

# Video Experience Automation

Connects to your workflow and operationalizes viewer experience so that your QA function can be scaled to deliver a targeted quality of experience at a lower cost.

## Proven in Production

We know that managing lean production workflows to deliver better viewer experiences without reprocessing and high variable costs, is not simple. From SVOD to Pay TV, to vMVPD and social networks, the technical requirements and business model variations can heavily impact the final visual quality but we have an answer. Here's how our customers are using our solutions:

**18M** hours of live video monitored every month.

**6K** live channels monitored around-the-clock.

**150M** subscribers enjoy viewer experiences measured and improved by our solutions.

“SSIMWAVE’s SSIMPLUS VOD Monitor is by far the best device-adaptive perceptual video quality predictor we have seen in the market.”

-Miguel Cabello, Video Technology Architect, Telefónica

**60%** SAVINGS

Using the VQ Dial you can set a target viewer experience score for an automated end-to-end optimization solution that works over any workflow to reduce bandwidth utilization by 50%.

**85%** DEFECT REDUCTION

Our Video Intelligence Suite enabled a major North American provider to stop worrying about quality drop-offs, high operational costs to reduce defects by 85% by automating their QA process with the only quality metric that is correlated to human vision.

**4 Min** MTTR

Our Video Experience Automation platform enabled a North American MVPD to cut their MTTR (Mean Time to Resolution) from 25 minutes to 4 minutes, reducing their volume of customer care calls and improving viewer experience.

The SSIMWAVE Experience Automation Platform uses our SSIMPLUS video quality score to act as a control plane for your existing video encoding, processing, and distribution workflows to ensure that you are always delivering the very best viewer experience and so that you can answer questions like:

**CLOUD MIGRATION**

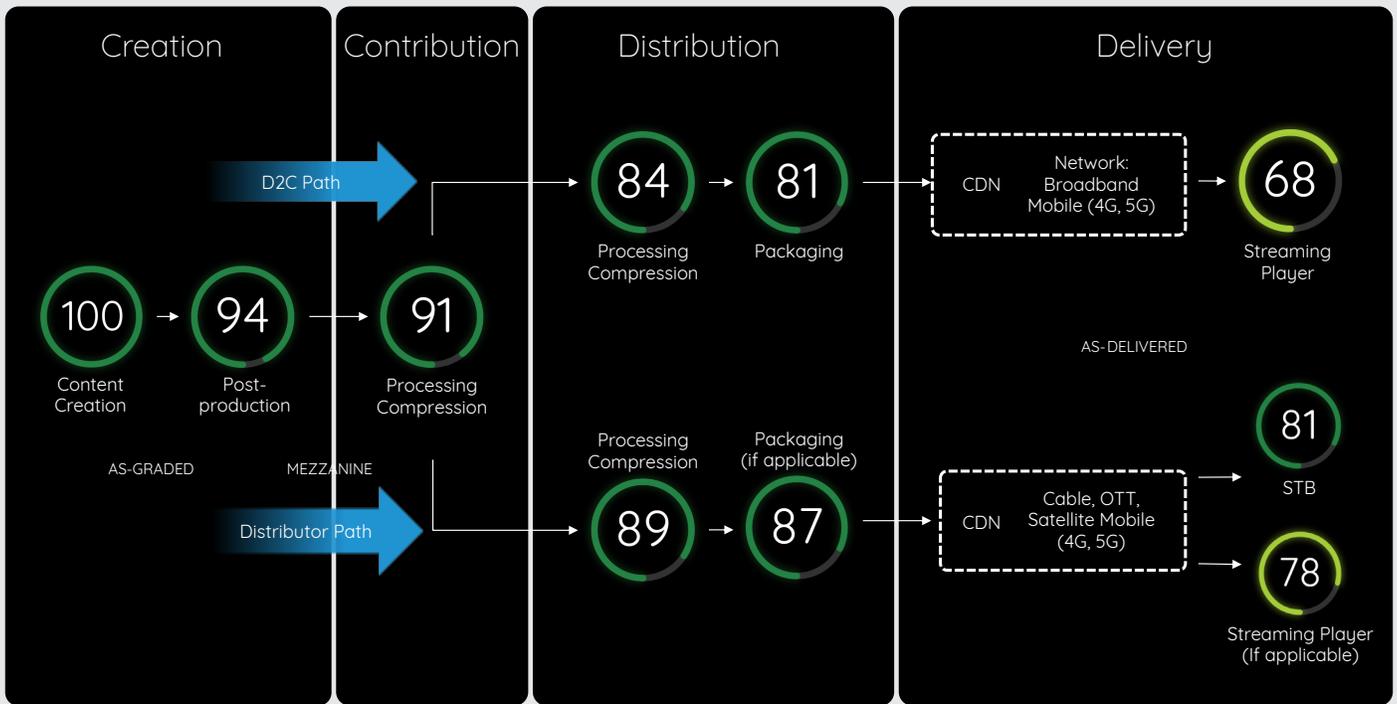
Is the quality on cloud workflows as good as on-premise?

