

## Turkcell selects Witbe to monitor the Quality of Experience of its video services

**Paris, France – July 18th, 2019 – Witbe™**, the leader in Quality of Experience Monitoring, has been selected by Turkcell, a digital operator headquartered in Turkey, to automate the analysis and testing of their main end-user digital services such as BiP, TV+, Fizy and many others. Witbe will also cover the automation testing of Turkcell set-top-boxes and third-party set-top-boxes. Witbe Robots will support Turkcell to provide the best video quality and user experience to its customers.

Turkcell wants to provide the best-in-class experience to their customers. Therefore, they sought out cutting edge technology to make sure that new app releases and changes in the encoding backend or in the set-top-box software do not introduce any kind of error on the videos they play back on their set-top-boxes and/or mobile devices. Turkcell has decided to work with Witbe to cope with this challenge, choosing Witbe Video & Media Robots and proprietary algorithms Witbe VQ-MOS and Witbe VQ-ID, representing precisely how the human eye perceives the quality of a video. Witbe Robots will ensure that any video quality disruptions will be detected before the deployment of any changes and will speed up the analysis and diagnostics of sporadic field issues.

**Elif Yenihan Kaya, Access Network Capabilities Director at Turkcell**, said: *"It is fundamental for us to deliver the best end-user experience for Turkcell customers. We will keep working with Witbe for continuously improving the Quality of Experience."*

**Mathieu Planche, Chief Executive Officer at Witbe**, further commented: *"We are very proud that we were selected by Turkcell. We are helping them to deliver an impeccable Quality of Experience to their customers. It is also an honor for us to add Turkcell to our European customer base, supporting our ongoing growth in the Turkish market. This is also why Witbe is back again at IBC this year, to meet our clients and prospects in Europe. Our team will be welcoming you **in hall 5 on booth A69**, ready to give you a demo of our competitive advantages."*

### About Turkcell

Turkcell is a digital operator headquartered in Turkey, serving its customers with its unique portfolio of digital services along with voice, messaging, data and IPTV services on its mobile and fixed networks. Turkcell Group companies operate in 5 countries – Turkey, Ukraine, Belarus, Northern Cyprus, Germany. Turkcell launched LTE services in its home country on April 1st, 2016, employing LTE-Advanced and 3 carrier aggregation technologies in 81 cities. Turkcell offers up to 10 Gbps fiber internet speed with its FTTH services. Turkcell Group reported TRY5.7 billion revenue in Q119 with total assets of TRY46.1 billion as of March 31, 2019. It has been listed on the NYSE and the BIST since July 2000, and is the only NYSE-listed company in Turkey. Read more at [www.turkcell.com.tr](http://www.turkcell.com.tr)

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## About Witbe

Leading innovation in the Quality of Experience (QoE) industry, Witbe offers an award-winning approach to monitor the Quality of Experience actually being delivered to the end-users of any interactive service, on any device, and over any type of network. Combining hardware and software, Witbe's state-of-the-art technologies have already been adopted by over 300 clients in 45 countries. Telecom operators, broadcasters, application developers: all rely on Witbe to improve the experience they offer to their customers. Founded in 2000, Witbe has offices in Paris, New York, Denver, Montreal, London, and Singapore.

Witbe is a company listed on Euronext Growth (ALWIT.PA).

More info on [www.witbe.net](http://www.witbe.net)

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