



WEBMETRICS[®]
A Neustar[®] Service

Stream Monitoring

GLOBALWATCH FOR STREAM MONITORING

As consumers eagerly adopt broadband and spend more time online, their expectation is that the exploding volume and variety of 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 your brand — rich media content providers can't afford any such luxury. Marketers can't risk expensive online campaigns being sabotaged by technical glitches. Additionally, content providers are increasingly willing to differentiate their services with objective third-party performance monitoring.

The convergence of these issues has made GlobalWatch for Stream Monitoring essential for brands, advertising agencies, and informational and content-rich sites alike.



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



Stream Monitoring at Work

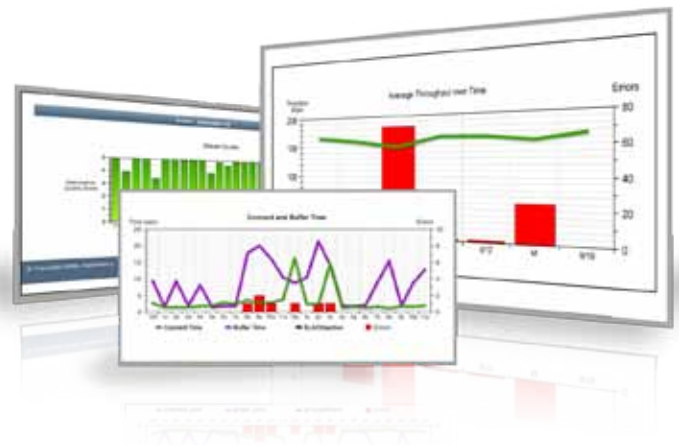
Using GlobalWatch for Stream Monitoring, customers can specify the length of time to monitor a stream and can set thresholds for connection timeout, buffer timeout, stream quality (relative to minimum expected throughput), and stream quality (relative to maximum number of re-buffer events).

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 **Macromedia 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 control panel 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.

For further information about GlobalWatch for Stream Monitoring and other Webmetrics products and services, call 1-877-524-8299 or email sales@webmetrics.com.

About Neustar and Webmetrics

Neustar, Inc. (NYSE: NSR) solves complex communications challenges by providing market-leading and innovative solutions and directory services that enable trusted communications across networks, applications and enterprises around the world. Webmetrics delivers collaborative performance management services for complex web ecosystems, and is a fully-owned service of Neustar. For more information, please visit www.Neustar.biz and www.webmetrics.com.