
NICEPEOPLEATWORK

VOD
JOIN TIME

4,16 sec

LIVE
JOIN TIME

2,33 sec

Playtime vs Join time

VOD
Avg. Playtime vs Join time

LIVE
Avg. Playtime vs Join time

Exit Before Video Start — EBVS
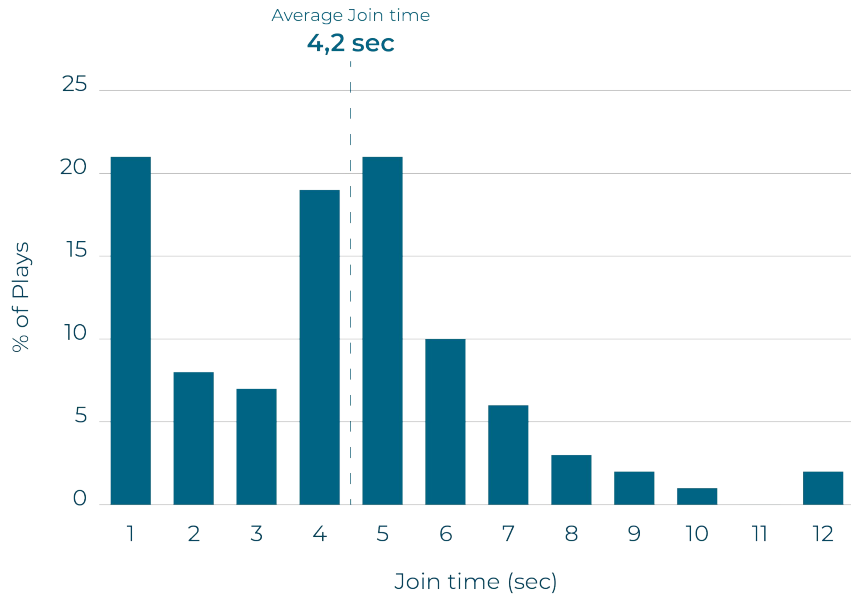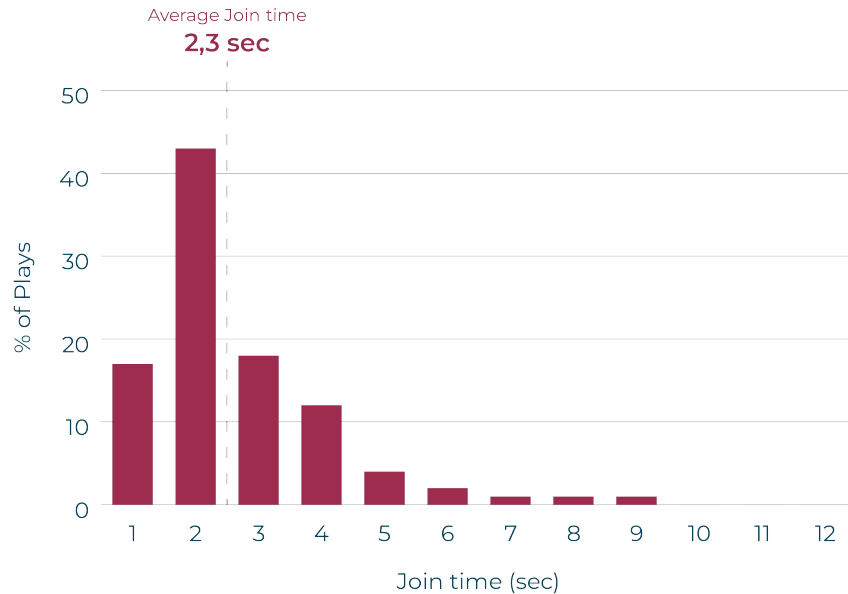
VOD
EBVS

16,95%

LIVE
EBVS

18,49%

Interruptions Ratio Per Play

VOD
INTERRUPTIONS RATIO
0,07

LIVE
INTERRUPTIONS RATIO
0,04

How does it work

NPAW
NICEPEOPLEATWORK

YOUBORA
Suite

Service Media

Playback Events
+ Metadata

Session Events
+ Metadata

Plugin

Open API

(Data collection API)

