Keeping Pace in the New Media Landscape: Next-Gen Quality Assurance Optimizes Video Experiences

The media landscape is a whirlwind of innovation. Broadcasters, streaming services, and cable and satellite TV service providers are constantly pushing boundaries with new content creation and delivery platforms. While this explosion of options offers viewers unparalleled choice, it also presents a challenge: maintaining the highest quality video experiences across a complex and ever-changing ecosystem.

Gone are the days of siloed workflows and manual checks. Today's media preparation involves intricate steps, demanding a holistic approach to ensure flawless audio and video delivery.

The Power of Interra Systems' Next-Gen Quality Assurance

This is where Interra Systems' next-gen QA solutions come into play, offering a comprehensive suite of tools for all critical points in the workflow, including ingest, encode, transcode, origin server, CDN, and edge networks. At the heart of these solutions lies a powerful combination of automation and advanced analytics.

In addition to those listed above, Interra Systems' product offerings boast the following key features:

· **24/7 Monitoring and QC**: Automated tools can continuously monitor content streams across all platforms, identifying and flagging any audio-visual anomalies like dropped frames, sync issues, or video artifacts. This ensures consistent quality around the clock.

· **Deep-Dive Video Analysis**: Going beyond basic QC, Interra's video analysis tools leverage machine learning (ML) for in-depth content analysis. ML algorithms can detect compliance issues, such as inappropriate content or incorrect closed captions, with a much higher degree of accuracy and speed.

· **Content-Aware and Context-Aware Analysis**: Our solutions consider the context in which video-audio are delivered. For instance, an ML model can differentiate between acceptable grain in a documentary and potential noise issues in a news broadcast. This context-aware approach leads to more precise and actionable insights.

· **Support for Latest Formats and Standards**: Interra is focused on staying ahead with support for the latest formats and delivery platforms such as Dolby, AV1, JPEG-XS, SRT, CMAF, ATSC 3.0, VVC, etc. This ensures seamless integration with customers' existing workflows and future-proofs their investment.

· **Expertise in Image Recognition**: By leveraging image recognition technologies, Interra's QA tools can identify objects and scenes within content. This capability has broad applications, from verifying ad placement to ensuring content adheres to brand safety guidelines.

Content-Aware Media QC and Captioning

Real-Time Video Quality Monitoring

Video Analysis & Debug

BATON®
· Comprehensive, content-aware video analysis
· Audio-video quality checks
· Workflow orchestration
· HDR, DPP, IMF, PSE, VAST, UHD, 4K
· Media player to play, inspect, and verify content

BATON® Captions
· Captions creation, regeneration, corrections
· Captions QC with reports
· Multi-lingual subtitling in 20 languages
· Timestamping in scripts, NLP for line breaks and segmentation
· Flexible licensing: on-prem, cloud, SaaS, hybrid

ORION®
· 24/7 monitoring for QoS, QoE AV quality checks in real time

· IP, ST-2110, SDI, ASI, OTT, cloud
· CC, ads, live sports monitoring
· Monitor service quality across touchpoints via single dashboard

VEGA™
· Video analysis for debug, compliance
· Popular formats: AV1, VVC, Dolby, JPEG-XS, HEIF
· MPEG-2 TS validation
· Command-line tools automation
· On-prem or cloud support

M/L Technologies
· Quality scoring
· Content classification
· LipSync
· Audio-language detection
· Quality checks, captions

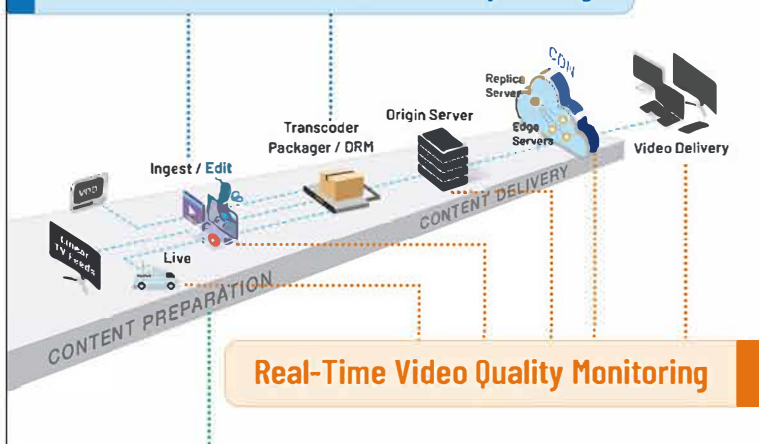### The Bottom Line: A Winning Formula for Optimal Video Quality

The combination of automation, advanced analytics, and human expertise empowers media companies to deliver pristine video experiences across all platforms. By adopting Interra's QA solutions, media companies can:

· **Reduce Costs**: Automated workflows streamline processes and minimize manual intervention, leading to cost savings.

· **Increase Efficiency**: Faster and more accurate quality checks enable faster turnaround times for content production and delivery.

· **Deliver Higher Quality Video**: Delivering consistent, high-quality video fosters a positive user experience, keeping viewers engaged and loyal.

In an era where viewer expectations are higher than ever, the importance of outstanding-quality video cannot be overstated. Every glitch and imperfection risks tarnishing the viewing experience and eroding brand trust. Let Interra's suite of powerful tools and its expertise in media quality assurance help you deliver optimized video experiences.

"Every Step, Every Frame: Your partner in Media Quality Excellence."