

SmartTrends

Industry Performance Indicator

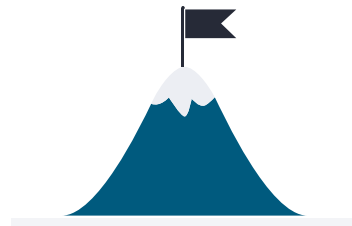
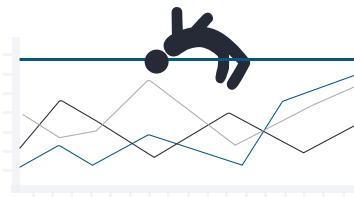
SmartTrends improves how progress is measured against industry standards. As a manager, it may be exhausting to go blind through an environment without knowledge of what others are doing in a fast-evolving and challenging industry. **SmartTrends** helps customers focus on what's working and improve on what's not, helping them prioritize in-house development opportunities and set realistic goals.

By providing regional and industry benchmarks for comparison, users possess holistic insights into their service and how various metrics stack up against other comparable online video services.

With **SmartTrends**, industry transparency is delivered via NPAW's extensive data archive. It provides users access to real-time data sourced from the NPAW aggregated archives, sourced from 200 countries and 99% of devices on the market.

SmartTrends is the perfect tool for C-level positions in the industry to identify quality trends for a specific market, optimize customers' strategy and ensure successful new releases supporting market expansion plans and penetration growth.

SmartTrends delivers the tools necessary to judge content efficiency, effectiveness, and performance within the larger industry or regional ecosystem



Identify quality trends for a specific market to ensure premium QoE to support market expansion plans and penetration



Identify top 10 devices, connection type, ISP, browser, OS, device type worldwide to optimize your strategy and support geographic expansion plans



Identify market trends for specific markets and prioritize countries for content launching purposes



Some of our customers