SIGOS and IneoQuest Combine Expertise to Provide Video Testing Solutions for the Telecommunications Industry

Companies collaborate on video quality verification system for Adaptive Bit Rate (ABR) streaming video content

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SIGOS, the worldwide leader of active testing solutions for Quality of Service, Quality of Experience, Fraud Detection, Roaming and Revenue Assurance and IneoQuest, the global leader in video quality and audience behavioural intelligence solutions, have signed a cooperation agreement to develop the industry’s first network-based multi-screen streaming video quality testing tools. The cooperation combines both companies’ years of expertise to create a video quality verification system for Adaptive Bit Rate (ABR) streaming video content being delivered to viewers on smartphones, tablets, PCs, set-top boxes, and smartTVs.

IneoQuest and SIGOS will demonstrate a prototype system at the 2016 Mobile World Congress in Barcelona, Booth 6H38.

The solution combines IneoQuest’s award-winning IQ Dialogue software with the SIGOS SITE Test Systems remote test units (LU), creating an elegant integrated solution. This solution can then be used to conduct active testing and evaluation of ABR video streams in all major streaming formats, including HLS, HDS, MSS, and DASH - and across any video-capable access network technology, including 3G, LTE, LAN, DSL, and WiFi. Support for this combination of formats and network types can accurately represent the enormous array of technologies being used by today’s viewing audience.

Using the IneoQuest-enabled SITE system, Mobile Network Operators will now be able to precisely monitor streaming video quality from an end customer perspective, including their own content offerings, as well as content that is traversing their network. These Operators will also have the ability to benchmark their video service offering against those provided by Over-The-Top (OTT) content providers such as YouTube or Netflix.

“By working with SIGOS, we can make our video quality intelligence technologies easily available to a market that is wrestling with video growth, and its impact on their networks.” said Calvin Harrison, CEO of IneoQuest. “These new tools allow operators to quickly find video trouble spots, and gives
them the knowledge they need to determine how to best address them in both the short and long term.”

Adil Kaya, CEO from SIGOS added:
“In the mobile telecommunications industry video was always a topic – getting reliable quality and performance indicators for mobile video services has been a challenge. For over 400 network operators the SITE architecture, measurements and results are a highly trusted source to test and measure quality - adding video is just a logical consequence. At the same time, video is a complex topic, the cooperation with IneoQuest was the right thing to do, creating the best solution well ahead of the market.”

With the shared development, Network Operators will have access to a new range of products and solutions to better understand and expand their video subscriber base, and grow their returns on capital investments and digital. Moreover, the two companies have agreed on including future aspects into their joint activities.

About SIGOS
SIGOS is the worldwide leader in active testing and Fraud Detection of telecommunication networks and services. The solutions enable operators, OTT, content providers, carriers and regulators to fully understand Quality of Service and Experience from an end-user perspective.

The SITE test system supports proactive testing across all technologies and network infrastructures. GlobalRoamer, the world’s largest roaming testing platform, provides access to over 780 networks in 206 countries. Fraud Detection and Revenue Assurance conclude the innovative and market leading portfolio.

SIGOS today serves over 440 customers in 155 countries worldwide, including most top 100 network operators.

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About IneoQuest Technologies

IneoQuest provides the world’s leading media companies and service providers the critical insight needed to keep viewers engaged on any device, across any network. Recognized as an industry leader and innovator by Deloitte, Red Herring, Inc., Frost & Sullivan, and others, IneoQuest’s patented solutions continue to set the standard for measuring video quality and viewer behavior. To learn more about how IneoQuest is redefining the video experience, visit www.ineoquest.com.

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