

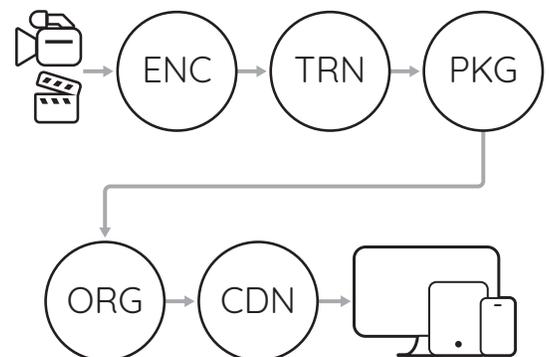
# The One Measure you Should Have in your Handoff Points

“What gets measured gets managed.”  
—Peter Drucker

Do you measure the objective quality of video files you receive? What about the quality of the files you ship? Or the quality your viewers see at the network edge? How do you actually know what “good” looks like? **Add it all up and there may be an awful lot left unmanaged.**

There are hundreds of steps in the video delivery chain between camera and customer, with many handoffs between teams, departments and different companies.

All parties would benefit from measuring quality and agree on quality values at those handoff points. Without those KPIs, there is a big risk that good quality content can get degraded with each handoff, as well as bad content can sneak through your workflow gates and it won't get better with processing. But how do you manage this process?





# The SSIMPLUS® Solution

At SSIMWAVE® we've put one number to video quality—the SSIMPLUS® Viewer Score—that you can use in any handoff scenario (internal or with a 3rd party vendor) to determine if the agreement has been honored. The SSIMPLUS Viewer Score is the only number trusted by Hollywood to evaluate video quality objectively from the end-viewer perspective in both LIVE and VOD environments at scale. It empowers you to:

- ✓ Provide a solid, KPI-based foundation for handoff agreements;
- ✓ Have a common Viewer Score shared by everyone at your company, and up and down your delivery chain;
- ✓ Measure how video quality changes as an asset moves between departments in your company;
- ✓ Check how your encoding, transcoding, or localization partner impacts video quality; and
- ✓ Have accountability and clarity on overall workflow/service video quality performance.

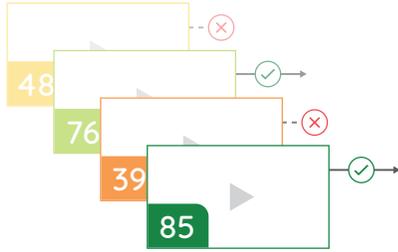


## Do any of these scenarios describe your situation?

- 1 You're a Big Picture Broadcaster, OTT service or MVPD**  
A studio provides content with the understanding that it is already of great video quality, but is it? SSIMPLUS measures the content so broadcasters have quantitative quality scores for every second of every title they receive.
- 2 You have several video processing departments**  
Content moves through your organization and often downstream processes have no control over what happens upstream. Instead of finger pointing you can use SSIMPLUS to provide impartial measurement. This means you can fix things before latency or image degradation creeps into your delivery.
- 3 You're Acme Production Studio or Sports Producer**  
As an original content producer you want to be sure the artistic intent of your content remains intact, especially for new formats like HDR/Dolby Vision. The SSIMPLUS Viewer Score enables you to compare video quality between what you send and what your distributor delivers.
- 4 You use Encoding-When-U-Need-It**  
As a media company you produce your own content and/or aggregate content from suppliers, but use a partner to do your encoding. You have some bitrate metrics in your SLA, but bitrate does not always equate to quality; thus you are blind to what arrives at the partner and what they deliver.
- 5 You're Transcoding-When-U-Need-It**  
As a transcoding service, you want to be sure the quality of the content supplied is the best quality possible. You need to measure in an objective manner what you get and what goes out to guarantee your work and brand reputation.

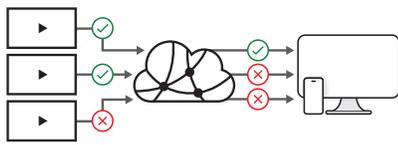


# Real-life use cases



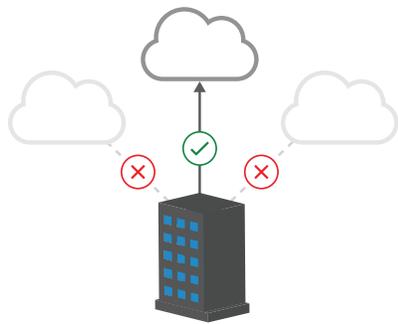
## Source Validation

A global Sports OTT service was receiving thousands of content files each month that were impossible to check using traditional eyes on glass. Although SLAs required all content received to be at least 35 Mbps, subscribers still complained about poor video quality. It turned out that content had been upsampled to 35 Mbps to fulfill the SLA without the OTT service’s knowledge. They determined that SSIMPLUS software probes would be the best way to evaluate content—using SSIMPLUS Viewer Scores to identify files of Poor quality and generating a Fail report, to prevent bad content from creeping in.



