



## Manage HDR Content

Validate, manage and protect HDR/Dolby Vision™ quality to offer superior services while lowering distribution and delivery costs



Offering superior content is vital for any video provider who wants to stand out in the market—and superiority extends beyond a video library's titles.

### Raising the performance bar

High Dynamic Range (HDR) is the most significant rich-media display development since HD video. Motivated by the promise of a great Viewer Experience, consumers are investing in HDR-capable screens.

Likewise, video producers and distributors are investing heavily in HDR/Dolby Vision™ content. For some, this investment is part of a general evolution; for others, the intention is to provide a premium subscription option or to achieve differentiation in a competitive marketplace.

### Traditional metrics come up short

But investing in this content is only part of the solution: video producers and distributors also need to validate, manage and protect video quality to ensure a superior Viewer Experience.

Traditional metrics including PSNR, Structural Similarity Index (SSIM) and Video Multimethod Assessment Fusion (VMAF) lead to false conclusions about the Viewer Experience of HDR/Dolby Vision™ content.

A better metric is needed—one that accounts for the extended dynamic range, plus different resolutions, display devices, frame rates and content complexities.



SSIMWAVE is Dolby Vision™ certified

## Benefits of using SSIMPLUS

The **SSIMPLUS** Viewer Score is the only objective metric that accurately measures the Viewer Experience of HDR/Dolby Vision™ content.

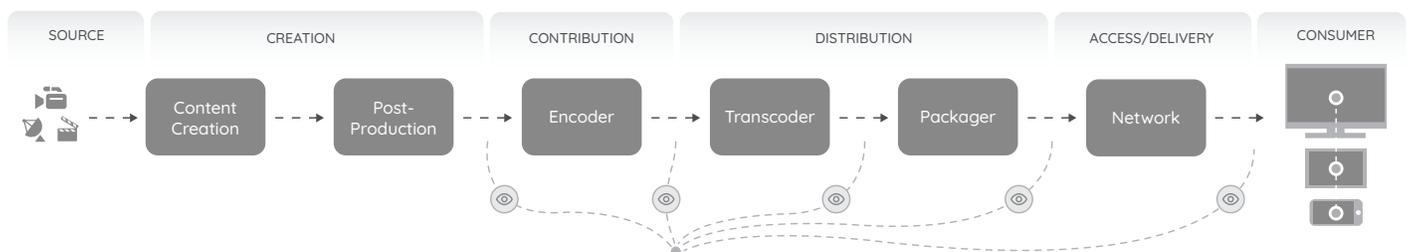
This score empowers you to validate, manage and protect HDR/Dolby Vision™ quality by:

- Understanding how the video delivery chain impacts the Viewer Experience—from processing through delivery;
- Testing the impact of corrective actions when and where you apply them;
- Validating source quality from different vendors;
- Benchmarking HDR service providers;
- Detecting banding (one of the most frustrating HDR video quality degradations) and other artifacts.

Plus, accurately measuring the Viewer Experience for HDR/Dolby Vision™ content empowers you to:

- Deliver great HDR experiences without unnecessarily increasing your profile bitrates;
- Reduce the average bitrate without sacrificing HDR experiences.

SSIMPLUS measures the Viewer Experience for HDR10 and Dolby Vision™ content at key points in the video delivery chain, giving you the visibility you need to deliver a superior service



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## SSIMPLUS Viewer Score

The most accurate and comprehensive perceptual video quality metric ever engineered

**SSIMPLUS** uses Viewer Intelligence® to mimic the human brain's perceptual system. This knowledge-based technology captures the Viewer Experience more accurately than any alternative pseudo-QoE measurement or metric and is also more robust than deep learning AI models.

In fact, SSIMPLUS is the only solution which exceeds the 90% correlation accuracy mark between computed objective virtualization and subjective human opinion scores across all video content.

**>90%**  
MACHINE TO HUMAN  
CORRELATION

Get everyone on the same page with a score that's full of meaning and easy to understand

The SSIMPLUS Viewer Score is easy to understand, but that doesn't mean it's simple. Behind the scenes, it accounts for different:

- Content complexities (even scene-by-scene variations)
- Frame rates
- Resolutions
- Dynamic ranges (HDR, SDR)
- Devices (from handhelds to the biggest and best TVs)



## Revolutionary and Respected

Because of its unrivaled ability to accurately measure perceptual video quality—across all content and devices—**SSIMPLUS** has earned recognition and accolades throughout both the video industry and the academic world.



67th Primetime Emmy®  
Award winner for  
significantly impacting  
television technology  
and engineering



The American Society  
of Cinematographers  
created an HDR project  
named "SSIMWAVE"



The research behind  
SSIMPLUS has been  
cited more than  
60,000 times—the  
most in the field

*"SSIMWAVE's measurement standard represents a generational breakthrough in the video industry."*

—The Television Academy

Improving the viewer experience of tens of millions of subscribers in North America 24/7.



**SSIMWAVE®**  
HELLO@SSIMWAVE.com | SSIMWAVE.com