

## Stream Monitoring

### Webmetrics Stream Monitoring

Consumers' expectations are that all of the information and entertainment options available to them on the Internet will be of increasingly high quality—particularly streaming video.

Inferior video performance due to network congestion or server overload reflects poorly on a brand — a mistake rich media content providers can't afford. Marketers can't risk expensive online campaigns being sabotaged by technical glitches.

As a result, Webmetrics Stream Monitoring is essential for brands, advertising agencies, and informational and content-rich sites alike. Stream Monitoring allows you to not only provide the best experience for customers, but also to differentiate your services through objective third-party performance verification.



Make sure your audience isn't stuck staring at a black screen. When online video is mission-critical, savvy web-enabled businesses turn to **Webmetrics Stream Monitoring**. Comprehensive measurements, detailed reports and flexible alerts enable companies to respond quickly to looming issues with streaming video.

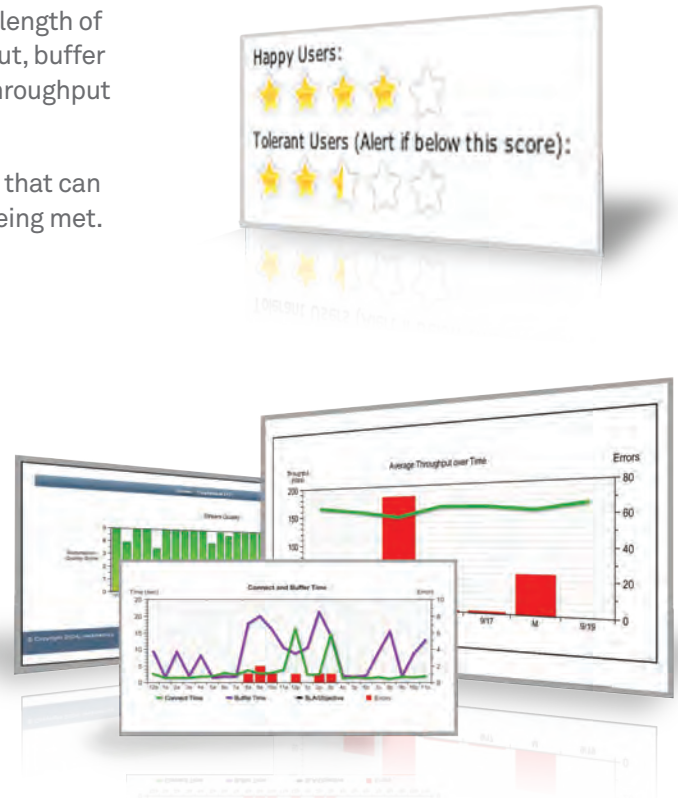
## Stream Monitoring at Work

Using Webmetrics Stream Monitoring, customers can specify the length of time to monitor a stream and set thresholds for connection timeout, buffer timeout and stream quality (both relative to minimum expected throughput and relative to maximum number of re-buffer events).

Webmetrics gives customers the ability to create a “quality score” that can be used as a threshold to ensure performance expectations are being met.

## Primary Features

- Support for both progressive download and true streaming formats for both **Windows Media Player™** and **Adobe® Flash® Player™** (additional streaming or download formats, including audio formats, may be supported depending on format type and encoding method)
- Quality score algorithm provides a simple way to understand “**stream health**” relative to connect time, buffer time, frame rate, and throughput
- Instant email/pager alerts when there are streaming problems (slow buffer times, connection timeouts, or poor quality relative to configurable thresholds)
- Intuitive services table interface allows for easy administration, problem diagnosis, and more detailed views
- Performance reporting graphs allow quick and easy analysis of “**stream quality**” and **historical trends**; reporting graph types include Errors by Type, Throughput, Regional User Experience (by City), and Frame Rate



## Key Benefits

- Secures brand image by ensuring quality of video and audio streams.
- Provides third-party validation of stream quality.
- Eliminates risk of lost revenue resulting from frustrated users.
- Monitors rich media streams from outside the network/firewall to assess performance from an end-user perspective.

**Ready to get started?** Call now for more information +1 877-524-8299

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### About Neustar® Webmetrics®

Neustar, Inc. (NYSE: NSR) solves complex communications challenges and provides market-leading, innovative solutions and directory services that enable trusted communication across networks, applications, and enterprises around the world. Neustar Webmetrics services provide website monitoring and testing for companies that want to ensure online performance, competitive advantage, and a positive end-user experience. Visit us at [www.neustar.biz](http://www.neustar.biz) and [www.webmetrics.com](http://www.webmetrics.com).