OTT service quality in benchmarking - Challenges of automated testing

Presentation Abstract

OTT services are heavily used on smartphones, and the experiences subscribers have while using these services significantly influence their satisfaction with the mobile network operator. To receive a true picture of how a subscriber experiences OTT services, tests that measure QoE during real-field drive testing campaign are required. This approach benchmarks the QoE of OTT services in different networks and regions against each other; the same approach can be used to benchmark a mobile network operator's core services such as voice telephony and messaging. The presentation will examine test scenarios for and real-field measurement results of popular OTT services, including WhatsApp voice calling, YouTube video streaming and social media posting such as on Facebook and Instagram. The challenges of automated testing of personalized services will also be discussed.