



How **OTT Platforms** are Redefining Quality of Experience with Consistent Testing



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The global OTT market is heating up with a projected 14.3% annual growth. Competition is thriving as multiple players focus on winning a sizeable chunk of the USD 180 billion market size by 2025. The competitive advantage, however, rides on the quality of service and quality of experience. Customers demand zero latency and hyper-personalized recommendations. Frictionless experience for the customer hinges on consistent testing across geographies, networks, digital rights systems, content management systems, and analytics. Quality assurance and testing thus take center stage for high-performing OTT platforms.

Test consistently and deliver quality at scale and pace

Consistent testing against relevant parameters and data points is a mandate to ensure the quality of service and quality of experience in OTT. What the audience wants is a steady viewing experience and playback quality on a device of their choice. QE experts test content storage management, transcoding frameworks, and other monitoring and control frameworks to meet the requirement. Testing is key in delivering peak performance, premium quality and rapid delivery for users spread across the globe.

Consider this scenario.

A user accesses a streaming platform on Wi-Fi. She demands nothing less than a sublime experience. Even a minute glitch is not acceptable. The testing partner thus considers multiple parameters under functional testing. They ensure that the video is automatically adjusted to the varying bandwidth and resolution because customers expect nothing less than a steady viewing experience. Besides viewing experience, the customer demands seamless access, which only accessibility testing can deliver.

The testing saga doesn't end here.

It costs brand reputation when a video streaming platform is robbed of valuable data. Many OTT players have been victims of a data breach in the recent past. Consequently, service providers and QE experts have strengthened content protection testing to safeguard user data, audience rights, and content creators. The platform is secured against unauthorized access, data breaches, or any malicious activity and made future proof.

Reduce time to market and optimize cost with automated testing

Testing is at the core of the OTT experience. Automated testing takes the center stage with Continuous Integration (CI) practice, accelerating time to market for OTT players. It enhances performance, platform independence, and scalability by identifying and eliminating glitches faster. Automation prepares OTT platforms to maintain playback quality during a surge, thus delivering the finest experience. Timely reports and analytics support players to keep track of audience engagement as well as performance. Besides, automated testing assures a timely return of investment and optimizes overall cost without the need for a considerable investment.

Gain competitive advantage with Tavant OTT testing expertise

Tavant is a partner of choice for leading global media and OTT platforms in delivering impeccable quality. Our proven frameworks and stringent processes ensure peak performance on video streaming platforms.

When an OTT service provider entrusts the quality of service to us, we perform all the necessary testing by creating a test harness environment. QE teams consider different parameters and test them against multiple data points, including streaming time, bandwidth, geography, and more. If consistency in video streaming quality under varying bandwidth is the aim, the network is throttled to test multiple bit rates. The test is then run against the duration of playback interruption on low buffer event, maximum resolution buffer, and average player initialization time, amongst others. This automated testing delivers enough data samples to assess, perform, and rectify glitches. The video is trained to adjust the resolution even when the bandwidth goes down. In the end, the consumer gets the best platform performance.

When it comes to ensuring experiences across geographies, the teams run the test from different data centers located in multiple regions. The results are assessed with real-time data, and necessary parameters are then considered to deliver premium quality. For example, the time delay between playback starts and maximum resolution buffer is tested to ensure video quality is not compromised in any region. Similarly, average response time for specific playlist files is also tested, ensuring consistent quality.

When testing OTT quality, multiple devices which the user may access needs to be considered. For various devices, including Apple TV, Android TV, web, or mobile, a proxy is set, and traffic is routed to a specific port on the execution machine as per configuration. The end-user, accessing OTT platforms from their choice of device, gets an uninterrupted viewing experience.

Wrapping up

In all cases, the OTT platform is consistently monitored for quality, giving the customers a definite edge in the highly competitive OTT market. Visit (<https://www.tavant.com/media/ott-services/testing>) to explore more about how we have been helping global OTT players stay o top of the game.



About Tavant

Headquartered in Santa Clara, California, Tavant is a digital products and platforms company that provides impactful results to its customers across North America, Europe, and Asia-Pacific.

Founded in 2000, the company employs over 2500 people and is a recognized top employer. Tavant is creating an AI-powered intelligent enterprise by reimagining customer experiences, driving operational efficiencies, and improving collaboration.

