



PRESS RELEASE

MediaMelon Advances Video Streaming with Introduction of QBR™ Technology

New video streaming technology reduces streaming bitrates by 30-45% while improving video playback quality

San Francisco, May 19, 2015 — [MediaMelon](#), the smart streaming company, today introduced [MediaMelon QBR™ technology](#), a revolutionary new streaming approach that dramatically reduces bitrates for IP-based live or on-demand video services while improving video quality. MediaMelon QBR enhances today's widely deployed adaptive bitrate (ABR) technology, lowering bitrate requirements for video streaming by 35% on average while also reducing content quality variance by an average of 86% and thereby eliminating video artifacts.

MediaMelon QBR, backed by over 25 issued patents, substantially improves today's ABR technology by means of rapid scene analysis, content characterization, perceptual quality mapping and advanced buffer management techniques. The technology, offered as a managed service by MediaMelon, enables streaming service providers to deliver a significantly improved user experience and leverage network resources more efficiently. QBR is easily integrated into the existing video service workflow via APIs and adds value across the video ecosystem, enhancing the capabilities of over-the-top (OTT) streaming companies, encoders, video players, online video platforms and CDNs.

“MediaMelon’s QBR technology intelligently goes beyond current adaptive bitrate schemes to significantly improve quality and bitrate performance — providing a dramatic advantage that content owners and video service providers can employ to enhance the viewing experience while utilizing streaming infrastructure more effectively,” said Kumar Subramanian, MediaMelon CEO. “This advance paves the way for streaming of full HD and 4K video across today’s bandwidth-constrained IP networks, without the need to re-encode content or alter the existing video workflow.”

QBR was showcased at the recent INTX show at the [Deluxe OnDemand™](#) booth as part of the Deluxe OnDemand OneWorkflow™ demonstration. Deluxe provides advanced VOD (video on demand) workflow and turnkey content supply solutions to leading cable and telecom service providers and premium streaming services, designed to simplify the management, processing, and delivery of any video content, in any format, to the set-top box and multiscreen devices.



“Service providers seek to offer premium quality, including 4K and a TV Everywhere video experience to their subscribers. MediaMelon QBR technology offers impressive bandwidth improvements while preserving top-notch quality, a significant advantage for our customers seeking to efficiently deliver the highest quality streaming services,” said Todd Collart, SVP and GM at Deluxe OnDemand.

MediaMelon is integrating QBR technology with leading video encoders and video players, and can be implemented in smart TVs and set-top boxes as well. These joint solutions represent powerful improvements to video delivery for content distributors, TV Everywhere service providers and video streaming companies, including telecom and cable service providers.

The new technology is at the heart of the MediaMelon Qubit™ family of solutions, which support QBR-optimized [real-time](#) or [VOD](#) service delivery. These solutions integrate seamlessly into the existing video workflow, via SDKs implemented in encoders and video players. MediaMelon solutions are compatible with all major streaming formats including HTTP Live Streaming (HLS), MPEG-DASH, HTTP Smooth Streaming (HSS) and HTTP Dynamic Streaming (HDS).

For more information, or to learn more about how QBR technology can reduce costs and improve quality for your video services, please visit www.mediamelon.com.

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About MediaMelon

MediaMelon smart streaming solutions optimize Internet video quality and resource utilization, enabling content and service providers to dramatically improve performance, increase revenues and enhance quality of experience. MediaMelon solutions include patented video quality enhancement technology, intelligent content routing and analytics that create a global software fabric for efficient video streaming. Visit www.mediamelon.com for more information.