Metrics &
Dimensions

Descriptive &
Predictive
Insights

Actions

Performance Improvement & User Engagement
↓
Revenue Maximization
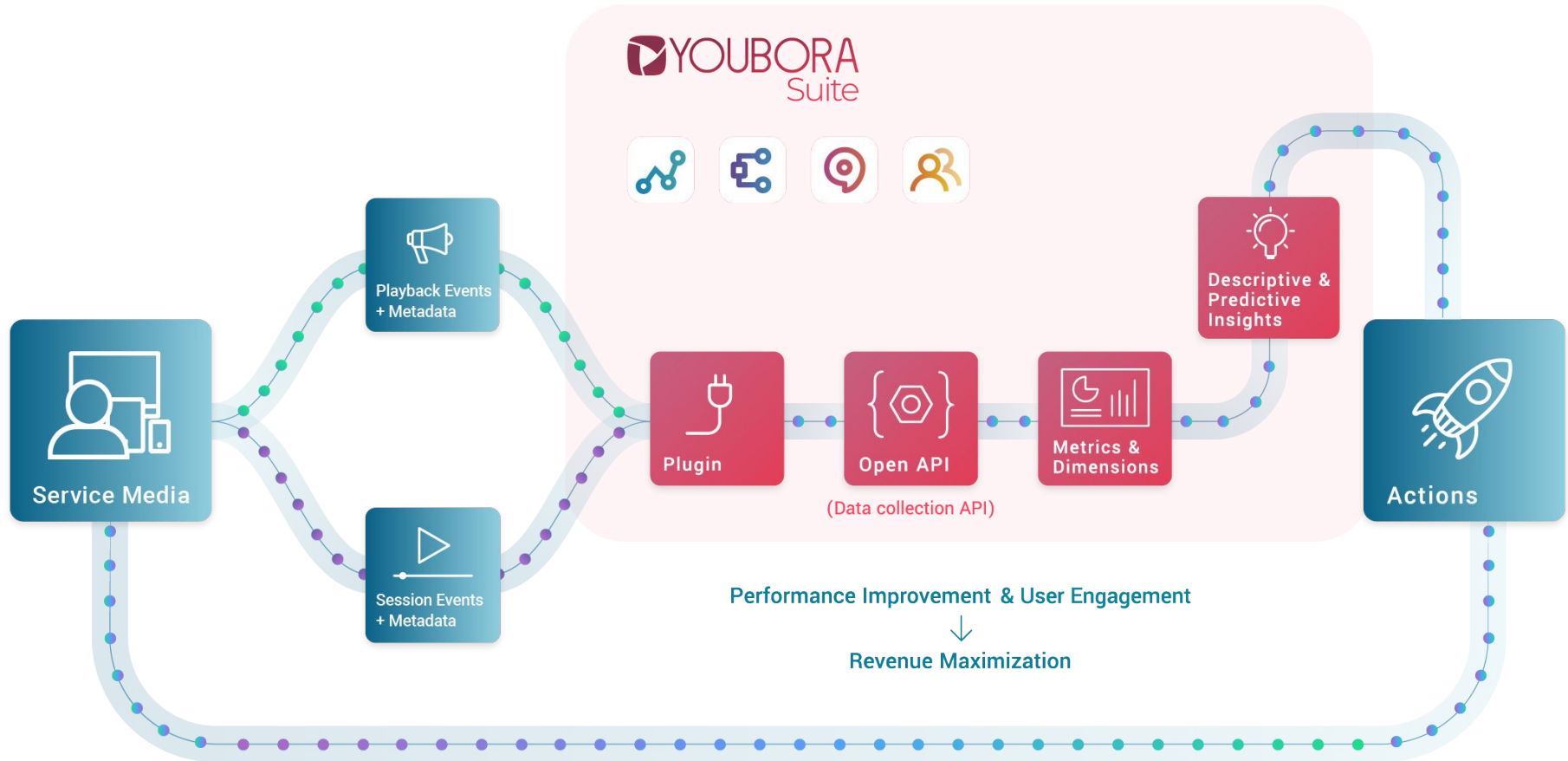
Intelligence makes it possible for you to ace these

Flawless QoE &
CDN Balancing

Empowered
Customer Service

Devices & Technologies
Setups & Configurations

Targeted Promotions &
Content Discovery
Strategy

Efficient Ad Strategy

Thoughtful User-Driven
Design. New Features

NPAW
NICEPEOPLEATWORK

Today's 7 Takeaways

1 **Measuring** and understanding your metrics —in and out of the playback— **leads to success**

2 What matters is the **evolution** and the effect on **user engagement**

3 **Select data** that is useful to your service. New metrics may arise in the future

4 Each market has its particularities. Being able to **segment** is crucial

5 When **integrating** analytics, follow the **standards** and validate data in **QA** environments

6 QoE is also driven by **application metrics** you should consider

7 **Best practices and standards** — like the ones defined by the Streaming Video Alliance working groups — will help you better understand data

Make smarter, informed decisions with video intelligence.
Thank you

Marc Maycas — *VP Product Solutions, NPAW*

marc@nicepeopleatwork.com