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WITBE MONITORS VIDEO QUALITY OF EXPERIENCE FOR 'THREE SCREEN' OPERATORS – MOBILE, PC, AND TV

Witbe provides Quality of Experience (QoE) monitoring solutions to operators adopting a "three screen strategy" to deliver video content over Mobile, PC, and TV. This strategy is essential to satisfy consumer demand to access content anytime, anywhere, and over any device.

Witbe provides QoE solutions to measure performance, availability and quality of applications running on each of the three delivery channels: streaming TV service, catch-up TV, Video On Demand (VOD), and other interactive services.

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. They provide key performance and quality indicators such as:

- Actual service availability.
- Menu response times of the User Interface (UI).
- Subscriber transaction performance (e.g. content browsing, purchasing).
- Video and audio quality using a Mean Opinion Score (MOS) based on an analysis of the actual video (frame-by-frame) and audio signals.

Witbe's IPTV, Mobile TV (MoTV) and PCTV Robots can "see" and "hear" the content delivered on each device. 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, 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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