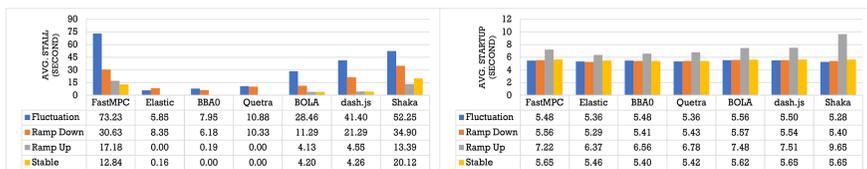


End-to-end Quality of Experience Evaluation for HTTP Adaptive Streaming

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INTRODUCTION

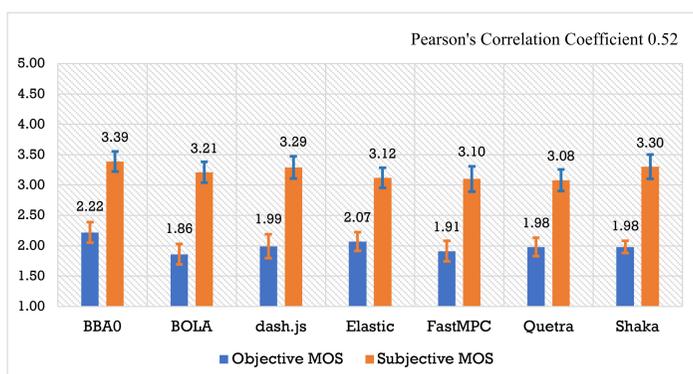
- HTTP Adaptive Streaming (HAS) is today's prevailing technique to deliver the highest possible audio and video content quality to the users. An end-to-end evaluation of QoE in HAS covers the precise measurement of the metrics that affect the perceived quality, e.g., startup delay, stall events, and delivered media quality.
- HAS can be divided into Content Provisioning, Content Delivery, Content Consumption, and End-to-end Aspects. The End-to-end Aspects cover the other three categories from a higher point of view, which means less granular detail of other categories will be included, with integration and complete system functionality, being the main consideration.
- In this study, we will investigate the significant metrics, best practices and evaluations methods, and available techniques with an aim to:
 - Design and develop practical and scalable measurement tools and prototypes.
 - Provide a better understanding of current technologies and techniques (e.g., Adaptive Bitrate algorithms).
 - Conduct in-depth research on the significant metrics in a way that improvements of QoE with scalability in mind would be feasible.
 - Provide a comprehensive QoE model which outperforms state-of-the-art models.



Measurements of Significant Metrics for a Set of Well-known ABR Algorithms. B. Taraghi et al. Understanding Quality of Experience of Heuristic-Based HTTP Adaptive Bitrate Algorithms.

RESEARCH QUESTIONS

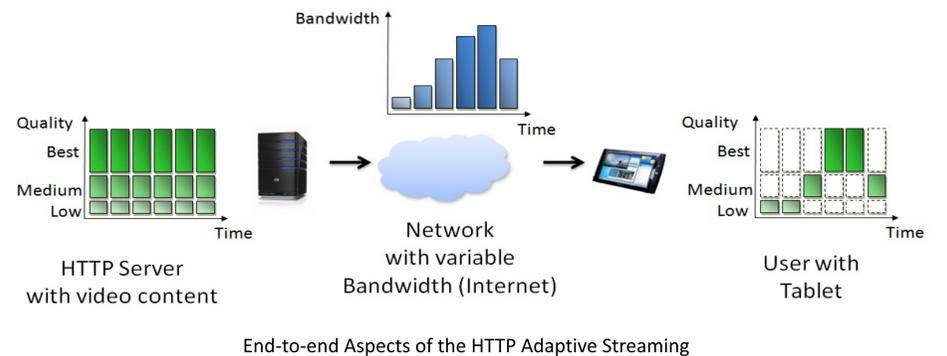
- How to define, implement, and deploy end-to-end QoE for HAS deployments at scale?
We will investigate the possibilities of how to assess a video streaming session to understand its characteristics and implement improvements on the end-to-end aspects toward a better perceived QoE. Scalability plays an important role in perceived QoE in video streaming, which means the number of concurrent viewers or clients could significantly impact each session's QoE.
- How to develop a QoE-driven, context-aware, and collaborative HAS environment?
As a hypothesis, we believe that the results of the QoE assessment of video streaming sessions can give useful insights into the perceived QoE by actual end-users for each category of video content, e.g., animation, action, game events. Keeping this hypothesis in mind, we will investigate how to improve the perceived QoE for each content type.
- How to utilize various information from end-to-end aspects to enhance HAS deployments?
For instance, the HAS's content delivery aspect refers to the network links between the network nodes e.g., the connection between the client machine and the content server. The properties of such links can differ in different conditions and strongly relate to the user's level of annoyance or delightfulness.