**ENCODING PERFORMANCE**

What should the optimum bitrate be for my files and streams?

**VIEWER EXPERIENCE**

Does the viewer experience meet viewers needs and not the highest possible experience?



**SOURCEVALIDATION**

Is the quality of my sources ok?  
When should I process or reject them?

**QA REQUIREMENTS**

What is the best method to measure visual quality losses between my source, mezzanine, and compressed files?

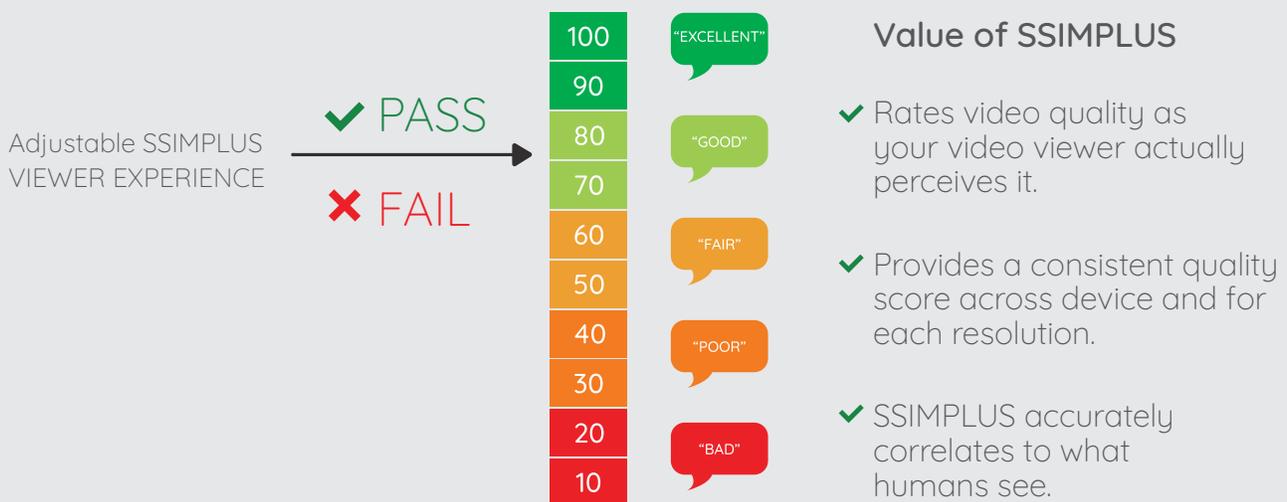
**PLAYBACK ISSUES**

How are rebuffering, slowed stream start times and profile switching affecting viewer experience and churn?

