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# Introduction to Netpump Video

**FEBRUARY 2023**

COMMERCIAL IN CONFIDENCE

# INTRODUCING NETPUMP VIDEO

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# BUSINESS CHALLENGES

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## Consumers Shift To Streaming

Time spent among US adults on subscription Over-The-Top (OTT) streaming services increased by 33.9% to 1:12 minutes per day (Insider Intelligence, 2021).

## Data download doubles

The volume of data downloaded over Internet services has almost doubled in 2020 compared to the same period in 2019 (ACCC) - a trend driven primarily by streaming video.

## Expectations Increase

4K UHD

By 2023, its forecast that 66% of Internet connected flat-panel TV sets will be 4K (Cisco) and data intensive UHD-quality streams will become the norm.

# BUSINESS CHALLENGES

## Expanding data requirements means cost and Quality of Experience (QoE) challenges for SVOD providers

36% of users still experience buffering issues at least once a week (Finder, 2021).

Content delivery issues account for nearly 70% of viewers' frustrations with online video (NPAW, 2019). 67% of users say QoE is the most important factor when streaming (Livestream, 2019).

When users experience a buffer ratio above 2% of their total playtime, the likelihood of churn increases by 50% (NPAW, 2019).

Cost to store and distribute content will continue to increase for SVOD providers as demand, competition and customer QoE expectations continue to grow.

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**Netpump Video enables much better Quality of Experience out of the box.A full implementation will also create savings of 20% on data storage and distribution costs.**

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## Netpump Video serves end users and SVOD providers

### Basic Implementation

- Reduced jitter and buffering.
- Higher video resolution delivery, particularly over low bandwidth.
- End user devices will use around 50% less CPU while streaming.
- Compatible with all Digital Rights Management technologies.

### Full Implementation

- Lossless compression tool enables 20% less storage and data transfer requirements – and 20% cost.

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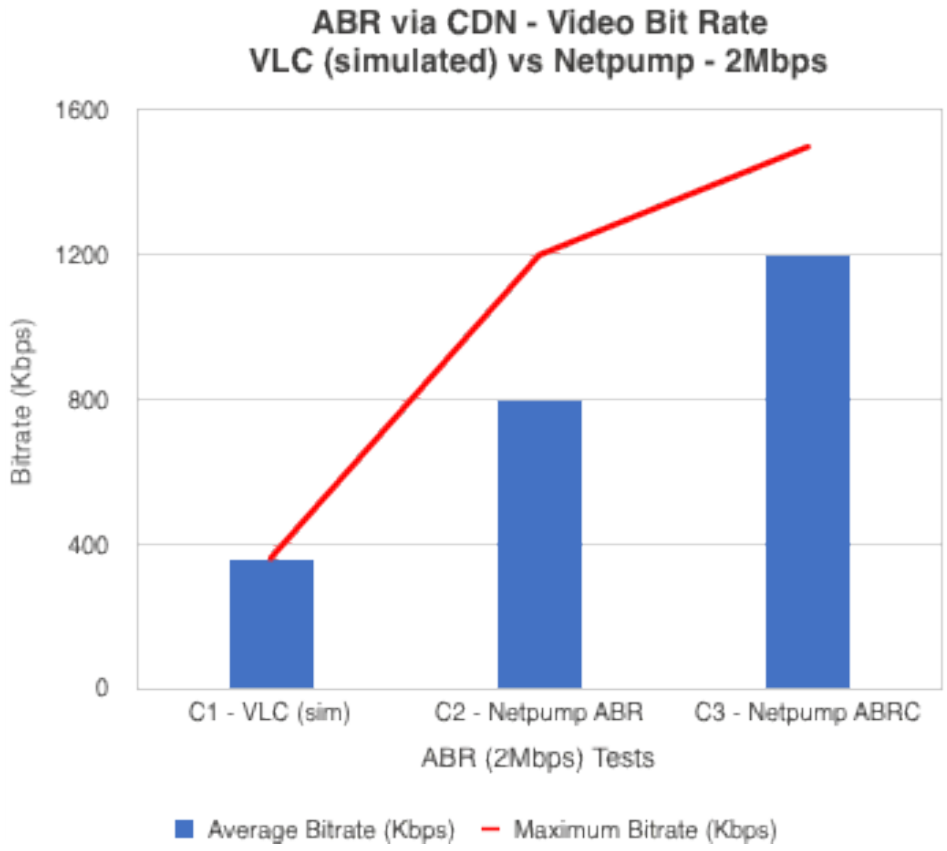
# Independent Testing Shows Much Higher Bitrates With Netpump Video




Interactive performed comprehensive independent testing across several connection types and hosting environments – the full report may be accessed here.

