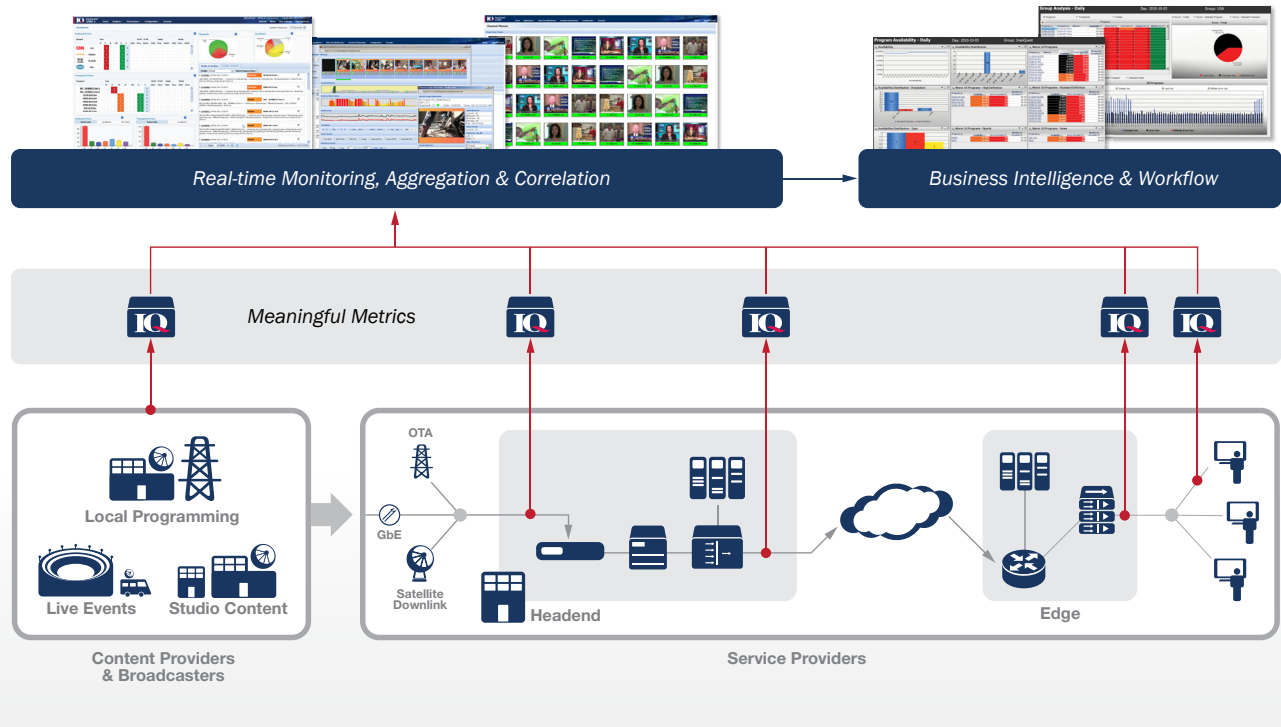


# Linear Broadcast Video Service Assurance Solution

Intelligent End-to-End Video Network Management



The video delivery market is changing rapidly and consumer viewing patterns are shifting. Competition from linear and non-linear video services, particularly Over-the-Top (OTT) services, threaten traditional linear broadcasting. This intensified competition places more emphasis on the quality of the home viewing experience and its effect on customer satisfaction. Seamless delivery of video services throughout the network is a business imperative for service providers.

IneoQuest's Multi-Dimensional Video Service Assurance Solution is a comprehensive platform designed to reduce video defects and operational expenses, while increasing profits, and improving customer satisfaction. It's a solution that provides a simple metric, "Program Availability", that removes the complexity of monitoring and managing the performance of the operations team and the entire video network by aggregating massive amounts of data from a multitude of monitoring points. By enabling five-nine metrics on a per program basis, service providers can fine-tune their network and operations to achieve total control over the services they provide.

IneoQuest's Video Service Assurance Solution provides auditing, monitoring, and analysis of thousands of video programs simultaneously and continuously across all network sub-systems over time. This robust solution provides a live, real-time, multi-dimensional view of network quality in a single unified dashboard allowing service providers a business driven, multi-faceted approach to improve the content and service quality.

## KEY BENEFITS

- Business and operational decisions based on consolidated data and historical analysis
- Mitigate revenue and profit losses by correlating multiple network events and identifying recurring issues that can cost customers
- Accurate forecasting of video resources and substantiate capital investments to meet seasonal, cyclical and organizational service demands
- Automates and accelerates the identification, diagnosis, and resolution of video impacting issues

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### KEY FEATURES

- A business solution that can audit, monitor, analyze, and troubleshoot from a multi-dimensional approach
- Program Availability monitoring and management on a per program basis
- Leverages patented real-time video monitoring technology providing complete visibility into the delivery throughout the entire network
- Scalable solution that perfectly matches the bandwidth required at the appropriate places in the network at the appropriate price points
- Broadest physical transport coverage: ASI, Ethernet, QAM, 8-VSB, and more
- IPTV/Cable Video Service, Quality and Revenue Assurance Proactive monitoring correlating video QoS & QoE for rapid fault isolation
- Benchmark video network operations with Program Availability, five-nines (99.999%), monitoring and reporting

### PROGRAM AVAILABILITY

Standards bodies, such as SCTE and the DSL Forum recommend that video service providers track the number of errored seconds (I.e., loss, bitrate errors, and outage) to determine their per-program availability numbers. Program Availability is a key performance indicator for the quality of video distribution and is recommended practice for monitoring multimedia distribution. The performance target for high program availability requires that a subscriber not experience any more than six (HD) to 24 (SD) seconds of errors in a program for a 24-hour period. Using this standardized methodology improves business communication between all parties involved by giving video service providers a way to measure the expected performance of their delivery networks (SLA management) and NEMs a way to measure the reliability of their devices on these networks (OPEX control).

### SOLUTION COMPONENTS

#### BUSINESS INTELLIGENCE AND WORKFLOW

- cPAR – A robust enterprise reporting solution that delivers integrated reporting, dashboards, and analytics to transform video performance data into information that management and executives need to make comprehensive business decisions quickly and easily.
- cVOC – A consolidated video operations center that provides the industry’s first real-time combined look into the health of an entire video distribution network.

#### REAL-TIME AGGREGATION & CORRELATION

- iVMS® 5 - Provides both real-time views and performance analysis. Streamlines operations by providing the data intelligence to reduce the mean time to track and repair the performance of the network.
- iDMS – Integrated real-time visualization of multiple IQDialogue SDV and VOD probes and historical data repository for analysis.

#### MEANINGFUL METRICS

- Expedus® DVA® IP – Provides QoS and QoE monitoring by verifying the content being processed and proactively ensuring that the original quality is preserved throughout the video delivery network.
- IQDialogue® Family – Probing technology that provides real-time protocol monitoring and analysis.
- 1Gig & 10 Gig Family of Probes - Scalable probing technology that provides real-time QoS monitoring for IP Networks.
- Cricket® QoS Monitoring – Portable probing technology that provides real-time QoS and QoE monitoring.

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