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.
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.