Basic Implementation of Netpump Video caused an 122% improvement in bitrates.

A Full Implementation caused a 215% improvement in bitrates over the same connection – this means transformative QoE improvements for customers.

Please contact us to arrange provision of a demonstration copy of the Netpump Video SDK to replicate these results yourself with your own content.

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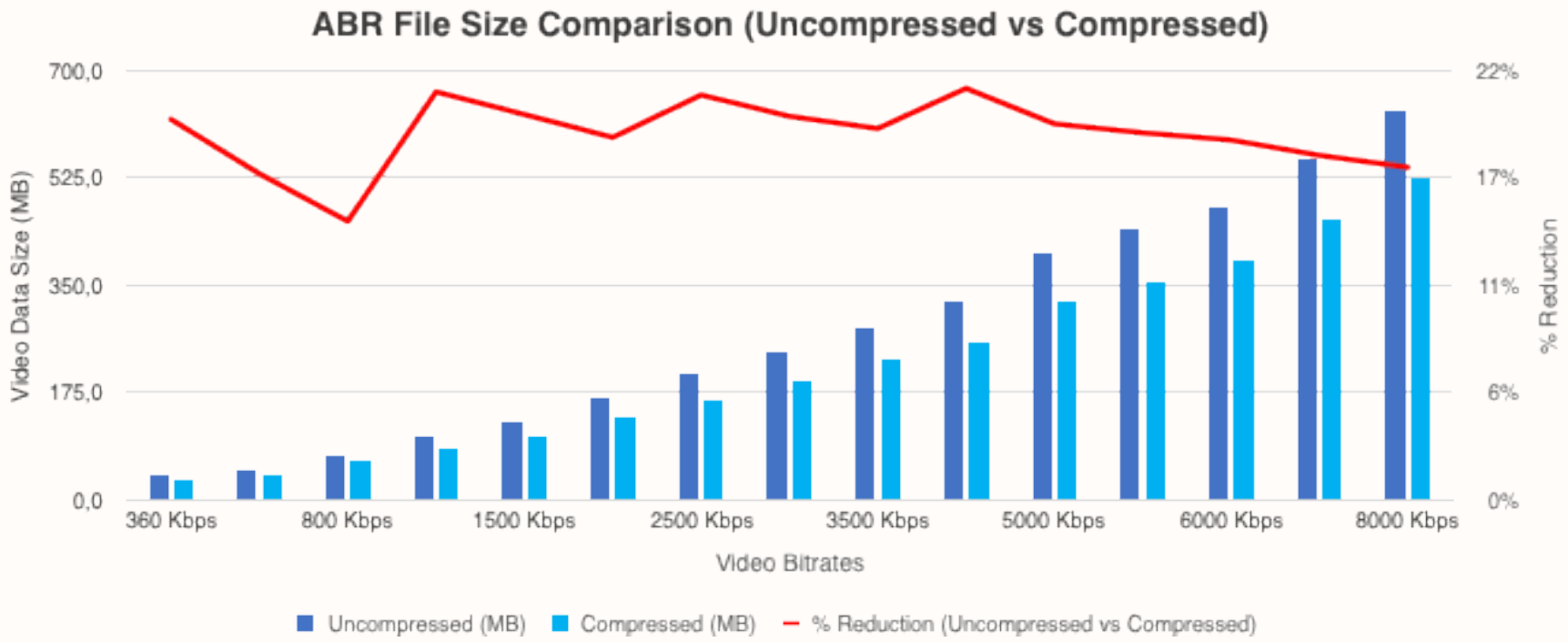
## Independent Testing Shows Lossless File Compression Of Around 20%




*With a Full Implementation, files only need to be compressed once for all future streams to obtain the benefit of being 20% smaller – and therefore cheaper to store and distribute.*

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# Working with us begins with a *RISK-FREE TRIAL* to demonstrate the performance gains of Netpump Video in your own streaming environment

# IMPLEMENTATION OVERVIEW

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## The benefits of Netpump Video may be fully realised over a progressive three-phased implementation process

**Proof of Concept (PoC)**

(1 week)

**Pilot**

(1 month)

**Full implementation**

(1-2 months)

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# Step 1: A PoC will demonstrate lossless compression using your own files

## Objectives:

1. Demonstrate Basic Implementation performance gains.
2. Demonstrate Full Implementation performance gains.

Select a variety of sample content already converted into ABR format for Pacbyte to compress.

