

The Video Intelligence Company

It goes beyond data. It is all about correlating 360° insights for the entire streaming service—client-side, end-to-end, any time, anywhere, for any device, in real time. Plus, it is about naturally aligning all teams—technical, operational, content, marketing and business—to make informed decisions that move the entire company forward towards truly user-centric strategies. Towards specific actions that empower the customer’s streaming service growth, scalability, and monetization.

NPAW is the #1 video intelligence company. The company has been setting global industry standards and raising the bar in online video intelligence since 2008. Every second, NPAW processes enormous amounts of end-to-end data from each connected end-user screen back to the content ingest.

A layer of artificial intelligence combined with unlimited levels of the most flexible and granular analysis, segmentation and prediction—presented in a cutting-edge, customizable interface—, helps content providers focus on agnostic actionable insights that matter. All departments from telco operators, OTTs, and broadcasters can then boost smarter decision-making and monitor the impact of data-driven initiatives. It allows customers to focus and prioritize in a timely manner to build delightful streaming experiences that convert, engage, retain and monetize. This is YOUTBORA, NPAW’s award-winning analytics solution.

Gain strategic insights across all departments to drive efficiency, engagement, and growth



Quality of Experience & Quality of Service



Individual user tracking



User acquisition & engagement



Content strategy & audience insights



Advertising monetization strategy



Application navigation & user journey

Today, the YOUTBORA suite processes 150 billion plays annually across the globe, and is trusted by over 150 media companies, including major telco operators, broadcasters and OTTs, regardless of their size, vertical, or business model.



Key Facts & Figures

INDUSTRY

Big data & video intelligence

FOUNDED

2008, by Wuaki co-founders Sergi Vergés and Ferran G. Vilaró

HEADQUARTERS

Offices in Barcelona and New York, with teams throughout the world

HEADCOUNT

100+ from 20 nationalities

GLOBAL FOOTPRINT

150+ online media customers,
150 billion plays in 195+ countries worldwide

Key Executives



Ferran G. Vilaró

CEO, CTO & CO-FOUNDER

A visionary, strategic thinker, and co-founder of Wuaki.tv (now RakutenTV). Ferran boasts a successful entrepreneurial track record in technology and video start-ups. After co-founding NPAW in 2008—with a focus on video delivery technologies—, he envisioned a niche in the video analytics industry in 2012 that would help any media service set their business apart. Today, NPAW is a well-known, global company trusted by top-tier OTTs, telcos and broadcasters to help them make unified data-driven decisions.



Sergi Vergés

COO & CO-FOUNDER

A leader in the video analytics industry, Sergi has 20+ years experience developing groundbreaking, scalable big-data and BI solutions. His leadership means NPAW customers can make data-driven decisions to drive their business. Sergi also brings a solid track record as an entrepreneur to the table. His success stories include the co-founding of companies like RakutenTV, Wonderlab and NPAW. Previously, Sergi served in several key management positions at Oracle, Mango and Scippo.

Jordi Bartomeu

CHIEF STRATEGY OFFICER

Patricia Gómez

CHIEF FINANCIAL OFFICER

Sergi Laencina

CHIEF INFORMATION & SECURITY OFFICER

Victor Carbonell

CHIEF REVENUE OFFICER

Rubén Senor-Megias

CHIEF SALES OFFICER

Luis López Chousa

VP CUSTOMER SUCCESS

Till Sudworth

CHIEF MARKETING OFFICER

2+ TRILLION

Events processed daily

197

Countries tracked (every single one in the world)

