



VIDEO INTELLIGENCE

From Dashboards to Decisions

For fifteen years, video analytics answered “what happened?” beautifully, and left the hard part, “what do we do about it?”, to overworked humans. NPAW is rebuilding its Suite around one AI brain that closes that gap, without discarding anything operators already trust.

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The video industry does not lack data. Any mature streaming operation today can tell you its startup times by device, its buffering by ISP, its engagement by title, its churn by cohort. What it lacks is time: someone has to read all those charts, connect them across silos, and decide what to do, fast enough for the decision to still matter.

That gap between knowing and acting is where NPAW is aiming its next act. The company that built one of the industry’s most widely deployed QoE analytics platforms, trusted by more than 200 video services worldwide, is adding an AI intelligence layer across the entire Suite. Not a new product to buy and learn; an evolution of the one already running.

One brain across quality, audience and revenue

The AI layer works the full width of the video business. On quality, it correlates signals and surfaces root causes and emerging risks, instead of leaving engineers to connect the dots across dashboards. On audience and engagement, it detects and explains patterns and anomalies, so teams understand why behaviour shifted, not merely that it did.

Most consequentially for the boardroom, it ties technical insight to commercial outcomes: churn risk, engagement, monetisation. The wall between operations data and business decisions, the one every streaming company complains about, starts to come down when both sides reason over the same intelligent source of truth.

Evolution, not migration

The strategic bet is continuity. Operators have years of instrumentation, integrations, workflows and institutional knowledge invested in their analytics stack; asking them to forklift it out for an “AI-native” replacement is a nonstarter. The Suite’s AI layer arrives on top of the existing deployment, same data, same workflows, intelligence added. The value of every session already collected compounds as the models improve.

It also anchors NPAW’s broader repositioning as The AI Video Intelligence Company: the Suite as the brain, fed by ground-truth probes across the network, wrapped in E2E visibility, operationalised by the Sentinel 3 co-pilot, and paired with delivery engines, Orion and Valeria, that act on what the intelligence sees.

Why it matters now

Streaming margins are under pressure from content costs, delivery costs and churn all at once. The operators winning the next cycle will not be the ones with more dashboards, they will be the ones whose data acts.

For existing NPAW customers, the path is deliberately short: switch on the AI layer and see the first recommendations generated from your own data, on the platform your teams already use every day.

“ *The next step in video intelligence isn’t another dashboard. It’s a platform that reasons over your data and hands your teams decisions, while keeping everything you already trust intact.*

Ferran Gutiérrez Vilaró, CEO & co-founder, NPAW

AT A GLANCE

QOE

AI root causes + emerging-risk detection

AUDIENCE

Explained patterns and anomalies

BUSINESS

Churn risk, engagement, monetisation signals

DEPLOYMENT

Evolution of your existing NPAW Suite

ECOSYSTEM

Feeds and is fed by E2E, probes, Sentinel 3

GET STARTED

AI layer activation on your own account data

200+

video services worldwide run on NPAW analytics

3

domains, one AI brain: quality, audience, revenue

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migrations required, the AI layer lands on your existing Suite

Already on NPAW? Ask for the AI layer on your account, and see the first recommendations from your own data.
IBC 2026, Hall 5, Stand F44.

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