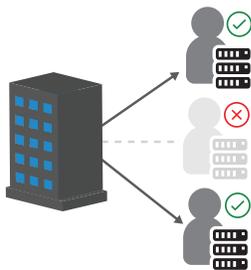
## Content Handoff Verification

CDN providers can prove that they are not the source of a quality issue by using a reliable metric by a third party independent provider such as SSIMWAVE to score all the content coming in and going out of the CDN.



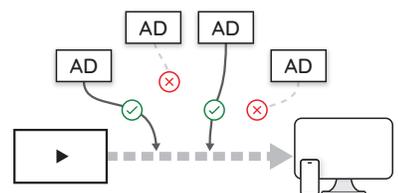
## Technology Migration from On-Prem to Cloud SaaS

A large broadcaster group was planning a move from on-prem to cloud encoding/transcoding and using third party CDNs. Aside from price they did not have a reliable way to evaluate which cloud provider would do a better job of keeping video quality in line with what they were already delivering. To minimize risk and make the most fact-based decision, the broadcaster used the SSIMPLUS Viewer Score to measure video quality of their current workflow at several points—input and output of encoder, post-packager, CDN—then used the SSIMPLUS Viewer Score to test the prospective vendors and make an informed decision. The broadcaster is continuing to use SSIMPLUS to monitor the chosen supplier to ensure that what was agreed will be carried on consistently.



## Vendor Selection

One of the largest MVPDs in North America was evaluating different encoders. They used the SSIMPLUS metric to evaluate the performances of different providers and to allow them to choose those that delivered the price/quality ratio which the MVPD required to efficiently meet customer needs.



## Ad Workflow Issues

A major broadcaster in Europe was getting blamed for poor video and audio quality of some of the advertisements it was airing. In many cases, this turned out to be due to poor quality video delivered by some ad agencies and production houses. SSIMPLUS monitoring allows them to screen all ad content before it gets added to the workflow, thus decreasing issues with advertisers and increasing ad ROI.

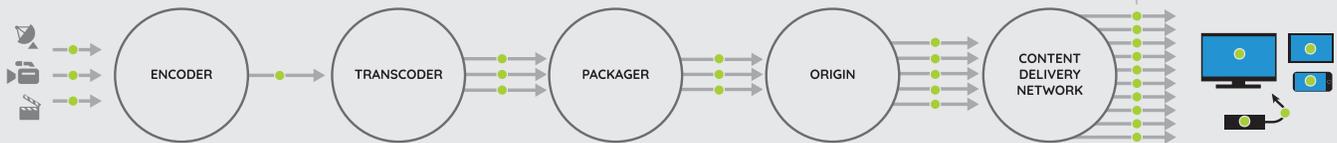


SSIMPLUS LIVE Monitor enables you to consistently measure, identify, and pinpoint in real time exactly where problems develop. Built for scale, it already provides real time 24/7 quality monitoring for thousands of streams, affecting the experiences of tens of millions of viewers in North America.



SSIMPLUS VOD Monitor Production is the first tool to put the Viewer at the center of all your VOD workflow decisions by providing a reliable 0-100 measurement of what "good" looks like on the content you receive or send to any department, supplier or partner.

The SSIMPLUS Viewer Score ensures that you're not inadvertently passing bad content down the line, alerts you if you receive poor quality from a supplier and lets you know if good content is being degraded as it passes different stages inside your delivery workflow. It does this by measuring at one, two, or even three points in a workflow, in real time and VOD:



Whether you're moving content around your organization or moving content across multiple points in complex distributed networks, you can use the SSIMPLUS Viewer Score as the one standard KPI that lets you know immediately if video quality degrades.

Stop leaving quality problems to be reported by your customers. Having a data driven, viewer-centric KPI for video quality in SLA means you can stop the finger-pointing and instead work towards the ultimate goal—delivering great video with better quality, and generating better profits.

Talk to us about how we can help you.



Video quality has a number.™  
Tune it in.™