100%

Compatible with every player

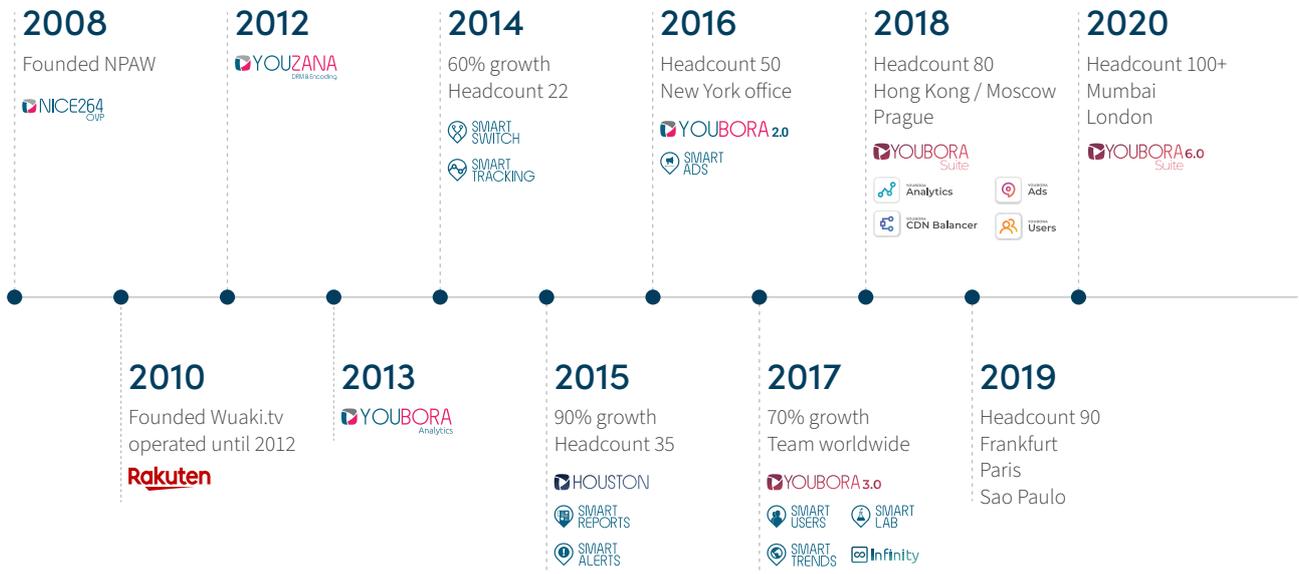
85+

Metric & dimensions filter options

25+

Industry recognitions & awards

NPAW timeline



Awards & Recognitions

2020

STREAMING MEDIA EUROPE READERS' CHOICE
Analytics/Quality of Service Platform - **Winner**

2019

STREAMING MEDIA READERS' CHOICE
Analytics/Quality of Experience Platform - **Winner**

STREAMING MEDIA EUROPE READERS' CHOICE
Analytics Service - **Winner**

CSI AWARDS
Best data and analytics innovation - **Winner**

BEST OF SHOW
AI/Machine Learning - **Winner**

2018

STREAMING MEDIA READERS' CHOICE
Analytics/Quality of Experience Platform - **Finalist**

BAM AWARDS
Monetize - **Winner**

BAM AWARDS
Consume - **Finalist**

STREAMING MEDIA EUROPE READERS' CHOICE
Analytics Service - **Finalist**

STREAMING MEDIA EUROPE READERS' CHOICE
QoE/QoS Solution - **Winner**

TV CONNECT
Best in-class AI use case - **Finalist**

2017

STREAMING MEDIA READERS' CHOICE
Analytics Platform - **Finalist**

STREAMING MEDIA EUROPE READERS' CHOICE
Analytics Service - **Winner**

CSI AWARDS
Best data and analytics innovation - **Finalist**

BEST OF SHOW
Business Intelligence/Video Analytics Platform - **Finalist**

TV CONNECT
Best Audience Intelligence Platform - **Winner**

RED HERRING
Top 100 company in Europe - **Winner**

2016

STREAMING MEDIA READERS' CHOICE
Analytics Platform - **Finalist**

STREAMING MEDIA READERS' CHOICE
QoE/QoS Solution - **Finalist**

CSI AWARDS
Best data and analytics innovation - **Finalist**

STREAMING MEDIA EUROPE READERS' CHOICE
QoE/QoS Solution - **Winner**

BEST OF SHOW
Business Intelligence / Video Analytics Platform - **Winner**

DELOITTE
Technology fast 500 - **Winner**

2015

STREAMING MEDIA EUROPE READERS' CHOICE
DRM/Access Control - **Winner**