
EXPERIENCE THE BEST

THX STREAMING CERTIFICATION

THX stemmed from the need for quality control in diverse cinema environments to ensure that content was exhibited true to the artist's intent. With so much variability from content creation to playback, there are multiple potential breakdown points within the relatively new IP adaptive streaming ecosystem: any errors in the video delivery chain can degrade or ruin consumer experience. It can be difficult for consumers to understand these issues. THX Streaming Certification builds on our legacy in the cinema to drive a high standard for audio and video streaming quality.

GOALS

- + Improve the overall quality of experience for consumers.
- + Educate consumers on which providers have taken the necessary steps to ensure a high quality experience.
- + Raise the quality of consumed media.

BENEFITS

- + Engineering support in encoding and delivery methods for modern streaming methods that will ensure high quality. This is a much different approach than how linear (traditional) broadcast addresses specific challenges of streaming delivery.
- + Improves infrastructure of existing streaming providers and optimizes for highest quality delivery.
- + Offers the validation and marketing value of a best-in-class service.
- + Improve **quality of experience** for consumers.

WHY GET INVOLVED?

- + THX Certification provides an independent, third party validation of your streaming service that consumers will trust.
- + More consumers will be attracted to your service when they are confident that it will deliver the highest quality.

HOW DO I GET IT?

- + Contact THX Streaming Program lead, Justin Forth | justin@thx.com
- + Pricing for the program is variable based on the state of your video delivery infrastructure.
- + Annual fee covers 4 certification tests per year, ongoing marketing support, and brand licensing.

