

SERVICE ASSURANCE

The End of the War Room

Streaming operations teams have spent a decade stitching together synthetic monitors, real-user dashboards and log archives, and still find out about incidents from social media. NPAW's E2E Monitoring proposes a different ending: one platform that sees the whole delivery chain and an AI that names the culprit.

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Every streaming operator knows the scene. A big live night, a spike in complaints, and suddenly twelve people are in a call sharing screenshots of twelve different dashboards. The CDN vendor says their edge is clean. The player team says the SDK is fine. The encoder logs say nothing at all. Meanwhile, viewers are leaving.

The industry's monitoring stack grew up in silos, and it shows. Synthetic probes catch infrastructure failures but miss the real-world edge cases: device quirks, ISP throttling, DRM handshakes that time out only on one smart-TV model. Real-user monitoring shows exactly what viewers experience, but only after the audience has already felt the pain. And log-based diagnostics demand manual correlation across CDN, origin, encoder and player: slow, error-prone work that depends on your most senior engineers being awake.

Three layers, one nervous system

E2E Monitoring, which NPAW brings to general availability in Q3 2026, fuses three layers into a single visibility platform. The first is proactive: always-on synthetic probes test streams like a real viewer every 60

seconds from more than 40 locations worldwide, measuring availability, startup time, time-to-first-byte, manifest integrity, DRM licence acquisition and segment download speed. The probes are content-aware: they verify not just that the stream is up, but that the full bitrate ladder is present and the ad-insertion manifest is stitched correctly.

The second layer is real user measurement: per-session QoE telemetry from every viewer via the NPAW player SDK, segmented by device, ISP, region, content type and subscription tier. Crucially, every metric is enriched with business context (revenue exposure, subscriber segment, content value), so teams stop prioritising by alert volume and start prioritising by impact.

The third layer is where it gets interesting: an AI diagnostics engine that learns normal QoE baselines per content type, region, device and time of day, then correlates deviations across the other two layers. The alert is no longer "buffering is up." It is "buffering spiked 3x for Roku users on ISP X in region Y, correlated with CDN Z latency."

From hours to minutes

The economics are straightforward. When an incident is detected, the AI estimates affected audience, revenue at risk and SLA exposure in real time, so escalation decisions take seconds, not meetings. Automated root-cause analysis presents a ranked list of hypotheses with the supporting evidence attached, and every resolved incident feeds back into the models, reducing false positives over time.

There is a predictive dimension too: per-session AI models score the probability of viewer abandonment as QoE degrades, enabling real-time interventions (a CDN switch, a bitrate cap) before the viewer gives up.

Open by design, built for your stack

E2E is delivered as SaaS with nothing to install, and operators already instrumented with the NPAW SDK get real-user data flowing from day one. It covers web, mobile, CTV and STB players and tests HLS, DASH, CMAF and ad-inserted manifests.

Just as important, it is open by design. Beyond NPAW's own SDK and Ground-Truth Probes, E2E ingests and correlates signals from the monitoring you already run (CDN and origin logs, encoder metrics, and third-party or multi-vendor probe data) through open APIs, so one correlated view spans every tool in the chain instead of adding yet another silo. It plugs natively into the NPAW Suite, CDN Balancer, Sentinel 3, PagerDuty, Slack and Jira. An early-access programme is open now to NPAW Suite customers, with a 30-day proof-of-value that includes probe deployment and AI calibration against the operator's own baseline.

“Streaming teams have been stitching together synthetic and RUM tools for years, then spending hours correlating the data manually. E2E does what the human brain does, connecting the dots, but in seconds, 24/7, across every layer.”

Ferran Gutiérrez Vilaró, CEO & co-founder, NPAW

AT A GLANCE

MODES

Synthetic + RUM + AI diagnostics

PROBES

40+ global PoPs, 60-second intervals

FORMATS

HLS, DASH, CMAF, SSAI/CSAI

COVERAGE

Web, mobile, CTV, STB

DATA SOURCES

NPAW SDK + probes + third-party logs via open APIs

AVAILABILITY

Early access open now · GA Q3 2026

60%

faster incident detection than standalone synthetic or RUM tools

75%

less time spent on manual root-cause investigation

40%

fewer viewer-impacting incidents reaching production

Bring your hardest recent incident to a 30-minute walkthrough, and see how fast it resolves. Meet NPAW at IBC 2026, Hall 5, Stand F44.

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