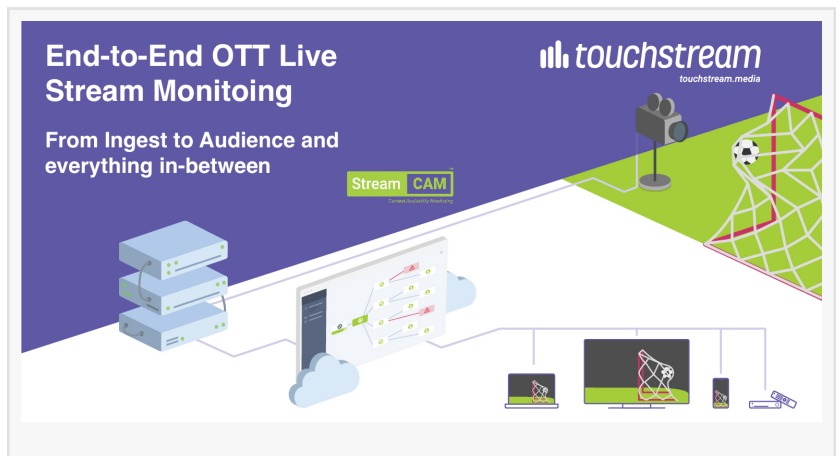


# Upgrade Your OTT End-to-End Workflow Monitoring with the Next Version of StreamE2E

*Touchstream, the leading provider of live OTT stream monitoring, today announces the next version of its comprehensive end-to-end monitoring solution, StreamE2E*

AMSTERDAM, NETHERLANDS, September 14, 2018 / EINPresswire.com/ -- Touchstream, the leading provider of video streaming content availability monitoring, today announces the next version of its comprehensive end-to-end monitoring solution, StreamE2E.



When Touchstream announced the availability of StreamE2E during the BVE event in early 2018, it was a first for the streaming video industry—a monitoring solution that developed a clear picture of cloud-based video delivery workflows so that streaming service providers could not only ensure better QoS/QoE for their subscribers but do so proactively to prevent possible churn due to a poor experience. StreamE2E enables streaming video providers to see a complete end-to-end picture of their workflow and delivery, enabling them to replace traditional hardware-based monitoring probes with a cloud-based solution that addresses their growing use of distributed software technologies to prepare and deliver video.

This second version of StreamE2E includes a number of important new features to help streaming providers ensure the best possible quality-of-experience for their subscribers:

- Updated visualization (including external data)
- Support for external data sources
- Significantly improves root cause diagnosis

#### Updated visualization

This new version of StreamE2E includes a much better workflow visualization that also includes external data sources. Like the previous version, video distributors get a clear picture of their entire cloud-based delivery workflow enabling them to proactively track down problems (such as when a specific bitrate isn't available) and resolve them before they become customer-service issues.

#### Support for external data sources

StreamE2E 2.0 now provides several out-of-the-box integrations with leading delivery component providers so that data from throughout the workflow can be visualized in the StreamE2E dashboard. Some integrations include:

- Encoding
- Visual Perceptual Quality
- Server-Side Ad Insertion
- Contribution
- Audience

Additional integrations will continue to be developed.

Significantly improves root-cause diagnosis

StreamE2E cloud agents are now integrated with providers across the video delivery value chain to provide them direct access to StreamE2E data about their service. This enables those providers to trace their Session ID through the entire delivery value chain monitored within StreamE2E, significantly reducing analysis and support time. Based upon the successful two-year live data sharing approach pioneered with Akamai, StreamE2E now shares data with a variety of providers including:

- CDNs
- Cloud Encoders
- Cloud Origin
- Server-side Ad Insertion

Sharing the data with providers has been proven to significantly reduce issue diagnosis time and enable quicker resolution to resolve quality-of-experience problems before they significantly impact subscriber churn.

"This improved version of StreamE2E is an evolution of video delivery workflow performance monitoring," says Brenton Ough, CEO and Co-Founder. "Streaming video service providers can't afford any obstacles in providing their subscribers with the best quality-of-experience. In fact, their service depends on it! By improving visualization, integrating third-party data, and significantly decreasing root-cause diagnosis time, Touchstream ensures that nothing stands in the way of our customers providing an uninterrupted viewing experience."

Touchstream's StreamE2E platform will be on display at IBC Show in Amsterdam, Netherlands, hall 14, booth D34.

To schedule a meeting with a Touchstream representative during the show, visit

<https://touchstream.media/about/#event-section>

About Touchstream International Pty Ltd

Touchstream's 24x7 Proactive Live Stream Monitoring Platform is used by the world's leading media companies and service providers to gain critical insights into their stream availability and stream performance to proactively identify and quickly resolve video streaming failures before they impact the viewer's experience. Touchstream was recently recognized by CIO Review as one of the 20 Most Promising Companies. Touchstream is headquartered in Melbourne, Australia, with offices in Barcelona, Spain and New York, U.S.A. To learn more, visit [www.touchstream.media](http://www.touchstream.media)

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