

Maximize Premium Video on Demand Revenues

THE OPPORTUNITY

Of the 30,000+ Video on Demand (VoD) titles offered by a Tier 1 North American multiple system operator (MSO) each month, the most valuable are the pay titles, especially new releases. With multi-day viewing and high-definition options available, a new release can earn several million dollars, in just the first three days.

Recently, an error occurred with the movie poster server that delivers information to the set-top box. Subscribers would select a preferred title and receive something else, causing them to abandon the movie within the first few minutes of the rental. The MSO lacked direct visibility into the VoD experience from a subscriber's point-of-view and wanted to understand why so many VoD views were abandoned within the first few minutes of purchase.

How did the MSO discover the problem and restore VoD revenue streams?

THE DETAILS

VoD delivery is a complex, multi-step process. A typical user's journey includes connecting, authenticating and finally accessing the chosen content. Behind the scenes, thousands of packets are passed between multiple servers and during these exchanges, any number of issues can occur. Committed to ensuring the best possible experience for its customers, the MSO deployed the nGeniusONE® Service Assurance solution to gain an end-to-end view of its VoD services.

After a recent load of new releases into the VoD system, the MSO received alerts from nGeniusONE about an abnormal increase in short duration views. With nearly 40% of VoD viewing expected within the first three days of a title's release, the operations team had to act quickly to take advantage of the uptake window.

THE RESULTS

Within a few short hours, the nGeniusONE solution enabled technicians to discover a skipped entry in the movie poster display database as the cause of the short duration views and abandoned content.

The NETSCOUT® solution helped this MSO to:

- Catch the problem quickly and save them from lost revenue for unwatched/ mismatched content
- Rule out content delivery network (CDN) congestion, leading them to take a closer look at the servers involved in the release process
- Use the proactive alarming capabilities to alert them of the library issue, long before the first trouble ticket
- Curtail post-billing refund requests with a swift database correction that restored video-to-poster mapping
- Provide real-time VoD performance reporting



NETSCOUT HELPED PROTECT THIS MSO'S POTENTIAL REVENUE FROM VoD RELEASES.

CONTACT
AN EXPERT



Contact one of our experts to learn how to rapidly identify, triage and isolate VoD service issues and protect this important revenue stream.



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