Average QoE Score of ABRs in Fluctuation Network Profile.

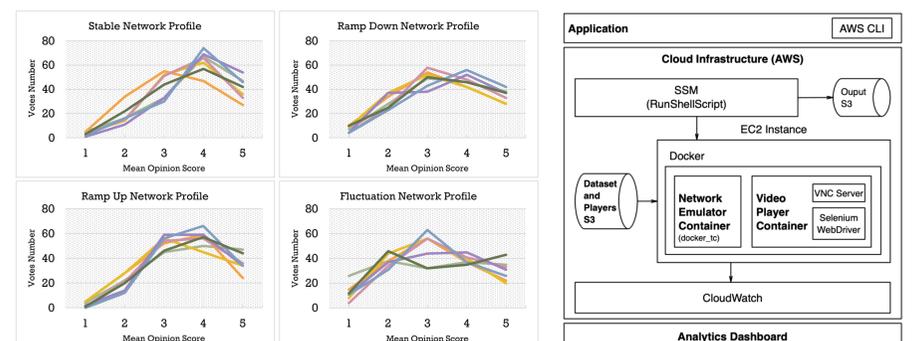
ACKNOWLEDGMENTS

This study is supervised by Assoc. Prof. DI Dr. Christian Timmerer and Assoc. Prof. DI Dr. Mathias Lux from Alpen-Adria-Universität Klagenfurt, Austria. The financial support of the Austrian Federal Ministry for Digital and Economic Affairs, the National Foundation for Research, Technology and Development, and the Christian Doppler Research Association, is gratefully acknowledged. Christian Doppler Laboratory ATHENA: <https://athena.itec.aau.at/>.

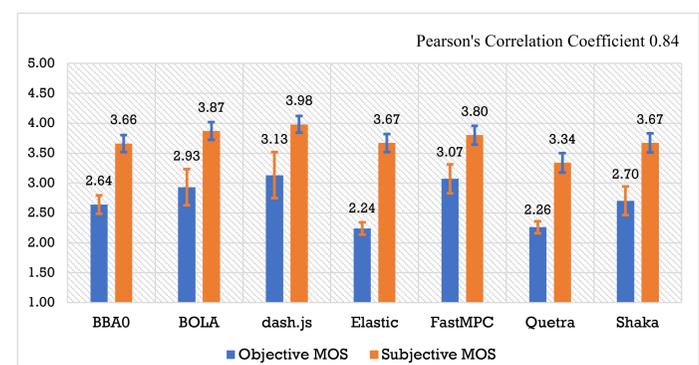


RESEARCH METHODOLOGY

- An Iterative and Incremental Development (IID) approach to (i) design, (ii) develop, and (iii) evaluate proposed solutions, by which means the progress toward the defined goals would be added incrementally in each round of iterations over the mentioned phases and also evaluated iteratively.
- An experimental approach, where all novel tools and methods will be evaluated and validated using controlled experiments through objective or subjective evaluations.



Left: Distribution of Subjective MOS for ABRs. Right: CAAdViSE System Architecture.



Average QoE Score of ABRs in Stable Network Profile.

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