

## OTT Media Growth And The Need For Testing

OTT and streaming involve the transmission of video content over the internet without the need for pay-tv services like cable or satellite.

OTT media set up for massive growth:

**244 B USD**

OTT media revenue to reach 244 billion USD by 2027

In the US alone, OTT's penetration rate hit 85.6% in 2022.

**85.6%**

**200 M**

Netflix has over 200 million paying subscribers worldwide.

Statista predicts that the OTT market will see the highest penetration rate in the UK in 2022.

**91.2%**

**30%**

Due to the pandemic, OTT media saw a 30% increase in paid subscriptions in India between January and July 2020.

There is evident growth in users subscribing to various streaming platforms

# THE QUESTION IS

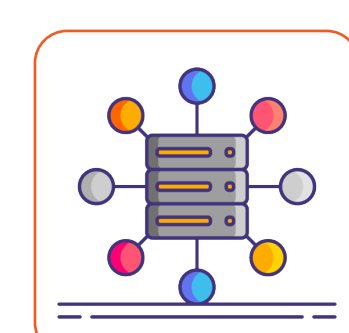
### Why Test Streaming Platforms?

- To ensure quality across various platforms.
- To ensure video playback is stable and of high quality.
- To ensure the platform is adaptable to bandwidth availability.
- To ensure the platform can recover when the network is down.

### What Tests Can You Run?



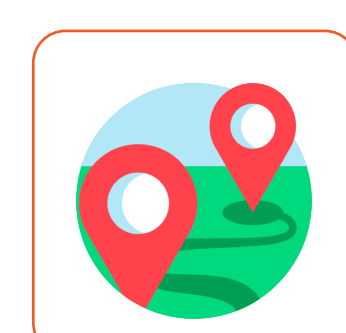
Performance Tests



Load Tests



User Experience Tests



Localization Tests

### The HeadSpin Audio Visual Platform

The AV Platform allows you to run tests on OTT media devices, DRM-protected content, voice activation, video applications, and more. How it helps

- It helps capture streaming performance KPIs & QoE.
- You can efficiently run and record tests.
- You can benefit from extensive video quality KPIs and AI-based issue cards.



### Test Different Use Cases



Live Streaming Content



Media & Entertainment



Camera Apps



Voice Assistants



Video Conferencing



Games

### Benefits of Test Automation

You get automatic, accurate, and fast results.

Audio-visual recordings are easily accessible.

You can simultaneously run and record multiple user sessions.

You can fix bugs before production.