

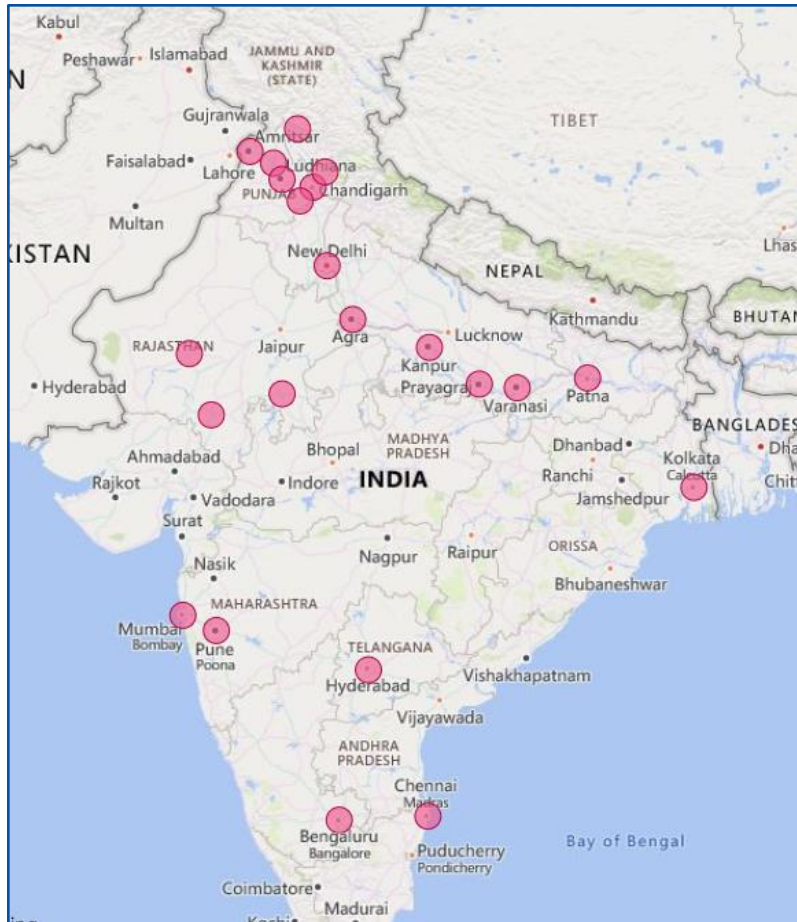
Mozark

Experience is All

OTT Experience Pilot Study



We did a detailed study of QoE performance for leading OTT streaming apps across 25 cities of India



Points represent cities where test was run

- Complete testing across 25 cities and collected >150k samples
- QoE was compared in three similar peer apps:
 - ✓ Netflix
 - ✓ YouTube
 - ✓ Hotstar
- Test runs include multiple variations such as
 - ✓ Network conditions
 - ✓ Network operator
 - ✓ Stream type
 - ✓ Device OS
- Standard video was played across all test runs and similar category devices were used
- Both VoD and Live video streams were tested



We assessed QoE through measuring responsiveness and video streaming experience KPIs

KPI	Description
Home page load time	Time taken between the app launch request and when the home page UI become useful (with Cold start)
Video play start time	The time taken between the click on video thumbnail and appearance of the first frame in the player
Video buffering time	Number of times the video is interrupted to fill the buffer, during 120 sec play length
# of buffering stops	Number of times the video is interrupted to fill the buffer, during 120 sec play length

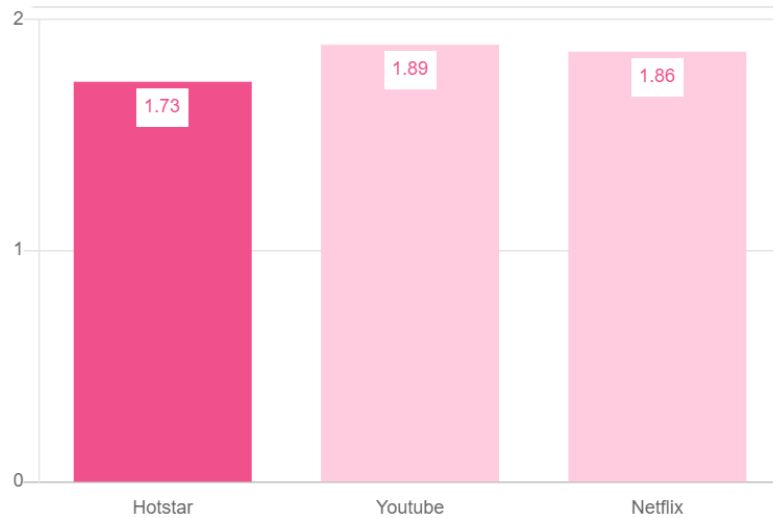
KPIs representing how quickly app responds to user requests, constituting the **Responsiveness score**

KPIs representing video streaming experience, constituting the **Streaming score**

