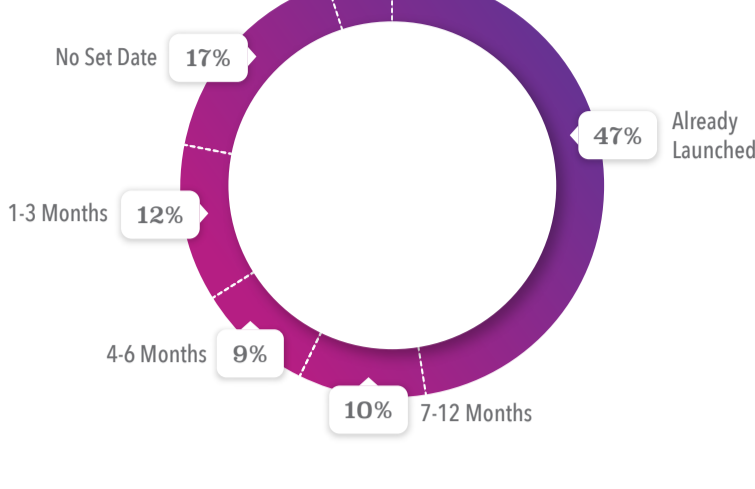


STREAM IT CLEAN

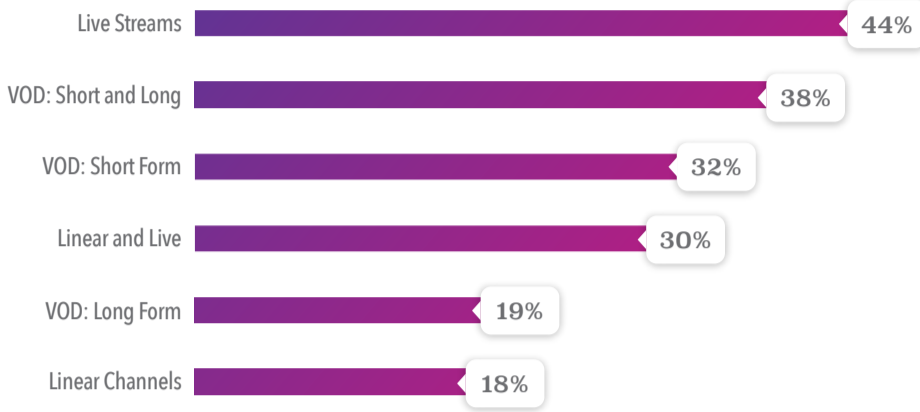
Quality is the Key to Video Service Success

NewBay Media surveyed 351 company managers with responsibility for the technological implementation of video streaming services. The results show how important video quality is to the success of the business, how OVSPs plan to judge the quality performance of the service, what parameters OVSPs track, and what constitutes acceptable performance for these parameters.

When will your Direct-to-Consumer Service Launch?



What Content will your Service Deliver?



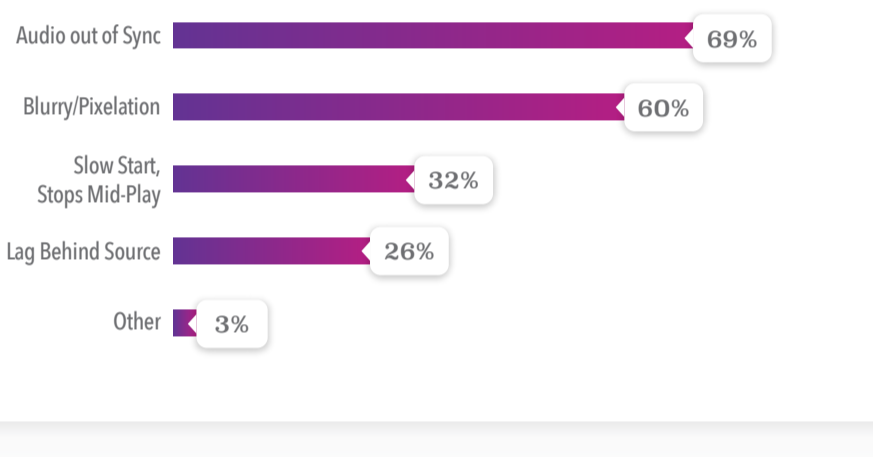
The Importance of Quality

There are many issues that can affect a video service business. The survey participants ranked a group of six major issues on a scale of 1-10, with 10 having the most severe impact. Delivering better video quality was by far the most important issue:

Challenges to a Video Streaming Business



What Constitutes "Bad" Video Quality?



