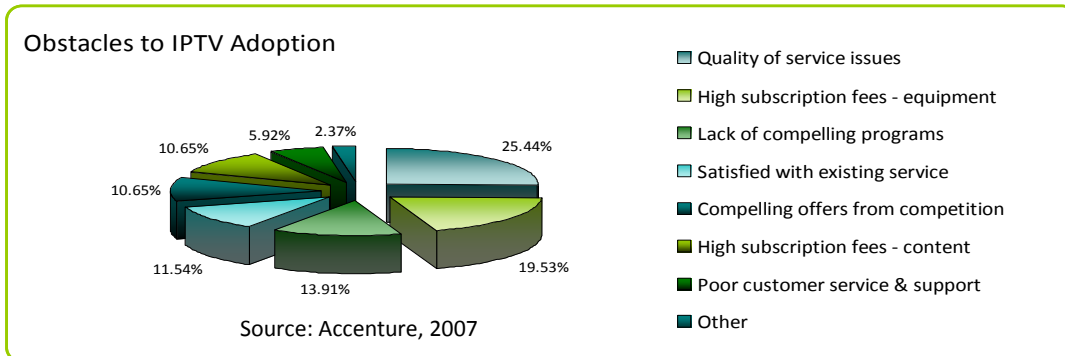


# CASE STUDY: European IPTV Operator Reduces Customer Complaints by 50%

IPTV providers continue to suffer from high churn rates and low customer satisfaction due largely to quality of experience (QoE) problems caused by packet loss on their network. In fact, a recent study by Accenture confirms that quality of service issues account for more than 25% of the obstacles to IPTV adoption.



A leading European IPTV provider, with more than 70,000 subscribers, recently deployed Digital Fountain's ToughStream™ solution to combat packet loss.

After deploying ToughStream on their network, this IPTV provider saw a dramatic improvement in customer satisfaction, leading to a 50% reduction in customer calls through their phone center, reduced truck rolls to the home, and a 20% reduction in their churn rate. ToughStream enabled this IPTV provider to both reduce operating costs and increase revenue without adding complexity to their network.

ToughStream is an application layer solution that makes IPTV networks highly resilient to common impairments by proactively protecting the network from loss events such as: packet loss, duplicate packets and out-of-sequence packets. Unlike other solutions, ToughStream achieves this without requiring RTP within the network, thereby avoiding costly network infrastructure changes. A highly flexible solution, ToughStream is agnostic to video encoding formats (SD, HD, MPEG2, MPEG4), encryption vendors, middleware providers, or set top box manufacturers.

## CHALLENGE:

- Improve customer satisfaction while not adding complexity to the network
- Reduce churn and lower operating costs

## SOLUTION:

### Digital Fountain's ToughStream™

- Application layer solution
- Proactive packet loss prevention
- Simple to deploy
- Highly flexible and agnostic
- Does not require RTP

## RESULTS:

- Dramatic QoE improvements
- Reduced churn rate by 20%
- Reduced customer complaints to call center by 50%
- Reduced service calls to home
- Allowed operation to meet quality targets