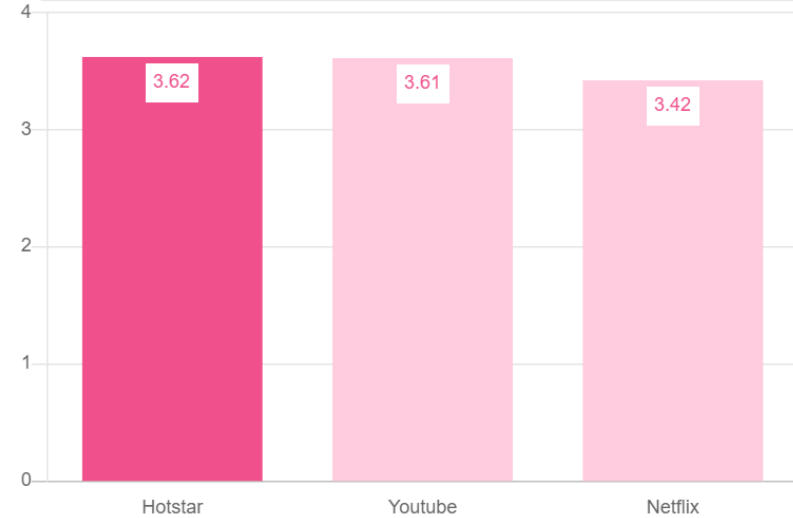


Performance of OTT Apps in term of responsiveness and streaming

Responsiveness



Streaming



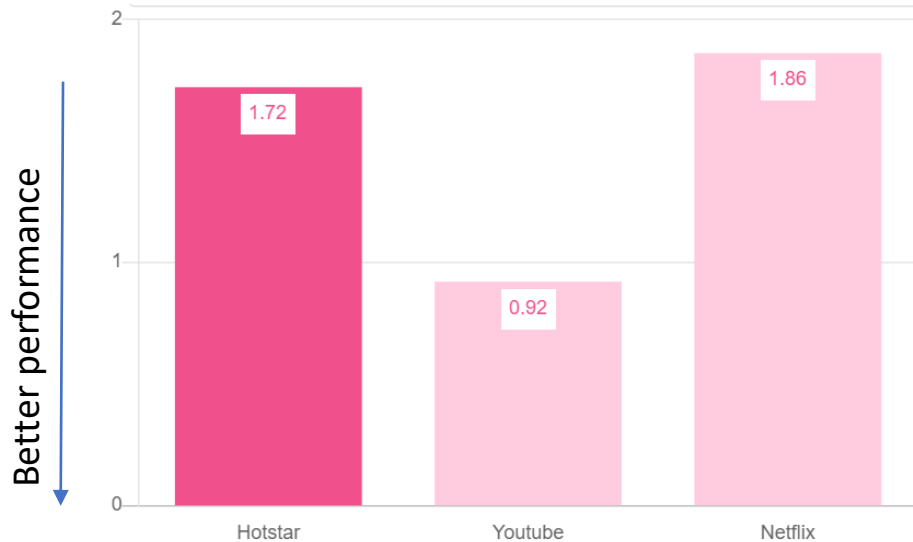
Key Observation

- YouTube performs best overall.
- When it comes to responsiveness, YouTube leads the list followed closely by Netflix and then Hotstar.
- For Streaming, Netflix performs slightly better while Hotstar and YouTube are at par.

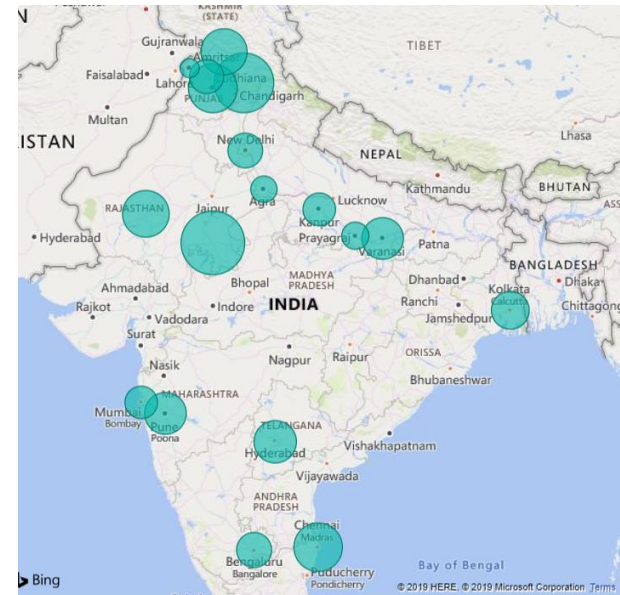


Home page load time of OTT apps in both good and poor network

Home page load time (seconds)



Home page load time across cities



Key Observations:

- YouTube has the shortest page load time while Hotstar and Netflix are at par and have a higher load time.
- Key factors that impact Home page load time include the # of threads spawned, parallel threading, loading of heavy images and integration of multiple 3rd party SDKs





Thank You

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