

STREAMING MEDIA SERVICE

– APPLAUSE CASE STUDY –

A MULTINATIONAL ON-DEMAND STREAMING CONTENT PROVIDER RELIES ON APPLAUSE TO QUICKLY SOURCE NATIVE SPEAKERS ACROSS LATIN AMERICAN AND EUROPEAN COUNTRIES TO TEST OVERALL FUNCTIONALITY AND UX ON SPECIFIC CONNECTED DEVICES AND ON VARIOUS PAYMENT INSTRUMENTS.

CUSTOMER

When you decide to watch your favorite show, you want to be able to access it without any issues. You expect flawless streaming without problems like pixelization, buffering or poor audio quality. If you like the experience and want to buy another service, say a movie that is not included in your current subscription, you want to know that you can easily and securely pay for it without any glitches. This is exactly what a large multinational streaming service provider sets out to accomplish every day: flawless digital entertainment in many markets around the world.

Focused on bringing streaming media's premier brands to millions of customers around the world, the media provider takes pride in bringing its customers the highest-quality content across television, movies, news and sports. Its ongoing goal is to attract the best talent in media and entertainment and remain one of the industry leaders in inclusive storytelling and award-winning content.

CHALLENGE

The multinational streaming media provider wasn't always multinational. The US-based organization needed to expand its core offerings market across four new, major regions of operation: the Caribbean, Central America, South America and Europe. Specifically, the provider was concerned with rolling

COMPANY

Multinational streaming content provider

INDUSTRY

Pay Television / Streaming Media

TESTING TYPES

Functional Testing | Payment Validation | UX | Content Validation

APP TYPES

Mobile | Web | Connected Devices

CHALLENGES

- Testing an existing multi-platform offering in new markets in Latin America and Europe
- Validating content to ensure proper access and quality for all available titles
- Testing payments using local banks and cards in local markets
- Monitoring live events to ensure optimal CX during events that draw significant audiences/network traffic
- Conducting timeboxed/on-demand testing for specific tests on specific devices/platforms in a specific country

out new content with accuracy and high viewer quality. To do this, the brand had to test an existing multi-platform offering in these new markets, requiring access to a large variety of devices including smart TVs and gaming consoles. In some regions the company needed testing on smart devices that were not as prominent as in the typical American household.

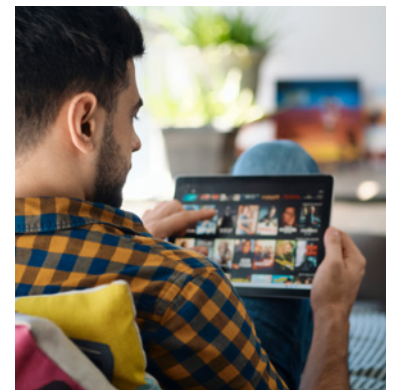
The media provider required specific testing scenarios to ensure the smoothest rollout of new services in these new markets. For example, the company needed live event monitoring during major sports competitions to ensure the optimal customer experience during times when significant audiences would stress the network. The provider also had very specific tester, device, and payment requirements, often timeboxed with as little as 1-2 days notice.

Content validation was another key focus. The media provider had a library of approximately 40,000 titles it wanted to ensure could be easily accessed and streamed with the highest quality. The provider also needed real-time, in-market testing to validate new episodes launched at the correct time. Taken as a whole, testing had a tremendous number of moving parts: device/platform variety; local language and cultural considerations; accessibility; a range of operating systems for desktop and mobile; significant content validation and payment validation.

SOLUTION

To ensure that it could quickly and accurately address all the requirements to successfully enter these new markets, the media provider teamed up with Applause. Applause sourced testing teams of native speakers across three Latin American regions to meet very specific language, device, and payment instrument requirements. Testers performed content validation and localization testing to ensure episodes and corresponding metadata displayed accurately in each market and language. For new feature releases such as free-trial enrollment, the Applause community provided pre-production UX feedback on general navigation and enrollment via the app. Testers were available in real time to test the launch of new episodes at the correct time in each market.

Varying credit cards in different markets and the devices/platforms where consumers use them often present complex issues. Behind the scenes, various “handoffs” between payment instruments and processors can jeopardize smooth transactions — or any transaction at all. Since Applause has testers with a wide variety of credit cards in all of the countries/regions the media provider needed, sourcing the mix of credit cards and the devices/platforms required for validation was easy. Testers checked “buy flows” pre launch, on launch days and post-launch. In addition, they evaluated the overall user experience during the payment phase.



APPLAUSE SOURCED TESTING TEAMS OF NATIVE SPEAKERS ACROSS THREE LATIN AMERICAN REGIONS TO MEET VERY SPECIFIC LANGUAGE, DEVICE, AND PAYMENT INSTRUMENT REQUIREMENTS.

RESULTS

As a result of working with Applause, the streaming media provider was able to move into its new targeted markets successfully within the 6-hour launch window in a calm and collected manner. Applause was able to cover 99.9% of the target country market globally, finding over 75% of defects prelaunch due to close collaboration and partnership.

Testers in the four major markets were able to ensure that the end-to-end streaming experience for the two core products being launched worked well for all users and across a wide range of country-specific app stores, cable provider affiliates, devices, and payment instruments. In addition, testers were able to provide feedback on functionality that needed improvement, such as correcting the alignment of language subtitles with audio, or fixing problems signing up for free trials via the provider's website.

The streaming media provider now has a deeper insight into common functional and user experience testing issues. The company has been able to fold these insights and knowledge of a more holistic and strategic test approach back into improving their design, development, quality assurance process and delivering a better localized customer experience.

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ABOUT APPLAUSE

Applause is the worldwide leader in enabling digital quality. Customers are no longer satisfied with digital experiences that are good enough; they demand the exceptional. The Applause Product Excellence Platform provides the world's leading brands with the comprehensive approach to digital quality needed to deliver uncommonly great digital experiences across the globe – with highly vetted testers available on demand, a complete and enterprise-class technology infrastructure, multi-point digital quality solutions and SaaS products, and expertise across industries and use cases. This harmonized approach drastically improves testing coverage, reduces costs and speeds time-to-market for websites, mobile apps, IoT and in-store experiences. Thousands of leading companies – including Ford, Google, Western Union and Dow Jones – rely on Applause as a best practice to deliver the exceptional products and digital experiences their customers love.

Learn more at: www.applause.com