Importance of Quality Parameters

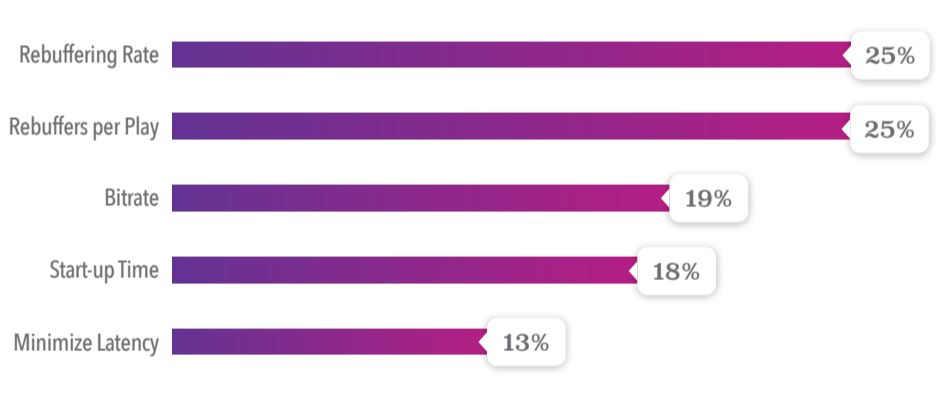
(percentage of respondents that rated the parameter 8 or above)



Fast Fact: Survey respondents indicated that the range for acceptable video start-up time is 2-4 seconds

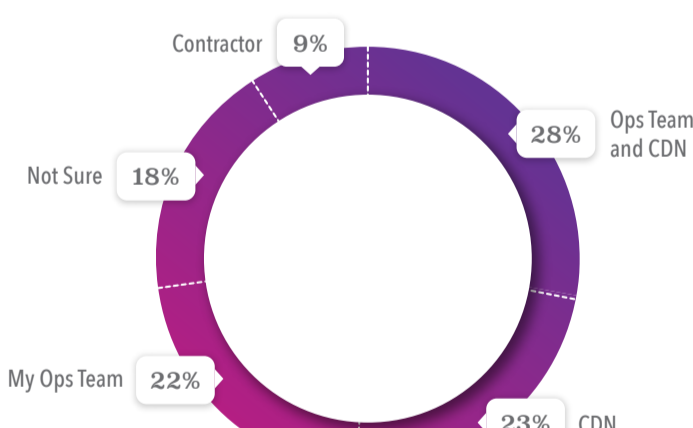
Top Quality Parameters to Improve

(for survey respondents with service in the market)



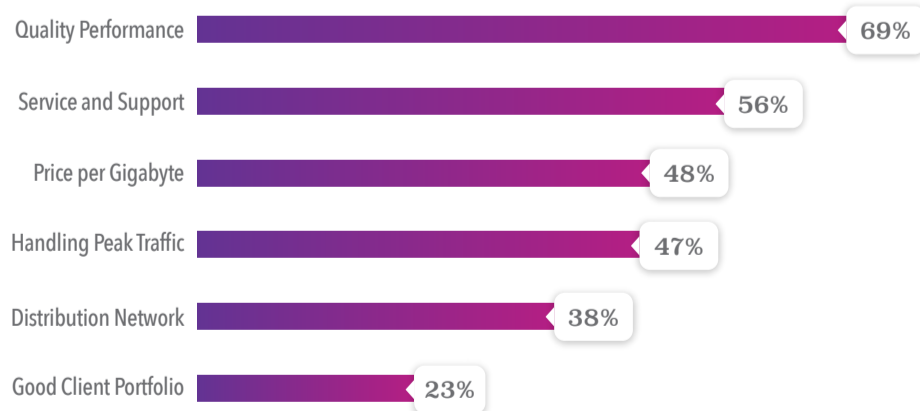
Keeping Track of Quality

How Video Performance is Monitored



Fast Fact: Only 44% of surveyed OVSPs have established KPIs to judge and manage their video service performance.

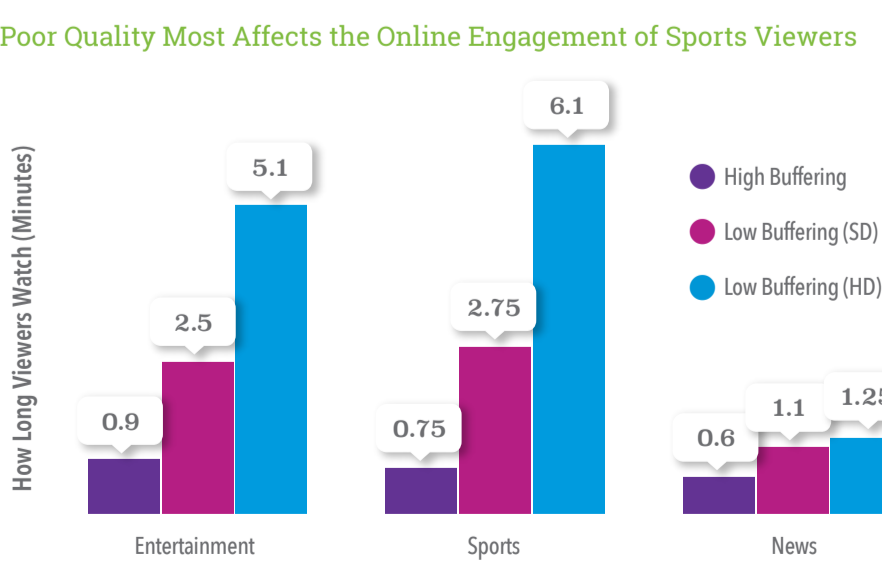
What Influences CDN Selection? (Rated as very influential)



How Quality Affects Engagement

Time spent watching can fall as much as 90% when buffering occurs.

Poor Quality Most Affects the Online Engagement of Sports Viewers



To view the full survey report,

[Stream it Clean: Quality is the Key to Video Service Success](#)

Source:

Newbay Media, Survey Report: [Stream it Clean: Quality is the Key to Video Service Success](#), 2016