setplex

analytix

Monitoring & Analytics Tool

Monitoring & Analytics Tool

Analytix is a powerful custom analytics product that tracks user behavior and engagement, providing real-time insights for data-driven decision-making.

- to learn the past
- to know the present
- to be ready for the future

❯ Real-Time Analytics Data

Leverage multiple metrics for informed decision-making to enhance content delivery and user experience. This enables you to address the following critical questions:

- **Who?** e.g. subscriber technical info, profile info, and languages

- **What?** e.g. content type, title, categories, program, subtitles and audio, recommendations, and watching history

- **When?** e.g. event start and end time, and watch duration

- **Where?** e.g. city, country, network info, and ISP

- **Actions** - e.g. search, adding to favorites, content open from, pause, and sessions start/stop

- **Device and App** - e.g. platform, type, model, Mac, serial number (SN), operating system (OS) and app version, and app name

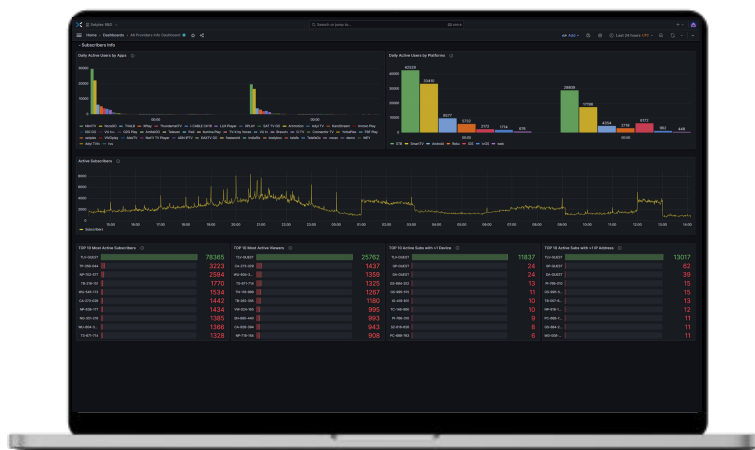- **Streaming Data** - e.g. CDN info and stream parameters

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❯ Customizable Dashboard

Tailor the analytics display based on your business needs. Aggregate all data in one place and get insights on your service right away.

❯ Ad-hoc Queries and Reports

Generate custom queries and reports on-demand, without relying on pre-defined and scheduled reports. Explore data in real time and generate insights when necessary.

❯ Flexible Architecture

Data is collected from all client platforms (Android, Android TV, Roku, tvOS, iOS, Smart TV, and Web). It is then ingested, transformed, and enriched with data from other sources via the Setplex Data Proxy Service, before being stored in an OLAP DB for analysis. This empowers operators with both technical and business insights.
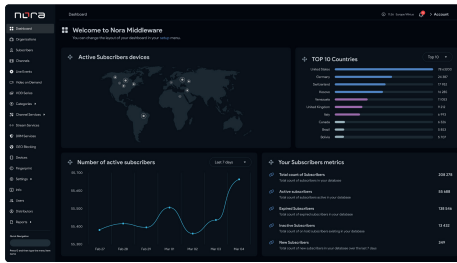
Setplex Data Proxy Service enables:
- The transfer of data to any Data Warehouse (DWH)
- The enrichment or transformation of data to meet any needs
- The balancing and redirection of data streams.

❯ The Base for the Recommendation Engine and Other Services

Analytics data is the foundation for personalized content recommendations, offering related content-based watching habits to enhance user experience and engagement.

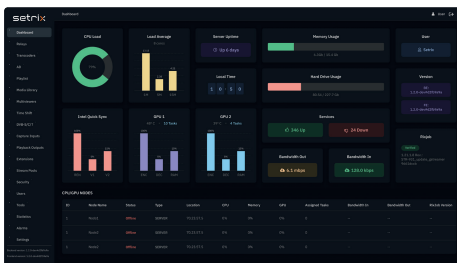**setplex**

Simple, Powerful & Scalable OTT Solutions

nora
MIDDLEWARE

- Flexible Monetization
- SVOD, AVOD, TVOD, PPV, FAST, Hybrid
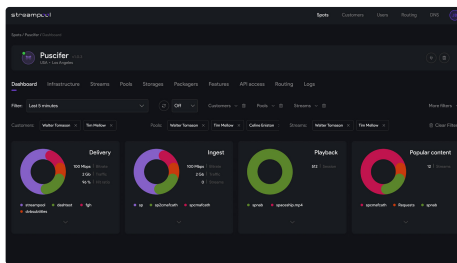- Content Managment
- Subscription Management

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setrix
TRANSCODER

- Transcoding/Encoding
- Multi-DRM
- Ad Markers
- HLS, DASH, CMAF
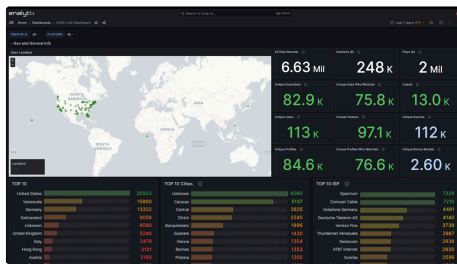
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streampool
CDN

- Adaptive Content Delivery
- Load Balancing
- Catchups, Timeshifts, Events
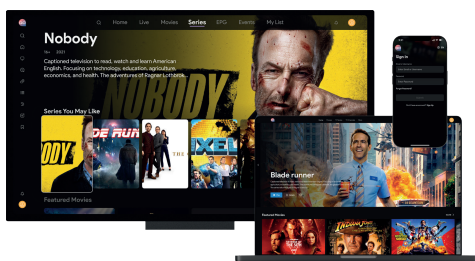- Content Protection

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ANALYTICS

- Real-Time Analytics
- Monitoring Tools & Alerts
- QoS/QoE
- Dashboards & Reporting

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MULTI-SCREEN APPS

- All Major App Stores
- Personalization
- Global Search
- Consistent UI/UX

Download Spec Sheet

To find out more about our OTT solutions, or to book a demo, please get in touch at **sales@setplex.com** or visit **www.setplex.com**