

VIDEO QUALITY EXPERTISE SERVICE

▶ CONSULTANCY SERVICES

Broadcasting digital TV is expensive, especially over DTTV (terrestrial) and DTH (satellite) platforms. As regards OpEx (Operational Expenditure), bandwidth represents a high stake, so every Kbps must be dedicated to video and audio quality. For more than 15 years, Thomson Video Networks has been designing and installing digital TV headend systems, which are comprised of an award-winning product range featuring superior video and audio quality. The company prides itself on quality expertise and consultancy through its professional services. Best in class products combined with a high-quality consultancy service allows customers to derive the maximum value from its headend.

Thanks to Thomson Video Networks' renowned encoding quality, customers can benefit from a top-notch headend platform configuration, which provides brilliant picture quality. However, only optimal fine-tuning and configuration of the headend platform (taking all parameters into account) will permit customers to derive maximum value from the Thomson Video Networks solution.

This is particularly true when adapting the initial headend configuration with the actual channel line up or when changes occur in the headend architecture. Thomson's Video Quality Expertise service is included in the OneCare Premium Support package and is performed under the Service Level Agreement when a platform upgrade is carried out.

The Video Quality Expertise service permits Thomson Video Networks to do an in-depth analysis of the customer platform and to provide accurate recommendations so as to increase overall video quality.

A Thomson Video Networks' digital TV specialist performs the service and works in close collaboration with the customer headend and

video technicians so as to thoroughly understand the necessary requirements/improvements mandatory for optimizing video quality.

At stage one, Thomson Video Networks sends a questionnaire to the customer. This form helps define customer requirements for video quality, channel lineup, service offer structure (HD/SD, premium channels, sports), and encoding constraints (STB, zapping speed, latency). It also aids in determining parameters such as the headend architecture, cabling accuracy and quality, and current settings including internal IP parameters (bandwidth, potential collision).

At stage two, Thomson Video Networks carries out an analysis of the platform. This analysis is focused on video-source quality, encoding filters and expert parameters as well as on Flexstream configuration (encoding adaption to source format, pre- and post-processing settings, bitrate dynamic range analysis, and pool optimization according to source content). The analysis takes into account all customer constraints raised in the questionnaire such as STB compatibility, and latency. To perform subjective tests and picture quality comparison, it is necessary that the customers have two identical large full

HDTVs. Thomson Video Networks thereafter delivers a detailed report that outlines specific recommendations for achieving optimized video quality.

Duration of the analysis is three days on site including homework preparation (questionnaire, headend configuration pre-analysis) and wrap up to issue the detailed expertise report. Travel and living expenses are not included.

It is the customer's responsibility to apply the recommendations of the analysis. Thomson Video Networks can however provide additional services to customers for performing these tasks.

When a software upgrade is carried out on the customer platform, the OneCare Premium Support agreement does include the possibility for Thomson Video Networks to apply the recommendations if the customer wishes and once the upgrade has been performed.

For customers with specific questions or requirements as regards video quality, Thomson Video Networks can provide a customized quotation for such consultancy.

▶ HIGHLIGHTS

Detailed Questionnaire

Along with a report on the current architecture, the questionnaire aims to clarify:

- Customer expectations about video quality
- Channel line up
- Service offer structure (HD/SD, Premium channels, sports)
- Encoding constraints (STB, latency, zapping speed)
- Headend architecture

- Cabling
- Internal IP settings

Analysis of the Headend

- Source quality
- Encoding parameter settings
- Flexstream configuration

Recommendations for Video Quality Optimization

A report is issued with recommendations about optimization of the overall system such as:

- Service repartition over the transponders
- Encoder settings according to source characteristics

▶ ORDERING INFORMATION

SEXP-HE-VQ : Video Quality Optimization

Consultancy Services: Video Quality Optimization : to analyze the Head end, Flexstream and sources in order to provide accurate recommendations to optimize the overall Video Quality. 3 days on site + back office work. Travel, Living expenses not included