Centralized Video Monitoring Management Across the Delivery Chain

Introduction

Video services are growing rapidly in all regions across the globe in different forms of OTT streaming and linear TV services. There are many types of new live streaming and Video On-Demand (VOD) services such as Sub-scription-based VOD (SVOD), Advertising-Based VOD (AVOD) and Free Ad-Supported Streaming TV (FAST) services. Any successful video service needs to deliver a high-quality user experience with content that resonates with the viewers. To accomplish this goal, content owners, service providers, and OTT streaming services need to manage a highly complex workflow to deliver near perfect video distribution service across multiple internal groups and external technology partners.

Centralized Video Monitoring Management

There are countless tools to measure network delivery performance, assess perceptual video quality, and measure audience engagement and experience. Yet with all these solutions, content owners, OTT streaming platforms and traditional service providers continue to struggle with a clear view of their video delivery chain. They need a centralized video monitoring platform that enables automated surveillance of each video transition in the delivery chain with in-depth analytics that help identify quality issues and root causes in real-time.

iVMS® ASM is Telestream iQ's intelligent video management system that provides a comprehensive view of the video quality and content delivery performance for live streaming, video on-demand, and linear TV services.
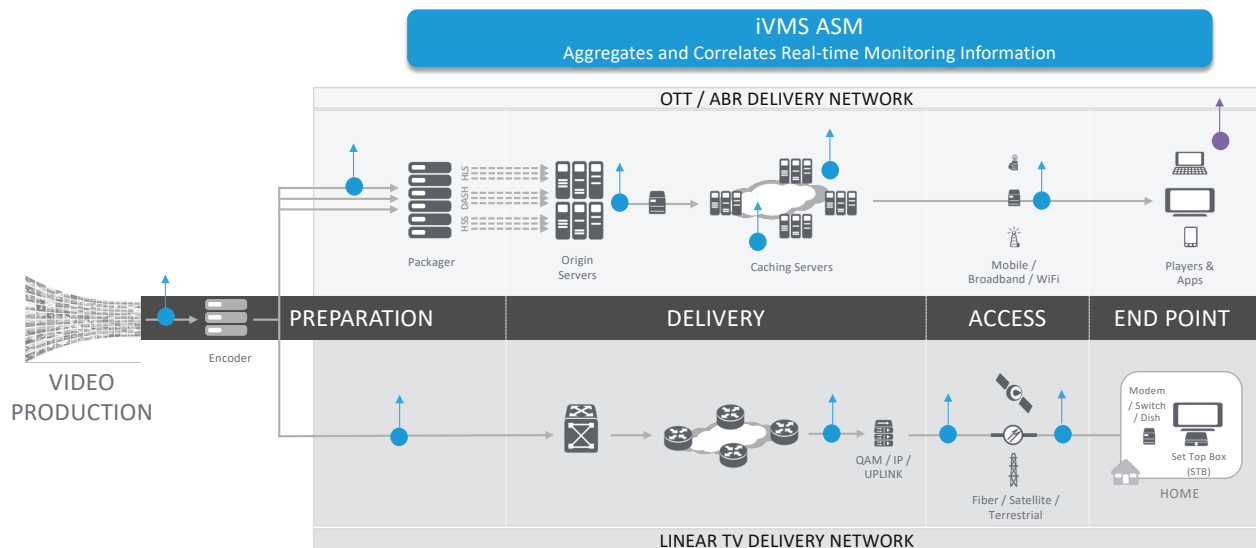
iVMS ASM is designed to provide real-time and historical views of media quality metrics (video and audio) and can turn substantial amounts of data from different monitoring points into actionable and business intelligent insights.

iVMS ASM collects applicable video quality metrics from different IQ monitoring probes, and perfoms program-level correlation across the aggregated data, presenting an easily understood visualization of video service performance. iVMS ASM dramatically simplifies video service providers' ability to identify and isolate issues and stream-line operations using automated intelligence gathering.

