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## iStreamPlanet Sees Video Quality Monitoring as a Winning Strategy

How Online Video Service Provider iStreamPlanet uses Telestream to add value to its live sports and entertainment encoding and packaging services.

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High-value sports and entertainment events must stream with the highest possible Quality of Experience (QoE), regardless of how many viewers are watching and which smart devices they are using for display.

Technical issues that negatively affect the online video quality or playback of any much-anticipated live media event can result in:

- Frustrated, disappointed fans
- Damage to the media company's brand equity, and
- Costly financial ramifications for the parties involved

That's why major networks and top media brands go the extra mile to ensure that their high-profile live sports and entertainment events deliver the optimal viewing experience their fans expect. They are among the content owners that turn to iStreamPlanet—a Las Vegas-based online video service provider—for encoding and packaging of their live streams before their content distribution networks (CDNs) deliver the shows to viewers.

Maintaining an optimal viewer experience depends upon ensuring that content is high quality at the point of ingest. To accomplish this, iStreamPlanet decided to employ Inspector Live and the iQ iVMS ASM (Intelligent Video Management System for Adaptive Streaming Media) from Telestream.

## The Challenge

Without the specialized, automated video quality assessment and correlation provided by the Telestream video quality monitoring solution, it would be very difficult to:

- Avoid troubleshooting issues outside of their domain (other peoples' problems)
- Aggregate, analyze, and correlate all that data in real-time to spot potential problems
- Fix problems before they negatively impact the media experience
- Prevent future occurrences of similar problems
- Provide valuable quality information to each customer to help them protect their brands and fan experience

iStreamPlanet's pressing need for a virtualized solution has grown over time as it has become one of the leading online video service providers in an increasingly streaming-centric world serving as a bridge between content creation and online distribution entities.

iStreamPlanet is dedicated to making it easier for broadcast networks and other media and entertainment content owners to:

- Encode and package live and VOD content into the many instances needed for distribution
- Scale their audiences into the millions, and
- Take advantage of ad and upsell opportunities that can help them monetize their content

iStreamPlanet acquires and ingests their customers' live video into its encoding and packaging platform, which performs whatever scalable media encoding, transcoding, and packaging the content requires for optimal streaming and display.

## The Solution

iStreamPlanet began monitoring with Inspector Live probes to identify issues and to provide valuable feedback to their customers regarding the quality of the video they were receiving. As the number of customers grew – multiple assets and multiple monitoring points – iStreamPlanet brought iVMS ASM on line to provide an aggregated view across all of the monitoring points and the ability to create custom views (“portals”) for their customers.

Today, multiple Inspector Live appliances have now been deployed by iStreamPlanet at ingest, where the content creator uploads their program stream into the system. As video is being repeatedly encoded and transcoded into all the instances needed to stream and display properly on smartphones, tablets, laptops, and other connected devices, the quality never gets better than it was at the start. So, spotting quality issues at the moment of media ingest is a critical timesaver.

## The Workflow

Having real-time video quality information enables iStreamPlanet to:

- Notify customers at the outset that the video they are providing to iStreamPlanet is of low or poor quality
- Troubleshoot the exact point in the chain that a problem occurred
- Enable corrective action to be taken as soon as possible to resolve problems
- Save customers time and money through faster issue detection and resolution
- Provide invaluable brand protection

As a result, iStreamPlanet is well-positioned to handle a surge in growth. The company currently handles 1,000's of channels requiring simultaneous processing.

## The Results

By leveraging the Telestream iQ solution as part of its platform, iStreamPlanet now distinguishes itself from others—in what has become a very competitive market—by offering their customers the following “value-add” services:

- Reduced time to resolution
- Being able to identify whether problems exist inside or outside iStreamPlanet
- Facilitating troubleshooting with their partners and customers – troubleshooting conversations are backed up by data versus finger pointing.
- Customized user profiles that provide detailed quality information and an overview of their content as it’s being processed

The ability to provide these customized user profiles is an inherent capability of the iVMS ASM platform. Since security is a highly charged issue within the media and entertainment universe, especially for high-profile live events, only authorized users can see their media streams moving along the iStreamPlanet platform.

## The Future

As iStreamPlanet continues to grow, keeping pace with customer demands will continue to be a top priority. By leveraging video quality data, Telestream also helps iStreamPlanet’s media and entertainment network customers to:

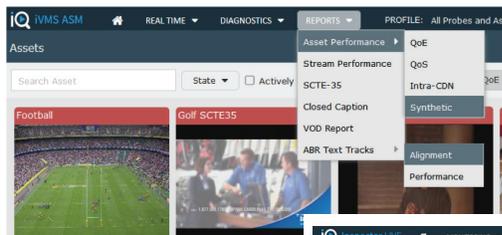
- Reduce subscriber churn
- Expand their subscriber base through higher quality video services
- Reduce Service Level Agreement (SLA) and non-compliance penalties
- Reduce costs associated with trouble-shooting
- Fix issues faster, before they impact viewers

In today’s competitive environment, video quality monitoring is not an option; it’s an absolute necessity, especially for high-value live streams. With this fully automated solution in place, iStreamPlanet has enhanced capabilities to verify quality more effectively, while providing customers with valuable insights and assurance about the quality of their media content as it’s being encoded and packaged in real-time.

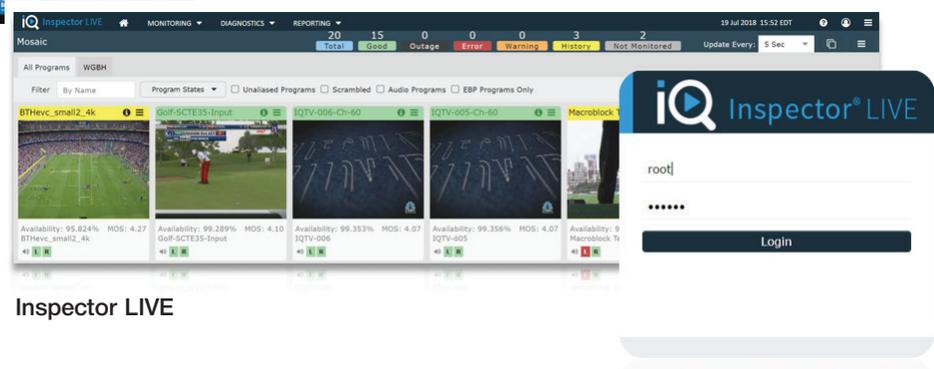
### For More Information:

Please visit the iStreamPlanet website at:  
<https://www.istreamplanet.com/>

And learn more about Telestream here:  
<http://www.telestream.net/iq/overview.htm>



iVMS ASM



Inspector LIVE



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