NPAW

Optimize the video experience of your users

Enhance your QoE

Understand audience behavior

Speed up error resolution

Reduce customer complaints

Build smarter customer care

Make informed content decisions

Monitor your service performance every second, for any device

Overcome technical and operational challenges. Guarantee the highest perceived end-user quality of experience. Enhance business decisions with advanced audience, engagement and content intelligence. Turn data into actionable insights.

Detect and solve errors. Identify affected users	Proactively manage anomalies with alerts	Generate deep audience intelligence
Correlate engagement with platform performance	Monitor content consumption to optimize your catalog	Drive vendor-agnostic selection and monitoring

One analytics tool for all your needs

Quality

Advanced insights to optimize performance and infrastructure decisions. Bandwidth, buffer, join time, average time between interruptions, and much more. Keep the same granularity over time. Enhance error detection with alerts.

Audience

Monitor consumption patterns and trends. All the relevant metrics to understand audience behavior while watching content. Concurrent plays, average playtime, number of subscribers, unique users, number of seeks and seek time, and many more.

Engagement

Correlate perceived quality of experience and end-user satisfaction levels. Understand the impact of quality issues over number of plays and time spent. Use our specific KPI to measure service stickiness.

Content

Insights to make smarter editorial decisions. Monitor content performance from preferred titles to completion rate and average duration. Compare VOD vs. live by device and country, exclude irrelevant views.

- **Unlimited levels of analysis**
- **Customizable data visualization**
- **Advanced alert system**
- **Error diagnosis tool**
- **Precise reporting**
- **Mobile app**

The NPAW advantage

NPAW offers the most advanced and fully correlated visibility across all pillars of your video service to drive performance, increase engagement, and maximize revenue in real time. It brings precise analysis and the most flexible data visualization enhanced by smart alerts and predictions in a lightning-fast interface.

Single Suite

Avoid data inconsistencies with one tool for all your teams

Quick integration

Turn-key integrated solution in less than 4 weeks. Compatible with 100% players

ISO 27001 certified

Customers own their data

Trusted by 150+ media companies

globo.com vodafone orange Telefónica Rakuten hulu FOX

sky Molotov.tv TF1 WarnerMedia MEDIASET ITALIA amc

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