Real-Time Information and Alerts

The main advantage of iVMS ASM is the correlation of monitoring data across the video chain with alert visualization of active alarms at a glance. This enables quick resolution of quality issues, and compliance with govern-ment and regulatory laws and service level agree-ments (SLA).

iVMS ASM offers a comprehensive dashboard with a simple and informative real-time view that is customizable by video assets, monitoring points, alarm manager and topology. The iVMS ASM topology view allows video service providers to quickly see the health of the video service across the monitoring infrastructure and alert where a problem is happening.

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Real-time visualization of service quality drives the focus of operations teams on the most critical events. iVMS ASM is capable of aggregating hundreds of video monitoring points into a single pane of glass so video service providers can easily assess the status of media quality and network delivery.

Diagnostics, Troubleshooting and Historical Reporting

When problems inevitably happen, iVMS ASM provides in-depth troubleshooting data and reporting. With iVMS ASM service providers can easily pinpoint the root cause of problems and reduce mean time to resolve issues by using real-time and historical information.

Technicians and engineers can troubleshoot events by drilling down from a high-level alert condition to the details required to identify root cause. iVMS ASM excels at providing a rich set of data for analyzing video and audio compression artifacts, transport stream impairments, and network delivery problems that can impact IPTV distribution or OTT streaming services.

Using either the scheduled or manual reporting functions, service providers gain insights of service quality to quickly find areas that require attention or see the results of the latest improvements with measurable outcomes.

Comprehensive Performance Analysis

iVMS ASM provides comprehensive performance reports to benchmark video networks and operations with scheduling and automation of reports. Using aggregated data across all monitoring locations, service providers can analyze performance trending by program, IP stream, and monitoring location–and when necessary–drill-down into granular metrics.

Video service providers can seamlessly integrate iVMS ASM into their organization. Simply push alerts directly to your team so they are instantly notified. For a broader performance view, create custom dashboards using monitoring data available through the RESTful API.

Pay-as-you-grow Subscription Model

iVMS ASM is available with a subscription model that can help video service providers scale usage with monitoring needs on a pay as you grow model. There are four subscription tiers of service that are available in a 12-month term. This approach enables usage-based centralized video monitoring to help video service providers of all sizes grow your monitoring solution as needed while managing initial costs and scaling as monitoring breadth and depth increase.

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Base	Advanced	Advanced+	Enterprise
2,000 daily monitored elements. • Operations dashboard • Real time monitoring • Alarm aggregation • Closed caption & SCTE-35 Reports • Northbound notifications • Up to 30 days performance data • Data Extract API • Probe configuration manager	5,000 daily monitored elements. Additional features included: • Scheduled Reports • Dynamic Ad Performance Analysis • OTT Video On Demand • Client Analysis	12,500 daily monitored elements. All features from Base and Advanced.	25,000 daily monitored elements. All features from Base and Advanced.

The table above provides an overview of iVMS ASM subscription tiers with monitoring coverage and features in each tier. Telestream representatives will help you determine the right tier after understanding your project and the level of desired.

iVMS ASM Deployment models

Whether you require appliances on-premises, operate a fully virtualized network, or make use of private or public cloud services, iVMS ASM provides a common monitoring technology for any environment and deployment model. iVMS ASM is available as a server-based appliance or a virtualized software package which can be loaded on a Virtual Machine in a VMWare or KVM hypervisor environment. It is also available with cloud native Kubernetes support for deployment on AWS, Google Cloud, and Microsoft Azure.

Appliance
Telestream IQ software pre-installed on optimized ad high-performance appliance.

Virtual
Container, VMware and Linux KVM options available for customer's owned servers.

Cloud
Cloud native Kubernetes support for deploymet on AWS, Google Cloud, and Azure.

Conclusion

iVMS ASM is a centralized video monitoring management platform that enables automated surveillance of each transition in the video delivery chain with deep dive analytics that enable service providers to identify video quality and network performance issues for root cause analysis. iVMS ASM simplifies the video quality monitoring workflow by integrating all the probes including Sentry, Inspector, Surveyor ABR, Surveyor TS, and Inspect 2110, and 3rd party client analytics. iVMS ASM correlates data from content ingest, transcoding, packaging, and distribution. With a pay as you grow pricing model iVMS ASM makes the power of centralized probe management affordable for solutions of all sizes including the Base Subscription tier free of charge.

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