

Streaming Perspective

Deliver High-Performance Streaming Media Quality

Guarantee the best streaming experience possible with Keynote Streaming Perspective, a Web-based automated service that measures the quality and reliability of streaming media delivery from the end-user perspective.

Key Features

- Easy data access and visualization via a Web portal with summary and detailed views
- Instant e-mail alerts based on customizable rules to enable quick troubleshooting
- User-driven agent group selection
- Flexible and customizable daily/weekly/monthly reporting
- XML options for measurement control and data retrieval
- Check-by-check analysis, including trace routes, packet statistics, and error codes
- External as well as inside-the-firewall testing
- Support for the latest generation of streaming players
- Digital Rights Management Support

Whether you have on-demand or live content, Streaming Perspective will tell you if you need to add server capacity, a caching system, or switch to an outsourced provider. If you have already outsourced your stream hosting, Streaming Perspective can help you make sure that your hosting providers are living up to their Service Level Agreements.

Measuring Performance: Your StreamQ™ Grade

StreamQ is the industry standard metric for streaming quality. It combines the frustration time your users experience because of long connect times, initial buffer time, and any rebuffer events that occur during stream playback. As users' frustration time for a stream increases, the StreamQ grade decreases. StreamQ ratings range from A+ to F-.

How It Works

Keynote Streaming Perspective measures your audio and video streams globally in real time using measurement computers called agents. These agents attempt to connect to your streams 10 times per hour. Once connected, an agent plays your content for 60 seconds while collecting the

following information:

- Network statistics (DNS time, trace routes, packet statistics)
- Streaming statistics (connection success rate, bit rate, connect/buffer/rebuffer time)
- Server statistics (server type, serving platform, streaming protocol)
- Presentation statistics (frame rate, player errors, metafiles, and URLs)

Easy Data Access, Visualization, and Reporting

Using Keynote's Web-based portal to access your data makes analysis easy and fast. You can set up standard scheduled reports or customize your reports and save them in several formats, including HTML, PDF, and CSV, for specific management reporting needs.

Real-Time Monitoring and Alerting

Streaming Perspective enables you to conduct critical, proactive, problem diagnosis. With real-time alerts sent to you or a group of users you can access the data you need anywhere, anytime without having to log into the portal.

Support for the Latest Media Player Versions

Streaming Perspective uses the latest versions of the leading players to measure your streams, giving you the most representative results available:

- Windows Media
- Flash
- Real
- QuickTime

Keynote is the official provider of measurements for Microsoft's Windows Media 9 Series Hosting Provider Certification Program.



About Keynote

Keynote Systems (NASDAQ "KEYN") is the global test and measurement company for mobile communications and online business performance. As an independent and trusted third-party, Keynote provides IT and marketing executives with an unbiased view into their online business from around the world. For over a decade, we have been providing measurement data and testing capabilities that allow companies to understand and improve their customer's online and mobile experience.



Global Measurement Infrastructure

At the heart of Keynote's Streaming Perspective service is a network of measurement agents distributed in 22 locations around the world. You can select individual agents or agent groups, or assign custom agent groups to measure the stream quality in specific locations, where your users reside.

Streaming Perspective Packages to Meet Your Specific Needs

Streaming Perspective Standard is Keynote's standard streaming service designed to give you complete monitoring control by allowing you to self-provision your own tests, diagnose complex streaming installations, and compare service providers.

To use Keynote's Streaming Perspective, purchase channels that reserve capacity for your tests. Each channel allows you to measure one URL at a time at the standard frequency of 10 checks per hour from a selection of 22 global monitoring locations. You are free to change that URL as often as you desire.

There is no limit to how many URLs you can measure within a given time. If you need to measure more than one URL concurrently, you can purchase multiple channels.

Streaming Perspective Lite offers an effective way to monitor stream performance from New York and San Francisco locations at a reduced check frequency of two checks per hour.

Streaming Perspective Inside is a stand-alone system that can be installed on your premise with complete control over deployment, access to data, and security for sensitive streaming content.

For emerging applications like wireless streaming, IPTV, or even custom internal streaming deployments, Streaming Perspective Inside is the ideal testing platform.

Streaming Perspective Live Event is designed specifically for high-value, short-duration events. Live Event provides increased checking frequency. You can also use Keynote's Live Event service to ensure that recorded events are performing as expected.