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SUPERGUIDE to **Advanced Distribution:** **CDNs, Analytics, QoS, and QoE**

Strategies
and tools to ensure
the delivery of
your video is as good
as the content itself



Successful CEO Town Halls With Video Business Intelligence

Improving Enterprise Webcasting Through Real-Time Quality of Service Monitoring

INTRODUCTION

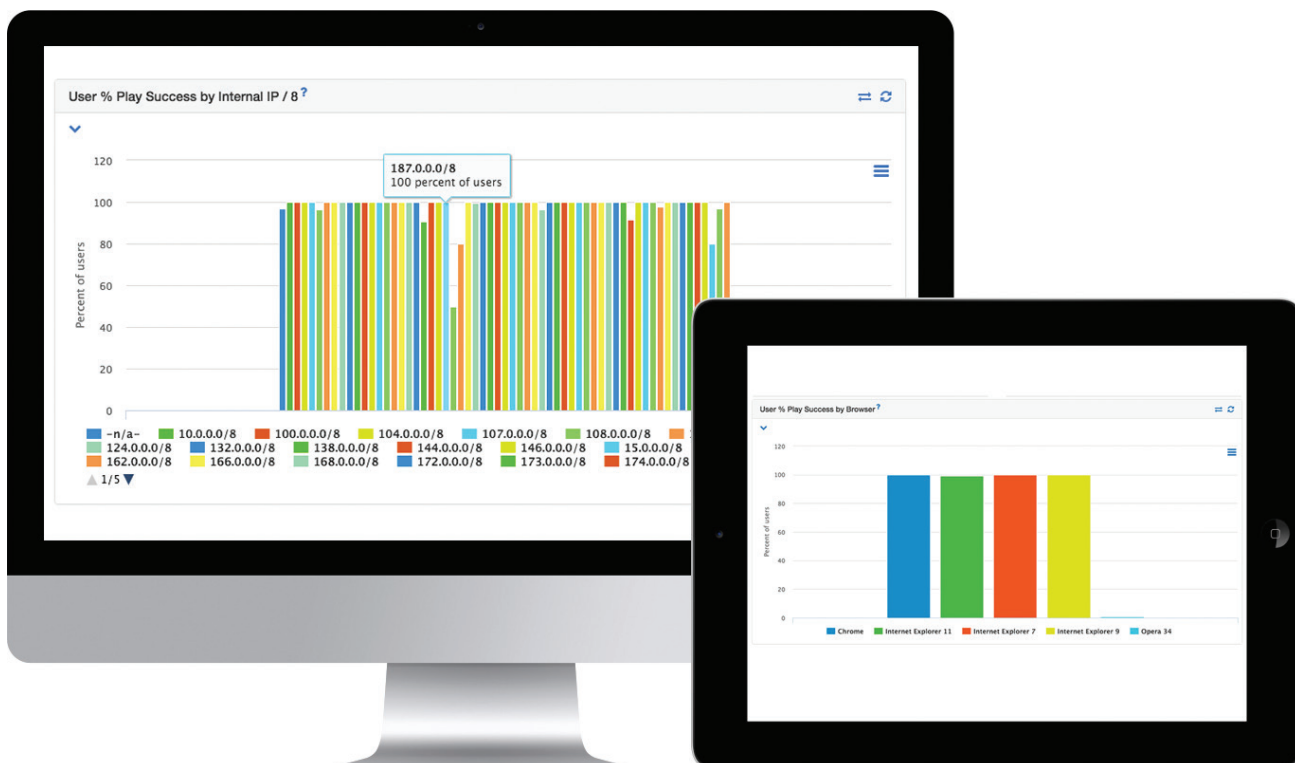
Many of the world's largest global organizations are using live webcasting to enable consistent interaction between the C-suite and the increasingly dispersed workforce. For enterprise IT professionals and corporate webcast producers tasked with delivering CEO Town Halls and All-Hands presentations — which often represent their company's most high-profile internal events — access to in-depth analytics regarding the quality of user experience is a must.

Today's leading enterprise webcasting platforms provide a deeper level of insight into video activity that goes beyond the basic metrics of who viewed and for how long. A real-time quality of service (QoS) solution like

MediaPlatform's **Video Business Intelligence (VBI)** collects viewing data from each user watching the various live streams and offers prescriptive analytics regarding their actual viewing experience and network performance.

