

## Gain meaningful insight into your Video Performance

Mux Data is a real-time analytics platform used by some of the largest video brands in the world, like Vimeo, CBS, Discovery, and Udemy. Mux Data helps the engineering and operations teams at these companies monitor and improve video streaming performance by measuring the Quality of Experience of every stream: things like startup time, rebuffering, video quality, and playback failure.

### The Mux Data Solution

Viewers today expect a broadcast-quality experience but slow load times, rebuffering, and playback failures still affect the best of streams. With Mux quality of experience data you can improve your video streaming and exceed viewer expectations. The Mux Data and Kinesis integration is the only tool on the market that enables you to gain meaningful insights into your videos' most important metrics.

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#### Get answers about video performance

Monitor the four key dimensions of video QoS:

- Playback failures
- Startup time
- Rebuffering
- Video quality

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#### See what's happening (before users do)

Get alerts when something goes wrong, and use our powerful dashboard to dig deeper.

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#### Understand every single view

Track playback down to the individual user level, so your team can know exactly what's going on.

## Key Benefits

### Metrics Tracking

See what your users are seeing , around the world, in real time, to quickly and efficiently correct any issues they may be experiencing.

### Understand your performance

Our industry-first viewer experience scores quickly summarize your video experience's performance so you can track day over day and week over week performance.

### Understand the viewer experience

Track viewer playback down to the individual user so that engineering and support can know exactly what is happening on every viewers device and debug more efficiently.

## TED Improves Viewer Experience by 60%



To power their online videos and platform, TED's engineering team built the entire video production pipeline themselves. When the JioPhone was released in India and took the country by storm, they started to get alerts that their video was dropping for Android Phones which were running FireFox. Using Mux, They were able to identify the specific users that were affected by this issue and detect what the issues were. By isolating that the problem was residing with the JioPhone running KaiOS (fork of Firefox OS), TED's engineers were able to quickly and effectively tackle the specific issue affecting these customers which resulted in a 60% increase in Quality of Experience (QoE) scores.

## Mux on AWS

Mux Data, along with AWS Kinesis, enables real-time exports to the customer Kinesis stream in production & staging. This allows for no lag between the insights you need from your video streaming performance and quickly addressing issues and ensure you deliver the best viewer experience.

Learn more at [mux.com/aws](https://mux.com/aws)

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