Delivering a Consistent, High-Quality Viewership Experience is Essential to Protecting Revenue

NETSCOUT Observability Is Key to Pinpointing Issues Quickly, So Problems Can Be Resolved Fast

OVERVIEW

A global CSP relied on NETSCOUT® observability to ensure a flawless viewing experience for millions of subscribers streaming a major live sporting event.

The Challenge

During a high-stakes event, subscribers faced degraded video quality and buffering yet the CSP couldn't immediately isolate whether the issue was within its own network or the content provider's.

The Solution

NETSCOUT delivered end-to-end visibility, confirming CSP network health, diagnosing performance bottlenecks, and isolating root cause every 15 minutes throughout the event.

The Results

NETSCOUT proved the CSP wasn't at fault, preserving customer trust, avoiding SLA penalties, and helping the content provider focus remediation where it was needed.

Customer Profile

This major carrier service provider (CSP) delivers world-class broadband, wireless, and video to hundreds of millions of customers around the world. The company offers a variety of services. Ensuring a flawless viewing experience is essential to maintaining viewer trust and loyalty in an increasingly diversified media landscape.

NETSCOUT's observability solution was instrumental in monitoring the CSPs network, which is essential for maintaining the highest quality viewing experience. In today's highly competitive marketplace, keeping customers happy is a bottom-line imperative.

The Challenge

When millions of subscribers pay to view a major live sporting event, they have every expectation that their streaming experience will be flawless. Unfortunately, during a major live sporting event, millions of viewers experienced significant buffering issues and degraded video quality and seriously degraded video quality when watching a highly-promoted and highly-anticipated event produced by a streaming platform.

Shortly after the event started, viewers, who had paid separately for high-definition 1080p-plus streaming, found that the quality had dropped to a sub-standard resolution of 360p. This was particularly frustrating for sports viewers, as the lower quality made it exceedingly difficult to see the action clearly. Customer complaints began flooding the CSPs call center, alerting the company to the problem.

Part of the challenge was that it was difficult to determine the exact cause of the quality issues. Was this a problem with the CSP's transmission network, or was it an issue with the content provider's side of the process? All the typical metrics that the CSP and the content producer were monitoring displayed normal measurements. Without sufficient visibility, it was difficult to identify the problem, let alone address it in a timely manner. And time is the enemy when it comes to a live streaming event. The longer the customer experience is adversely impacted, the greater the business impact.

Reputational damage from customers complaining on social media posts, as well as the potential for subscription cancellations meant revenue was at stake. The viewer experience suffered, with potential impacts on brand loyalty, satisfaction, and future engagement for both the CSP and the content provider. If the issue continued for a significant portion of the event, the results would only increase.

Solution in Action

But the issue didn't continue for a significant portion of the event. Prior to the live streaming event, the CSP implemented NETSCOUT's observability solution in order to monitor for bottlenecks in the company's network, proactively ensuring they would be able to identify issues that could impact the customer experience. Armed with this knowledge, any problems within their network could be resolved quickly.

With NETSCOUT's solution in place, the CSP was able to monitor their network before, during, and after the issue began:

- **Pre-event:** NETSCOUT deployed to monitor traffic patterns and identify vulnerabilities.
- **Live event (T+15 mins):** Quality issues spike; NETSCOUT confirms CSP network is stable.
- **Ongoing:** 15-min rolling diagnostics help maintain visibility, identify which processes were performing as expected, and isolate root cause.

NETSCOUT was also able to determine that the streaming service was adding servers to handle the increased volume of viewers, giving the CSP real-time insight into how their partners we're responding to the event so they could tailor their troubleshooting activities.

The Results

Relying on NETSCOUT's observability solution, the CSP was able to zoom in and determine that the degraded quality of the streaming event was not the result of any issues within the company's technology infrastructure.

NETSCOUT's advanced solution was able to probe deeper into the CSP's entire ecosystem than would have been possible with typical solutions in order to quickly identify that the CSP's network was performing as expected.

This information also helped accelerate collaboration across partners in the delivery chain to resolve the issue more efficiently, ensuring resources could be directed to where they were most needed. Importantly, NETSCOUT was able to provide documentary evidence that helped the CSP uphold its SLA commitments and maintain trust with key partners.

In the highly competitive live streaming market, where minutes of delay can lead to massive customer churn, NETSCOUT helped the CSP minimize impact on the viewer experience, resolve the issue faster, and protect brand trust in a critical moment.

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