Video BI processes the tremendous amount of data generated during a webcast and presents the information in a customizable dashboard that helps organizations quickly pinpoint trouble spots and offer well-informed solutions.

There are four key live streaming quality of experience (QoE) indicators that provide valuable insights during as well as after an event to help inform future decisions regarding video delivery behind the firewall. VBI defines these indicators as: Play Success, Start-Up Time, Buffers and Failovers.





PLAY SUCCESS

Play Success is the most important quality of experience indicator and is simply the number of people who were able to successfully play the video. During a live event, a low Play Success percentage is the most basic indication that something is going wrong and warrants further troubleshooting. For example, perhaps there was a large-scale network outage preventing the video from being delivered to the viewers. This information allows the network team to see quantifiable evidence that a problem has occurred and provides them with the data needed to make an exact diagnosis.

START-UP TIME

The Start-Up Time indicator is a measure of how long it took a viewer's stream to begin playing. For example, a 45 second start-up time may indicate an issue with an organization's video prioritization rules. A common problem is a subnet attempting to play a Multicast stream on a network that is not enabled for this method of delivery. This may result in a slow start-up time because of the required failover to a more appropriate format. This type of data is most useful for optimizing a video distribution strategy.

BUFFERS

This indicator shows the amount of video buffering and is expressed both on a timeline and as a count of Buffers By User. Spikes in buffering are generally seen when the event starts — which is to be expected. However, a jump in buffers in the middle of the event may indicate an issue, which would need to be further explored.

For instance, there may be a subnet that lacks sufficient bandwidth to deliver the video to all the viewers requesting it — which is resulting in buffering to a larger than normal portion of users. With Buffers by User, you will generally see the largest number of users with one initial buffer at the start of the event. However, if individual users are experiencing a large number of buffers, it could be network or device related.

For example, if a webcast producer receives a report of viewer buffering, he can consult the VBI QoS interface for answers and reach out directly to the viewer, if necessary. VBI will show exactly how many users are currently buffering, what offices they are in and what video formats they are watching.

FAILOVERS

This indicator shows how many times users automatically failover from one video source to another. Similar to buffers, this is expressed both as a timeline and as a count of "Failovers by User".

VIDEO BUSINESS INTELLIGENCE IN ACTION

A MediaPlatform customer identified a video strategy that used a combination of IP Multicast in some locations, MediaPlatform's **SmartEdge eCDN** servers in others, and Adobe peer-to-peer sharing as a third approach. In most office locations the design was either two or all three of those options — with failover used when one stream type wasn't available to the user.

A primary stream format was identified for each location with various failover paths. If an office supported IP multicast, then the first stream presented to the user would be an IP multicast stream, the second would be a SmartEdge served HDS split stream with the final layer of failover being peer-to-peer. The customer deployed the MediaPlatform solution prior to the release of the VBI product and no issues were reported during their initial events.

However, when VBI was launched, and results were reviewed, webcast administrators were surprised to see that none of the viewers in one of the largest corporate offices received the IP multicast streams. When the IT staff investigated, it was discovered that IP multicast had broken two months prior.

Webcast viewers were unaware of the issue because failover from IP multicast to the HDS splitstream was transparent to the user BUT if a Town Hall had been run on the system, the system was not architected to handle a 100% failure of IP multicast and the stream splitting servers would have been overwhelmed. This would have impacted thousands of users — and resulted in a failed webcast in an important location.

GETTING STARTED WITH VIDEO BUSINESS INTELLIGENCE

To learn more about how your organization can ensure successful CEO Town Halls and All-Hands events with Video Business Intelligence, contact MediaPlatform today (mediaplatform.com/contact-us).

ABOUT MEDIAPLATFORM

MediaPlatform (mediaplatform.com) is the leading enterprise YouTube enabling large-scale live webcasting and on-demand video for CEO Town Halls, e-learning, and collaboration. MediaPlatform helps organizations that include Abbott Laboratories, Ericsson, EY, NEC and Sprint leverage the power of video to improve employee engagement, enhance training and boost productivity.

MediaPlatform is a **Leader in the Gartner Magic Quadrant** for Enterprise Video Content Management (www.mediaplatform.com/gartner).

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