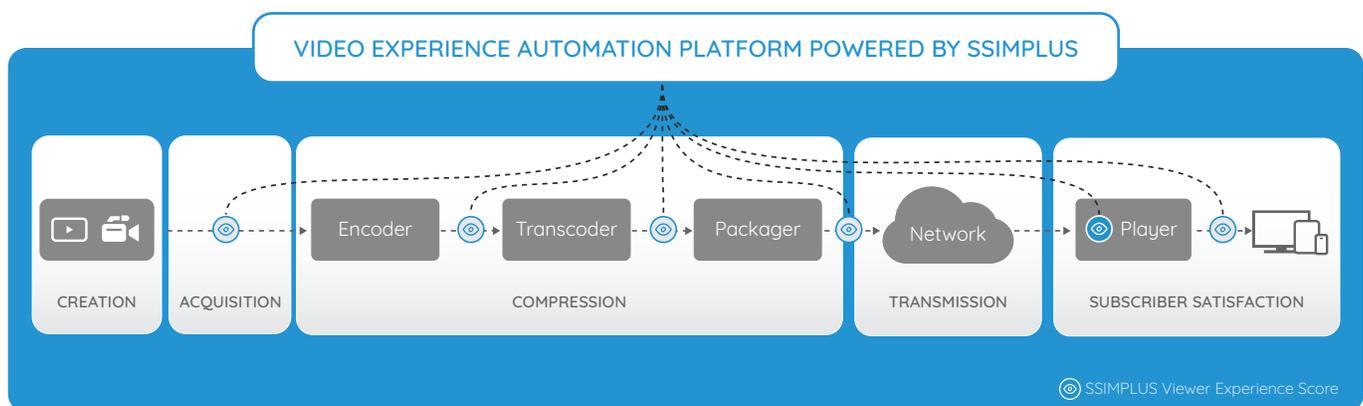
The Emmy-awarded SSIMPLUS® algorithm is the most accurate viewer experience metric ever engineered, it is the foundation of our Video Experience Automation Platform.



AI that can see like a human viewer  
SSIMPLUS® Viewer Experience Score



The SSIMWAVE Video Experience Automation Platform scales to measure your viewers experience at all points of the video delivery workflow. It is the only system that enables 1:1 comparisons, pass/fail gate-keeping, encoding optimizations and all other quality assurance functions.



# Product Overview

## Video Experience Automation Platform

Huge benefits for video providers and subscribers:

Because the **Video Quality Dial** delivers the target viewer experience at the absolute minimum cost, we save you money while benefiting subscribers—even for viewers on congested access networks or with lower bandwidth plans.

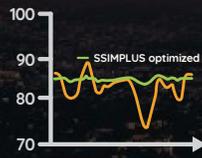
**100% In control**  
of the viewer experience.



**50% Decrease**  
in delivery costs\*.



**Consistent viewer**  
experiences all the time.



**50% Fewer**  
rebuffering events.



**10% Improvement**  
in stream start time.



\*On top of what your current content aware encoder delivers.

## Video Intelligence® Suite



### Operations

- Video Quality Assurance
- Livestreaming Experience
- VR/Gaming Experience

### Distribution

- Quality Driven Automation
- Film Distribution Automation
- Video Handoff Management

### Profitability

- Reduce Streaming Costs
- Deliver Target Quality
- Simplify Encoding

**30+** Years of research  
into the human visual system and  
subjective quality of experience.

**65K+** Citations  
of the foundational research—by far the  
most in the field.

**18** Unique patents  
in the area of perceptual quality,  
optimization and viewer experience.

**“SSIMWAVE’s** measurement standard represents a  
generational breakthrough in the video industry.”

– The Television Academy



Two-time Emmy® Award-winning team.



SSIMPLUS is the only Viewer Experience  
solution certified by Dolby Vision.



The American Society of  
Cinematographers (ASC) created a  
SSIMWAVE HDR Evaluation Working  
Group to assess, evaluate and improve  
the preservation of the original creative  
intent of HDR content.

## About SSIMWAVE

The SSIMWAVE team of video researchers are experts in the area of video experience automation and are recognized by quality-driven studio, SVOD, and MVPD customers for their knowledge of HDR encoding, playback and quality evaluation, machine methods for detecting perceptual quality, and encoding optimization.

Dr. Zhou Wang, Chief Science Officer and Co-Founder created the underlying technology of SSIMPLUS, a perceptually driven technology that correlates with human vision so that you can operationalize your viewer experience data and remove the guesswork from manual QA and video optimization processes.

The SSIMWAVE Video Experience Automation platform plugs into the content creation, contribution, distribution, and delivery steps, allowing your quality assurance function to be scaled beyond non-metric-based approaches and deliver a reliable quality of experience to your distributors, subscribers, and users.



## Contact Us

**Are you a Studio, Broadcaster, OTT, Service or (v)/MVPD?**

Our Emmy Award-winning Video Experience Automation Platform empowers you to take control of your video workflow so that you can deliver the best viewer experience at the lowest cost.

Contact us at [hello@ssimwave.com](mailto:hello@ssimwave.com)

(519) 489 2688

[www.ssimwave.com](http://www.ssimwave.com)