



# PRESS RELEASE

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## Trials show improved QoE over POINT enabled network

6<sup>th</sup> December 2017

Partners from the EU H2020 funded POINT project have announced the successful completion of closed trials of their platform. Project partners CTVC and PrimeTel ran the closed trials with 40 participants over two weeks in November 2017 at PrimeTel's offices in Limassol, Cyprus. The closed trials were split into two phases and aimed to understand if users could perceive differences in Quality of Experience (QoE) between a traditional IP internet network, and one where the central network had been replaced by the POINT prototype - which was specifically extended by project partners from AUEB, InterDigital, University of Essex and Intracom, in order to run over PrimeTel's network. In the first phase participants were asked to watch online video through HTTP Live Streaming (HLS), firstly over a traditional IP internet connection and then over the POINT network. After completing questionnaires about the experience, they were asked to watch and switch between four live television channels on a IP Multicast IPTV platform – again, firstly over a traditional IP connection and then over POINT.

A range of “exceptional circumstances” were introduced to both IP and POINT networks, to reflect real-life events which users might experience while watching online video and TV. For the content streams running over traditional IP, this meant that users saw a reduction in the quality of the video stream, such as pixellation and buffering, which frustrated them and reduced their enjoyment of the content. However when the same exceptional circumstances were introduced to the POINT network, most users did not experience any pixellation or buffering. Importantly, when interviewed after the trials, all users reported that they felt their consumption of content was better when it was being served over the POINT network than the traditional IP network.

In the second phase of the trials, researchers wanted to get a better understanding of how users subconsciously perceive changes in QoE. This time, 6 participants – who had not taken part in the first phase of closed trials – were asked to wear an Emotiv EPOC EEG (Electroencephalography) headset to monitor their brainwave patterns, and a smart-watch to measure variations in their heart rate. The participants took part in a relaxation exercise in order to gather some base measurements, and were then asked to carry out the online video through HLS part of phase 1 of the trial - streamed firstly over a traditional IP internet network, and then over POINT. Again, in their opinion, users had a better experience when they were using the service over POINT. Further analysis of the EEG data will reveal more detailed user frustration levels while using both IP and POINT networks.

Stuart Porter, Head of Digital at CTVC in London, who led the trials with PrimeTel, said “These trials have resulted in some really exciting data which will be analysed over the coming weeks. Early indications strongly suggest that POINT can alleviate many of the everyday problems which we all experience when we try to watch online video or television. We are now excited to see the results from our upcoming open trials which will run in Cyprus throughout December.”

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POINT is a research project funded by the European Union's Horizon 2020 research and innovation programme under grant agreement No 643990. The goal of POINT (iP Over ICN– the betTer IP) is to develop technology, innovations, and business value chains for commercially viable IP-over-ICN deployment, based on the hypothesis that many current IP-based applications can run 'better' on an ICN-based network than on current IP networks.

For more information, visit our website [www.point-h2020.eu](http://www.point-h2020.eu) or contact Stuart Porter [stuart.porter@ctvc.co.uk](mailto:stuart.porter@ctvc.co.uk).



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