scientiamobile

Be Certain

Improved Customer Experience

5%

increased lifetime revenue from improved video quality and service

Reduced Delivery Costs

25%

savings from delivery cost by more effective codec usage

Increased Advertising Revenue

20%

higher CPM premium on well identified mobile and SmartTV devices

More Ad Impressions

5X

growth in impressions

Google

amazon

MediaMath

PubMatic

CRITEO

SONY liv

Roku

95,000+ Device Profiles

Benefits of Device-Aware OTT Video Platforms

ScientiaMobile has worked with a number of OTT Video platforms and streaming technology providers to provide substantial benefits. ScientiaMobile's **WURFL device detection** helps OTT platforms:

- Improve customer experience by increasing the video quality on mobile devices,
- Reduce delivery costs through better codec analysis and usage, and
- Increasing advertising revenue by more impressions and higher CPM pricing through better targeting provided via device detection

Improved Customer Experience, Video Quality

Customers want a great OTT video experience regardless of whether they are on a connected TV or a mobile device. Mobile devices continue to evolve in their ability to deliver great video experiences. Display resolution has increased from 1280x720 to 4K (4,096 x 2,160). Likewise, the frame rate has increased, with many devices capable of more than 60 fps.

Despite these advances, OTT video platforms typically treat all mobile devices as if they are created equally. Clearly, this is not true. For example, a budget-priced Android like the Samsung Galaxy J8 is very different from their flagship Samsung S22+. The resolution, GPU, Chipset, RAM, and HEVC hardware decode are all very different.

ScientiaMobile has helped OTT platforms use advanced codecs like HEVC or AV1 to improve video quality while dramatically reducing video payload size. In other words, better quality of experience at a lower cost. This better quality, as seen in resolution and frame rate, has helped retain sports-oriented customers, **adding 5% to lifetime revenue value.**

Reduced Delivery Cost via Better Device Analytics

WURFL Device detection can simultaneously feed device information into analytics platforms to identify device trends among subscribers and troubleshoot device-related issues.

With WURFL inserted into the data analysis workflow, device information can achieve its rightful place next to other analytic data sources. Many OTT video platforms capture information about geographic location, the app/player, the CDN usage, the video content served, and the Internet Service Provider (ISP) delivering the video. If the platform is considering the deployment of HEVC or AV1 codecs, then it can assess the adoption trends of its users over time. Implementing codecs like HEVC or AV1 for mobile devices **saves up to 25% on CDN delivery costs**.
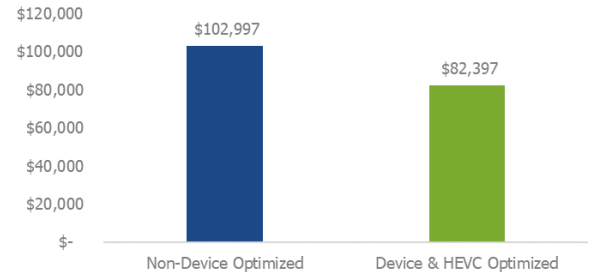
For operational troubleshooting, engineering can identify common threads in problems that may be related to specific device models. For example, if a particular chipset is causing issues, WURFL can provide detailed analysis of the chipsets and the device models impacted by it.

CDN Cost Benefits from HEVC-Optimized Architecture

25% Savings in CDN Delivery Costs

Increased Advertising Revenue

Supply-side advertising platforms estimate that ad inventory coming from publishers with strong device information captures an almost **20% premium price.** The technographic profiling provided by device information relays actionable segmentation criteria to advertisers, making their advertisements more targeted and effective.

Likewise, advertisers want greater visibility into the devices where their impressions are occurring. WURFL's ability to classify connected TVs, mobile devices, OTT streaming devices, and gaming consoles has helped g**row impressions by 5X.**

OTT Video Device Detection Architecture