



# Streaming Done Right

Deliver Just right Viewer Experience at the lowest possible cost

## The optimization imperative

Scaling content processing and delivery with similar or better video quality at the minimum possible cost can be as hard as delivering the Super Bowl or Game of Thrones every day. Competing on streaming quality is getting harder; viewers can easily compare you to other services they subscribe to and expect you to be one of the best. Whether you want to scale seamlessly at the current video quality or dial up quality to compete better, at the minimal possible cost, our Video Quality Dial will help you achieve exactly that.

**SSIMPLUS Video Quality Dial** is the first viewer-centric solution to give video providers the ultimate control to optimize workflows and deliver a consistent Viewer Experience at the absolute minimum cost. It's the only solution powered by the Emmy® Award-winning SSIMPLUS algorithm—recognized for video encoding optimization—that's why the Dial outperforms anything you've seen before.

## Delivering Just Right Viewer Experience at the minimum possible cost has never been so easy

Simply set the target Viewer Experience Score. The Dial automatically drives your existing content processing engine to consistently meet this target using only the minimum resources.

### The Result?

Millions of \$\$\$ savings per year—up to 60% above what content-aware encoding can deliver—plus higher subscriber satisfaction.

## Why SSIMPLUS Video Quality Dial?

Here's why some of the world's largest video providers already rely on **SSIMPLUS Video Quality Dial**.

### Remarkable Results

- Providers consistently deliver the viewer experiences they target—improving subscriber satisfaction
- Services enjoy up to 60% bitrate savings on top of what content-aware encoding deliver = millions of \$\$\$ saved per year
- Significantly improved Viewer Experience for subscribers on congested networks – lower buffering, stalling, delayed start

### Straightforward to Deploy

- **Video Quality Dial** is installed as a smart layer within your existing encoder workflow, without any disruption to your infrastructure or tech stack
- Plus, it's encoder-agnostic—and already supports the best performing encoders

### Easy to Use

- Simply set a target Viewer Experience Score and **Video Quality Dial** automatically does the rest

## Huge benefits for video providers and subscribers

Because the **Video Quality Dial** consistently delivers the target Viewer Experience at the absolute minimum cost, it saves money for providers while also benefitting subscribers—even for viewers on congested access networks or with lower bandwidth plans.

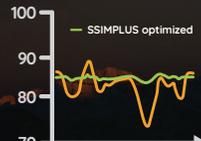
**100% In Control**  
of the viewer experience



**30-60% decrease**  
in delivery costs\*



**Consistent Viewer**  
experiences all the time



**50-65% fewer**  
rebuffering events



**10% reduction**  
in playback delay

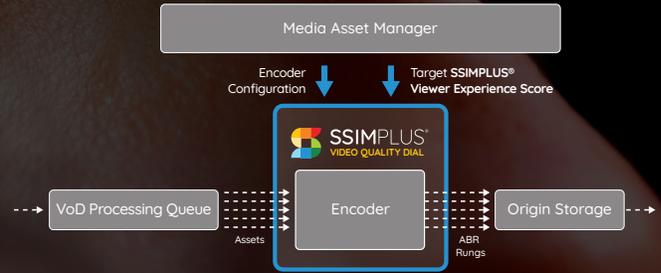


\*on top of what your current content aware encoder is delivering

# Enjoy amazing savings without disrupting your operations

The **SSIMPLUS Video Quality Dial** is straightforward to implement, easily integrating into your existing workflow.

1. Choose the **SSIMPLUS Viewer Experience Score** you want to deliver consistently to your subscribers—you can choose one target for your whole library or different targets for different assets (even per asset!)
2. **Video Quality Dial** calls your current encoder the way you do so today—no need for any extra settings, encoder tests or additional resources from your side



## Powered by the world's most accurate perceptual video quality metric

The secret behind the unique power of Video Quality Dial is the SSIMPLUS algorithm. This knowledge-based technology replicates the human viewer experience more accurately than any pseudo-QoE measurement or metric—it's the only algorithm that exceeds 90% correlation with Mean Opinion Scores (MOS) across all video content—and it's more robust than deep learning-based AI models.

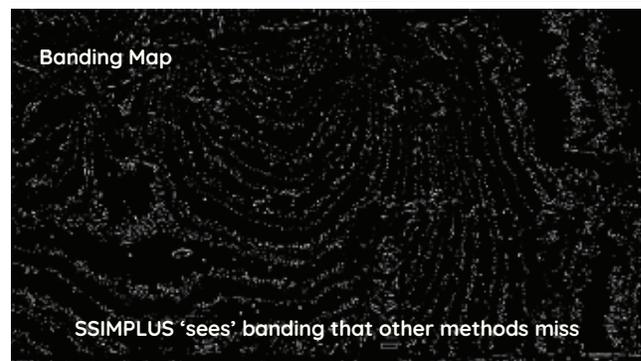
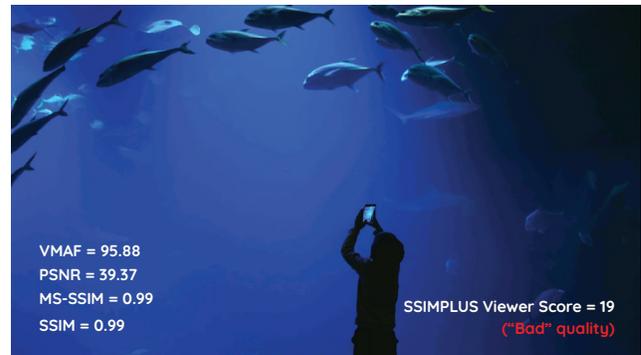
In fact, the SSIMPLUS metric is so uniquely powerful that it was awarded a **2020 Technology and Engineering Emmy® Award** for its excellence in video encoding optimization.

Plus, the score is a linear 0-to-100 scale that everyone intuitively understands, eliminating confusion.

Importantly, unlike VMAF, PSNR and other metrics that are frustratingly inconsistent and unreliable, SSIMPLUS delivers a trustworthy Viewer Experience Score regardless of content complexity, frame rate, resolution, codec, dynamic range, device, or the specific impairments that are present.

### Example: Banding Detection

While traditional metrics provide a confusing range of quality scores and often assign high scores to low-quality content, SSIMPLUS recognizes impairments like banding that contribute to a bad Viewer Experience.



**>90%**  
MACHINE TO HUMAN  
CORRELATION

**Dolby Vision**  
SSIMWAVE IS DOLBY VISION CERTIFIED

Whether you want to crank up the quality without incurring additional delivery fees, or your goal is to create massive savings without sacrificing the Viewer Experience, **SSIMPLUS Video Quality Dial** is the solution you need.

[Request your free trial today](#)

**SSIMWAVE®**