



NEWS RELEASE

Telestream Simplifies Analysis for OTT Streaming Media

ABR monitoring solutions from iQ now support post-origin monitoring of content within ABR streams plus dynamic ad video quality assurance

Nevada City, California, November 19th – [Telestream](#)[®], a global leader in file-based media workflow orchestration, media streaming and delivery technologies, has announced new post-origin content monitoring capabilities for ABR streaming media within its [iQ ABR monitoring solutions](#). Two paramount challenges for OTT streaming providers revolve around managing the customer experience and capitalizing on advertisement revenue. These latest additions to the Telestream iQ ABR monitoring solution provide essential insights that enable content owners, broadcasters, and service providers to manage these critical issues that can make or break their streaming service.

Telestream's industry leading OTT monitoring and compliance solutions now offer both content delivery network and advanced audio and video perceptual quality analytics of all leading codecs – H.264/AVC, H.265/HEVC, AC-3/Dolby Digital and E-AC-3/Dolby Digital Plus in a single easy to deploy cloud friendly platform. In addition to content accessibility, packaging analysis, and network performance, OTT monitoring provides insights to perceptual quality of the streaming content. Whether you are managing content preparation on premises, leveraging cloud infrastructure, or utilizing technology partners, these capabilities allow users to track key performance indicators and alerts them of impairments that would affect customer experience.

"Our latest OTT monitoring advancements give content owners and service providers deeper visibility into video and audio quality. With media analysis monitoring, you can be assured that the OTT service is streaming smoothly, the video looks great and audio levels are hitting the mark," commented Matthew Driscoll, Director of Product Management at Telestream.

Ad insertion is a common pain point for organizations. As streaming services shift to dynamic ad insertion, OTT service providers are under increased pressure to ensure ads are inserted free from errors and performance problems. iQ Solutions enhance visibility of ad avails from ingest to post-origin with consolidated SCTE-35 reporting that identifies when ad opportunities are accurately delivered in the streaming domain.

"OTT content preparation and distribution is a complex endeavor. Telestream's iQ solutions maximize service performance visibility for any organization that is part of the streaming video chain. Our portfolio of purpose-built probes and management systems for data

correlation are designed to take away the guesswork and focus teams on solving real problems,” added Driscoll.

These enhancements to the iQ ABR monitoring solution are available now. For more information, please visit <https://www.telestream.net/iq/overview.htm>.

####

About Telestream

For over 20 years, Telestream® has been at the forefront of innovation in the digital video industry. The company develops products for [media processing and workflow orchestration](#); live [capture](#), [streaming](#), [production](#) and [video quality assurance](#); and [video and audio test solutions](#) that make it possible to reliably get video content to any audience regardless of how it is created, distributed or viewed. Telestream solutions are available on premises or in the [cloud](#) as well as in hybrid combinations. Telestream is privately held with corporate headquarters located in Nevada City, California and Westwood, Massachusetts.

For company and product information, visit www.telestream.net.

Trademarked company and product names are the property of their respective companies.

For more information, please contact:

North America

Doug Hansel or Véronique Froment
veronique@highrezpr.com
doug@highrezpr.com
+1 603-537-9248

EMEA & APAC

Bob Charlton
bob@scribe-pr.com
+44 20 7084 6335

[Download Telestream press images and logos](#)

Telestream [RSS Feeds](#)