

Success Story

An Internet-based TV Platform Monitors Live and VOD ABR Content with Interra Systems' ORION-OTT Monitor

Background

An Internet-based TV platform which runs as an app on several platforms, including Apple TV, Android TV, Amazon Fire TV, Chromecast, Roku, and PlayStation consoles, used ORION-OTT to monitor live and VOD ABR content.

Challenges

Two years back, the company began complementing its linear-style OTT offering with a free, ad-based VOD offering that would feature movies and TV shows from large partners. Ever since, they have rapidly increased its user base with hundreds of curated OTT channels.

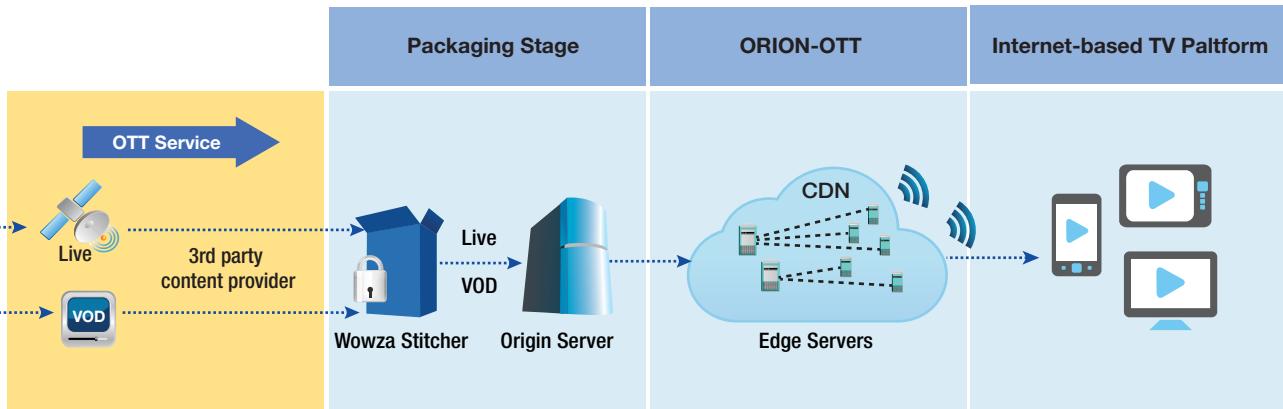
It's important for the company to maintain the highest level of quality for its users to ensure they do not switch to a competing ad-supported VOD services. In order to ensure that the customer needed a sophisticated solution to monitor the quality of its streams to assure high QoE for its viewers.

The Solution and Benefits

After doing a comprehensive evaluation of ORION-OTT monitor, the customer was very impressed with the product, its feature set, and accuracy of monitoring status. ORION-OTT's capability to assure high QoE, monitor ads, as well as ensure conformance with TR101 290 guidelines for monitoring MPEG Transports Streams (MPEG TS), emerged as key features that they needed in order to monitor their live and VOD ABR assets to be able to deliver high quality content.

ORION-OTT was successful in immediately catching any issues in audio/video content, such as audio loudness errors (Calm Act violation), black frames, compliance with the HLS standard, and reported HTTP errors well in time, all of which allowed the customer to take immediate action and ensure high quality content before it reached viewers.

The customer's primary monetization model is through advertisements (ads). ORION-OTT can accurately catch any missing Ad tags.



ORION-OTT gives the internet-based TV platform the ability to monitor streams on Amazon Cloud, that are running continuously. ORION-OTT is integrated with the customer's Stitcher and the Elemental packager for automatic registration of new assets.

ORION-OTT monitors assets at Edge server. The customer uses the scheduler feature of ORION-OTT to monitor scheduled live college sports events, the primary checks include SCTE104, WebVTT, manifest and segment level checks; black frame, freeze frames, blockiness, audio silence, and loudness. In case of an outage, ORION-OTT immediately reports the source of the problem, whether it is CDN, origin, or ingest. The customer is then able to can act immediately and resolve the issue.

Using ORION-OTT, the customer's operation team was able to catch issues like unexpected sequence number change, segment download failure, and decryption failure for monetized channels and so on.

Since its deployment, ORION-OTT has successfully enabled the customer in maintaining the highest level of QoE for its users.

The customer is very pleased with Interra Systems' industry-renowned support to address any issue promptly.

Conclusion

The leading internet-based TV platform needed a reliable, 24x7 OTT monitor to help them deliver content at higher quality with greater efficiency. They found ORION-OTT to be very powerful yet easy to use. The solution helped them proactively monitor their live and VOD assets in the cloud. ORION-OTT has worked out very well for them and the customer is very impressed by its quality and performance.