

Title: Quality Metrics & Measurement Methods of OTT video service for Service Providers

Abstract:

Over the top (OTT) is a media distribution practice that allows a streaming content provider to sell audio, video, and other media services directly to the consumer over the internet. The presentation describes how Telecom Operators might handle end-to-end quality metrics (mainly customer experience) of OTT media streaming service for each domain (Headend, MDN, Mobile Core). One of the main subject is describing a measurement method for ABR (Adaptive Bitrate) based transport protocols. The proposed method is used to measure the mobile network customer experience for OTT video services (eg, NetFlix, YouTube, etc.) offered to users with Adaptive Bitrate (ABR) based protocols over the internet.