NPAW

Holistic visibility of your entire video business in a single solution

- Platform performance
- Customer care
- User acquisition & engagement
- Content catalog & discovery strategy
- Service monetization
- Application navigation
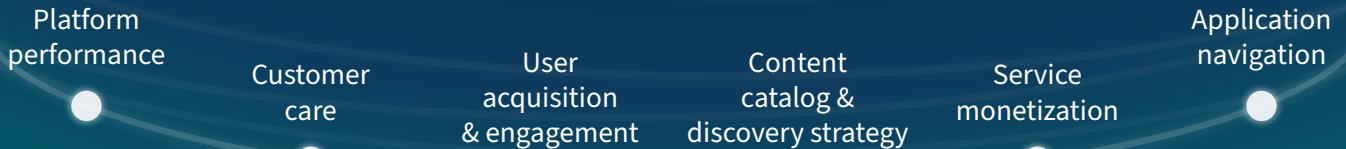
Gain strategic insights across all departments to drive efficiency, engagement, and growth

FROM ANY DEVICE

PLAYBACK PERFORMANCE

| User starts navigation | Browses "new added" movies | Selects content | Streaming starts | Streaming stops due to a stream or ad QoE problem | User complains | Searches for another title | Stops navigation |

APPLICATION NAVIGATION

PRODUCT & CONTENT TEAMS

- Optimize content catalog by understanding consumption patterns and trends
- Improve UI/UX and implement superior user navigation to facilitate efficient content discovery and in-platform content promotion

TECHNICAL & OPERATIONAL TEAMS

- Benefit from quality monitoring with the most precise error detection (no false alarms)
- Optimize resource allocation by prioritizing deployments and testing new setups and configurations
- Ensure objective vendor selection and SLA assessment

MANAGEMENT & C-LEVEL

- Quickly monitor business and service health, for example user growth, engagement, and retention
- Provide visibility across regions, services, business units, brands, and teams
- Get on-the-go insights with the YOUBORA Mobile App

MARKETING TEAM

- Understand user behavior and consumption trends to engage your audience
- Identify user segments based on your data without delay
- Orchestrate highly targeted email campaigns to retarget your audience

ADS TEAM

- Optimize ad monetization strategy
- Gain visibility over ad consumption patterns and ad acceptance — quantity, placement, length, and quality
- Analyze impact of ad blockers and audit ad server performance

CUSTOMER CARE TEAM

- Reduce first-call resolution time and volume of complaints and increase satisfaction levels
- Precise tracking of individual user experiences for accurate diagnoses and optimization of team resources

Why NPAW?

1 SCALABLE GROUND-BREAKING TECHNOLOGY

We have been leading industry innovation for over a decade, serving Tier 1 media companies worldwide and processing 100bn+ views every year in real time.

2 END-TO-END VISIBILITY

Our partnership with a wide ecosystem of partners and industry vendors provides a unique level of visibility throughout the entire streaming ecosystem, from origin to end-user.

3 FLEXIBLE & CUSTOMIZABLE INTELLIGENCE

We provide custom levels of data access according to the needs of your different teams, locations, and business units — regardless of your business model.

Unlimited filtering, no pre-configuration needed.

4 QUICKEST INTEGRATION

We are compatible with 100% of players and get you up and running in under four weeks.

5 DATA SECURITY & TRANSPARENCY

Our customers own their data. We provide secure and precise insights always protecting the interests of your organization and the privacy of your users.

No shortcuts, no hidden costs.

6 UNBIASED VENDOR MONITORING

Our solution is platform and player agnostic, guaranteeing unbiased insights. Monitor all SLAs of your suppliers.

The YOUBORA portfolio

VIDEO INTELLIGENCE

ENTRY PACKAGE

Audience & Engagement Analytics	Content Analytics	Quality & Error Analytics

+

Predefined & fully customizable dashboards | Flexible reports | Alerting system | Happiness score | Mobile app

ADD-ON MODULES

Multi-Tenant	Retention & Monetization	Customer Service Efficiency	CDN Traffic Management
Application & User Journey Flow	YOUBORA for Operators	E2E Monitoring (3PP)	Data In-Out

Trusted by 150+ media services

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sky   Molotov.tv   TF1   WarnerMedia   MEDIASET ITALIA   aMC