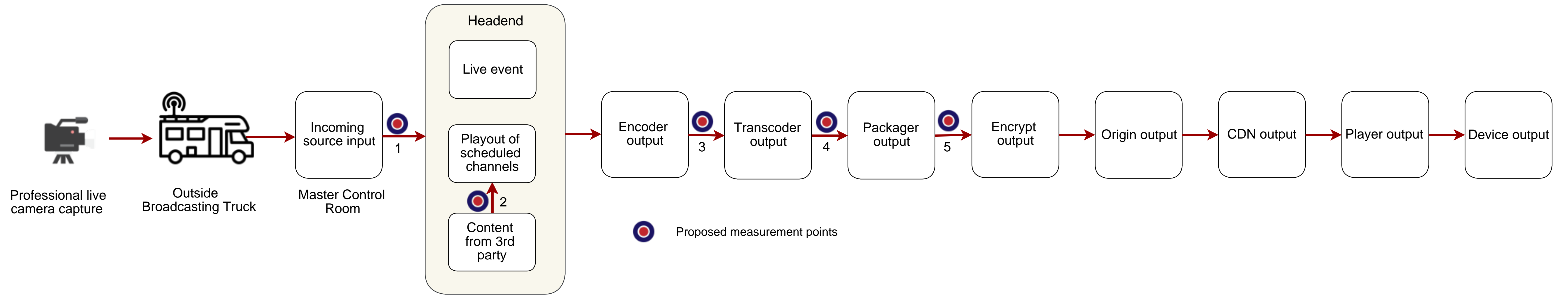# End-to-end workflow for professionally produced content: from the camera lens to the device display screen

No	Measurement point	Business/technical objective	Desired metric
1	Incoming source	As a business, I will like to accurately measure (to a degree of certainty) the absolute quality of the video streams coming from a live camera capture at an event .	
2	Content from 3rd party	As a business, I will like to accurately measure (to a degree of certainty) the absolute quality of UHD,HD and SD video streams coming from a 3rd parties to ensure streams meet contribution video quality standards. This is because suboptimal videos ingested at the headend will deteriorate even more further down the video delivery chain and eventually end up as a customer impacting issue in production .	
3	Encoder output	As a business, I will like to know the absolute delta in video quality between streams coming in and out of the encoder in real time for UHD, HD & SD formats to assure streams meet contribution video quality standards .	
4	Transcoder output	As a business, I will like to benchmark the quality of the transcoded profiles coming out of the transcoder. This will allow us to know whether issues during the transcoding process are degrading the quality of the transcoded profiles any further than expected .	
5	Packager output	As a business, I will like to ensure the packaged video (HLS, HSS, etc) IS AS expected. If not as expected, it should recommend a resolution to the problem .	