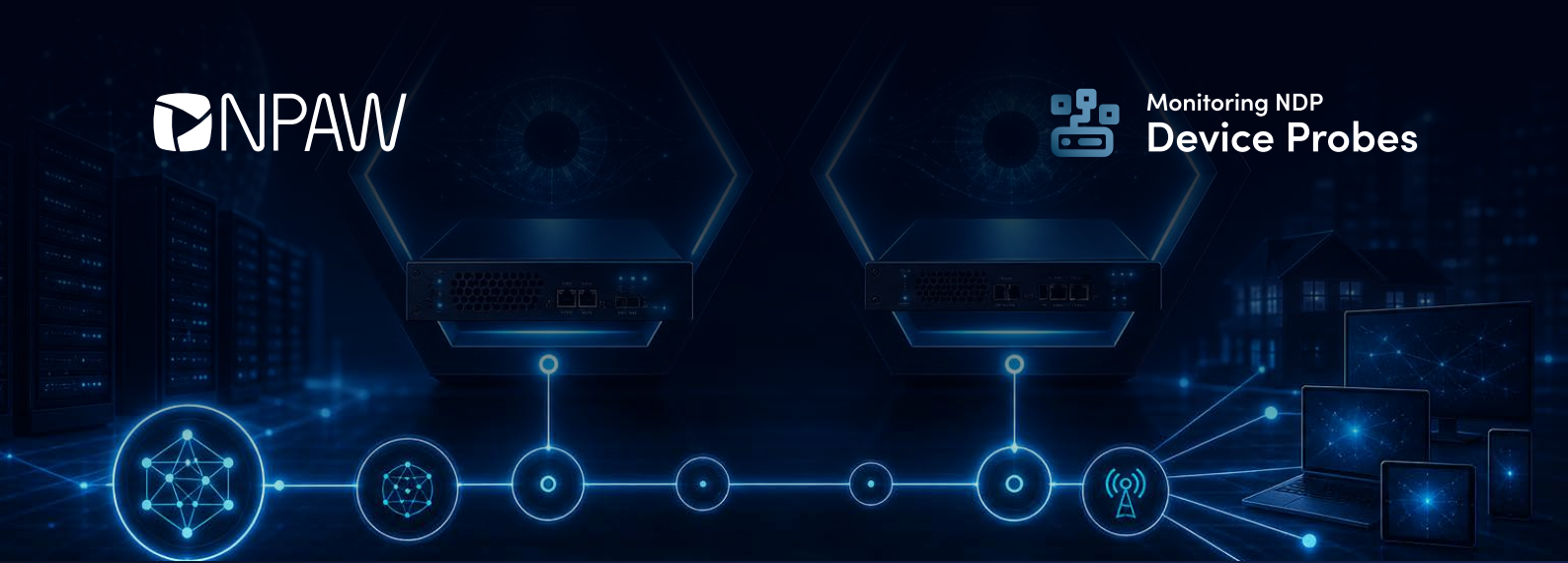




NETWORK INTELLIGENCE

Your AI Is Only as Good as Its Ground Truth

The industry is racing to put AI on top of video operations, but models trained on partial, player-reported data inherit its blind spots. NPAW's answer is hardware-grade honesty: dedicated probes that measure what the network actually delivers, from the core to the last mile.

NPAW INSIGHTS · IBC 2026 PREVIEW · 4 MIN READ

There is an uncomfortable truth beneath the industry's AI enthusiasm: most video monitoring data is self-reported. It comes from players, on devices, on networks you do not control. When a device fails silently, when an ISP throttles traffic, when a problem lives in the murky handoff between CDN and home network, the data simply is not there. An AI trained on that view is confidently wrong exactly where you need it to be right.

NPAW's Ground-Truth Probes attack the problem at its source. They are purpose-built measurement points placed at strategic locations in the delivery path, continuously recording real conditions, not estimates, not samples, not device-side approximations. They give the AI layer an objective, always-on reference for what "good" looks like, and exactly where reality diverges from it.

Two probes, one complete picture

The family has two members with complementary jobs. NDP, the Data Probe, is deployed inside the network,

capturing objective performance and delivery metrics at the points that matter most, independent of any single viewer's device. It is the continuous, unbiased source of truth for network and stream health.

NWP, the Witness Probe, sits at the edge and emulates the real viewer experience, "witnessing" playback the way an actual subscriber would: joining the stream, adapting bitrates, decoding video. It validates that the experience is genuinely good where people watch, not merely healthy in the core.

Together they close the loop: what the network delivers, and what the viewer actually receives. The gap between those two numbers is where most streaming mysteries live.

SLAs you can actually enforce

The commercial implications are as important as the technical ones. Multi-CDN contracts, managed-network agreements and wholesale delivery deals all hinge on quality targets, yet most operators negotiate them with data their counterparty can dispute. Probe data is independent and verifiable: delivery measured against agreed targets with numbers neither side can argue away.

Fault isolation gets faster, too. When quality drops, probe geometry tells you whether the problem lives in the core, the distribution path or the last mile, before the ticket flood starts, and without dispatching an engineer to guess.

Feeding the intelligence layer

Ground-Truth Probes are not a standalone silo. Their telemetry feeds NPAW's E2E Monitoring and the wider AI layer, giving diagnostics and predictions a clean, high-fidelity signal to reason over. Degradations in regions, nodes or peering paths surface proactively — often before a single viewer notices. For operators, ISPs, broadcasters and large platforms running complex, multi-party networks, that is the difference between quality you hope for and quality you can prove.

“ If your AI only sees what players report, it inherits every blind spot in your delivery chain. Ground truth is what turns video AI from plausible to reliable.

NPAW Product Team

AT A GLANCE

NDP

In-network data probe, objective delivery metrics

NWP

Edge witness probe emulates real viewers

USE CASES

SLA enforcement, fault isolation, proactive coverage

FEEDS

E2E Monitoring + NPAW AI layer

FOR

Operators, ISPs, broadcasters, large platforms

DATA

Independent, verifiable, continuous

24/7

continuous, always-on measurement, independent of viewer devices

2

complementary probe families: NDP in the network, NWP at the edge

Core . Edge

coverage across the full delivery path, including the last mile

Ask NPAW where a single probe would give you the fastest visibility win on your network, we'll map it with you.
IBC 2026, Hall 5, Stand F44.

press@npaw.com