Witbe
IBC2024 Exhibitor Preview
Sept. 13-16
Amsterdam
Stand 5.F84

Witbe to Unveil New Mobile Automation for Video App Testing and Data Usage Benchmarking Tech at IBC2024

At IBC2024, Witbe will showcase the power of its automated testing and proactive monitoring technology. Attendees can see the benefits of Witbe's innovative tech suite for streaming and broadband video service providers measuring their viewers' true quality of experience (QoE). During the show, Witbe will debut a new version of its Mobile Automation setup, easily allowing providers to remotely test any video app running on real mobile devices. This will be enhanced by the company's Quality of Experience and Data Usage Benchmarking technology, which enables mobile network operators and video service providers to measure and compare bandwidth consumption to reduce data usage and costs while maintaining a pristine video experience for viewers.

At IBC2024, Witbe will highlight its new Mobile Automation technology, which allows teams to directly test and monitor their video apps running on mobile devices from anywhere in the world. Developed with the company's commitment to accessibility and a simple installation process in mind, Witbe's Mobile Automation setup empowers providers to plug in real mobile devices, connect them to power, and begin automatically testing any video app on them. This innovative plug-and-play technology empowers companies to accurately measure and improve their QoE on the same devices their viewers use, allowing them to stand out in the market by delivering optimal video quality.

Witbe's Mobile Automation has paved the way for the company's new Quality of Experience and Data Usage Benchmarking technology, designed to strike an ideal balance between streaming video quality and bandwidth usage. With the exponential growth of data consumption, largely influenced by streaming video, mobile network operators need to optimize their bandwidth management to stay competitive. Witbe's technology helps teams avoid using more bandwidth than necessary or building entirely new infrastructure by providing accurate measurements of an app's mobile data usage, responsiveness, and video quality across different builds, devices, and networks. Witbe's new Mobile Automation setup and Quality of Experience and Data Usage Benchmarking technology let providers navigate network throttling with ease while maintaining a strong mobile app QoE.

"Witbe is excited for this year's IBC, where the innovation of our industry is always on display," said Mathieu Planche, CEO at Witbe. "Offering a strong QoE is essential to standing out in a crowded video market, and Witbe's ready-to-use testing and monitoring technology helps providers deploy automation quickly to start seeing results right away. Our dedicated approach to testing on real devices continues as we expand to address new concerns, including streaming ad insertion, rapidly increased data usage over cellular networks, and integrating AI and machine learning into the QA process."

Photo Link: www.202comms.com/Witbe/Quality_of_Experience_and_Data_ Usage_Benchmarking_Technology.jpg
Photo Caption: Witbe's Data Usage Benchmarking technology provides accurate measurements of a video app's data usage across video resolutions and app builds.

Additional Highlights at IBC2024 Will Include:

New Remote Eye Controller
At IBC2024, Witbe will reveal a brand-new Remote Eye Controller, which allows video service providers to control their real testing devices from anywhere in the world. The updated REC will have an upgraded intuitive interface, increased capacity to scale video monitoring, expanded recording capabilities, and more features based on user feedback and Witbe innovations. More information on this new application will be previewed as the show approaches.

Photo Link: www.202comms.com/Witbe/Remote_Eye_Controller.jpg
Photo Caption: A new version of Witbe's popular Remote Eye Controller application will be revealed at IBC2024.

Powerful ABR Stream Analysis Technology
Witbe will highlight its new ABR Stream Analysis technology at IBC2024. Enhancing the monitoring capabilities of the company's powerful Witbox line, it offers providers additional data on the availability of a streaming asset's video profiles, audio tracks, and closed captioning from the network side. This data enables providers to identify and resolve streaming errors with greater ease and speed. Witbe's ABR Stream Analysis technology is available as a software addition to the Witbox^{One}, Witbox$^+$, and Witbox^{Net}.

Ad Monitoring and Matching Technology
Witbe's Ad Monitoring and Matching technology will be spotlighted at IBC2024. The Ad Monitoring and Matching technology identifies streaming errors caused by dynamic ad insertion, enabling video service providers to deliver a flawless viewing experience. Through Smartgate, Witbe's observability platform, providers receive accurate reports on the most important KPIs for their video service, including ad slates, black screens, excessive buffering, crashed streams, and issues returning to the content. Available now, Witbe's Ad Monitoring and Matching technology is capable of analyzing SCTE-35 ad cues and testing all forms of ad-supported video, including FAST channels, AVOD services, and sports streaming.

Photo Link: www.202comms.com/Witbe/Ad_Monitoring_Matching_technology.jpg
Photo Caption: Witbe's Ad Monitoring and Matching technology identifies streaming errors caused by dynamic ad insertion.

Members of the press interested in meeting with Witbe at IBC2024 should contact:
Moe Lokat
202 Communications
Tel: +44 (0) 7973 306039
Email: moe@202comms.com

Company Overview:

Witbe (Euronext Growth - FR0013143872 - ALWIT) makes automated testing and proactive monitoring technology for global video service providers. The company's award-winning technology accurately measures the Quality of Experience that viewers receive. Witbe's

nonintrusive, plug-and-play technology replicates user behavior to automatically test and monitor video services from anywhere in the world. The Witbe Software Suite allows teams to remotely access their Witbox robot, which can control, test, and monitor any video app running on a real device. The essential data collected by the Witbox can then be analyzed and shared in Witbe's observability platform.

Witbe's recent innovations include its streamlined Automated Testing Set, deploying automation and providing QA results faster than ever before; its popular Ad Monitoring and Matching technology to resolve dynamic ad insertion errors; its acclaimed Smart Navigate AI algorithm; and its new Quality of Experience and Data Usage Benchmarking technology. Witbe has a dozen offices around the world and is proud to have customers — including Comcast, Cox, Verizon, Peacock, and Orange— in more than 50 countries. More information and further updates are available at www.witbe.net.

Link to Word Doc: www.202comms.com/Witbe/240723-Witbe-IBC_2024.docx

Agency Contact:	**Company Contact:**	**Witbe**
Moe Lokat	Noemie Galabru	350 7th Avenue
202 Communications	Marketing Communications Manager	Suite 1500
Tel: +44 (0) 7973 306039	Tel: +1 934-799-0121	New York, NY 10001
Email: moe@202comms.com	Email: noemie.galabru@witbe.net	www.witbe.net