Pacbyte representatives to spend two days on-site with nominated technical staff to set up test server infrastructure and run benchmark tests.

For convenience, the default Netpump Video player will be used for the PoC.

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# Step 2: A pilot implementation will "plug in" Netpump Video to your player and demonstrate performance gains with a small subset of users

Pacbyte would recommend a trial of 50 programs to 1,000 customers to demonstrate performance gains in your unique delivery environment.

Pacbyte can nominate implementation partners to integrate the Netpump Video SDK with your proprietary player or provide 24/7 support if you prefer to implement the SDK in-house.

We estimate that it would take no more than one week to implement the SDK to your player and that a one-month trial would be sufficient.

No change to current hosting is required.

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## Step 3: Performance gains will progressively become greater until Netpump Video is fully implemented, and all video files have been encoded

It takes around one minute to compress 1G of data – this encoding only needs to be done once for each video file.

You choose which files to prioritise by encoding them with Netpump Video so that performance gains accrue quicker.

Your proprietary player will continue to play both compressed and uncompressed files during and following the implementation process.

You can continue to use multiple hosting services as the network environment is not affected by the implementation at all.

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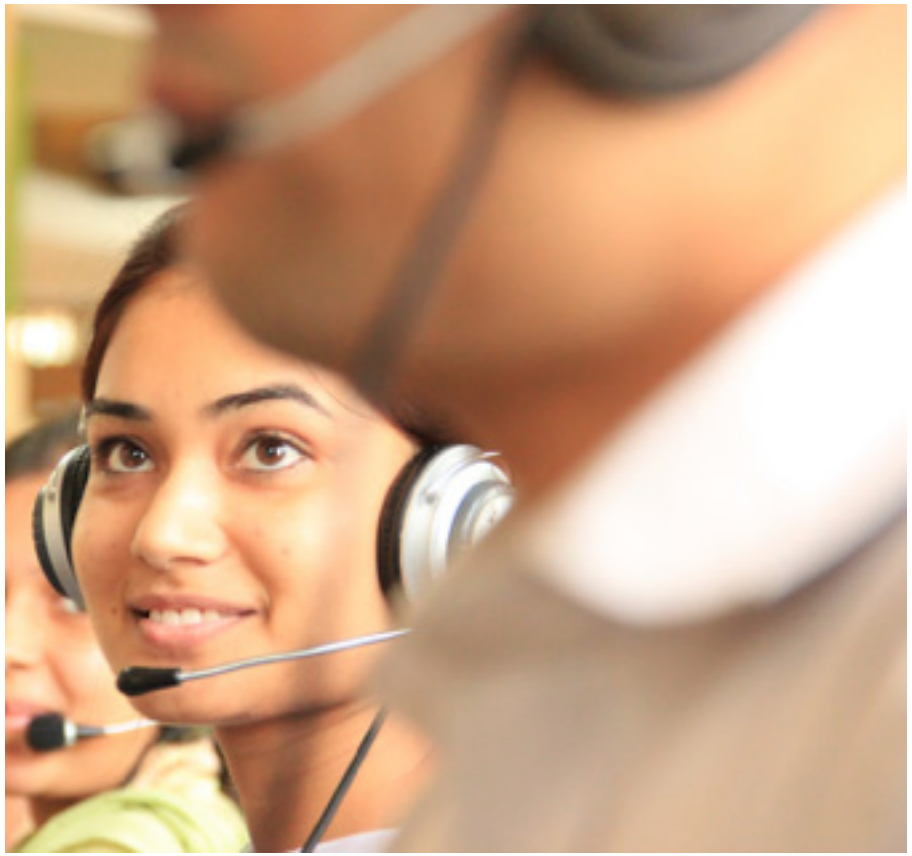
# The cost of change is a small fraction of the value we will unlock

Following full implementation, licensing fees are just 20% of your gross savings which means that your net storage and distribution costs will drop by around 16%.

24/7 support from dedicated account managers with robust SLA standards
.

Regular software updates and improvements provided by us at no additional cost following full implementation.



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# Thank-you for your time.

We look forward to discussing how we can add value to your streaming platform.

For further technical information, visit:
www.netpump.com/faqs/