

# Shenick taking advantage of PEVQ video analysis for IPTV/Triple Play testing



Quality of customer experience is one of the primary areas of concern within today's IPTV services environment and is a serious challenge for both service providers and infrastructure vendors. With competition from satellite and cable TV offerings, there is zero tolerance for issues such as IP Video quality and poor channel change rates.

Additional quality challenges are ahead with the average IPTV subscriber base set to grow from hundreds of thousands to millions of viewers, coupled with the introduction of bandwidth and quality sensitive HDTV services and the requirement to offer a full suite of triple play video, VoIP and data applications.

Shenick is an award winning provider of IPTV/Triple Play test systems to the world's most progressive network operators and communications equipment vendors. Leading companies rely on Shenick's diversifEye to help deliver the best IPTV quality of service and guaranteed individual experience.

*More information: [www.shenick.com](http://www.shenick.com)*

*Robert Winters, CMO, Shenick: 'Shenick has seen increased interest in full reference IP video and VoIP quality assessment. Opticom offers Shenick a reliable and trusted industry standard suite of algorithms providing all necessary quality metrics.'*

