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MICROSOFT MEDIAROOM™ IPTV OPERATORS USE WITBE TO MEASURE SUBSCRIBER QUALITY OF EXPERIENCE

Witbe solutions are used by Tier 1 operators world-wide including many using Microsoft Mediaroom™ in Europe, Asia, and the Middle East. The list includes Deutsche Telekom, SingTel, Portugal Telecom, Vodafone Portugal, T-Com Slovakia and Du.

The Mediaroom platform offers subscribers a wide variety of content delivery applications such as Video on Demand (VOD) and Digital Video Recorder (DVR). Other features enhance subscriber experience such as Instance Channel Change (ICC) and video correction mechanisms. Mediaroom operators leverage these assets to increase their subscriber base and revenue generated per subscriber (ARPU).

However, value is created only if the subscriber perceives an actual benefit. Witbe solutions help Mediaroom customers measure the added value of such features and ensure subscriber satisfaction by providing key performance indicators such as:

- Channel changing times: ICC typically offers the fastest channel changing times in IPTV, around 600 ms.
- Menu response times for the User Interface (UI) of any interactive service.
- Performance and availability of VOD and DVR assets.
- Video and audio quality using a Mean Opinion Score (MOS) based on an analysis of the actual video and audio signals coming out of the Set Top Box (STB).

Witbe's approach to QoE monitoring is designed to simulate as closely as possible the subscriber experience by using active Robots rather than passive probes.

Robots are connected to the video and audio signals behind the STB enabling them to "see" and "hear" just like a subscriber. They interact with the service by sending infrared signals to the STB much like a remote control. They are therefore capable of providing accurate application response times as well as metrics on video and audio quality.

Witbe is showcasing its QoE solutions as a Gold Sponsor for the IPTV World Forum 2010 in London from 23 to 25 March 2010 (Booth 47). It is shortlisted for the IPTV World Forum Award in the "Best Quality Improvement" category.

About Witbe

Services such as TV, VoD services, IP telephony, and fixed and mobile broadband have revolutionized the roles of operators and how they work.

To meet the new challenges of managing next generation networks, Witbe offers an innovative approach to measuring the actual end-to-end quality delivered to subscribers: Quality of Experience (QoE) monitoring.

Using a unique technology based on active robots, Witbe reproduces subscriber behaviour using consumer devices, such as the Set Top Box, PC, Home Gateway, and Mobile. Network and quality assurance engineers now have perceptual KPIs and KQIs which enable them to improve quality, increase customer satisfaction, and work efficiently.

Since 2004, Witbe has been the reference for IPTV monitoring using advanced algorithms which analyze perceptual quality. Robots verify channel availability, measure channel zapping time and determine MOS quality by analyzing the video and audio signals from behind the STB.

Witbe was nominated for the IPTVworldseries awards three years in a row (2008, 2009, and 2010) in recognition of its innovative approach.

Witbe works with the main operators world-wide: Austria, Dubai, France, Germany, Greece, Italy, Korea, Luxembourg, Morocco, the Netherlands, Poland, Portugal, Singapore, Slovakia, Spain, Switzerland, Taiwan, UK, Ukraine, USA, among others. www.witbe.net

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