

Scaling innovation through engineering collaboration

Qualabs is a **long-term engineering partner specialized in Video Tech**, working closely with Bitmovin’s ecosystem to **help media companies move faster** and build smarter.

Our teams know Bitmovin’s products inside out, from Player, Analytics, and Stream Lab to Live & VOD Encoding, and have hands-on experience developing SDKs, plugins, and custom extensions across platforms.

Through **Qualabs’ Labs**, we combine **technical expertise in playback, analytics, and cloud workflows** with a collaborative mindset that helps Bitmovin’s customers **scale their engineering capacity, accelerate delivery, and unlock new possibilities**.



What we built together

Playback | Bitmovin Player

Turning playback data into insights

Challenge
A major media company required full visibility of playback events across platforms, integrating real-time data from Bitmovin Player into their audience measurement systems.

Results
Enhanced playback analytics, enabling end-to-end audience tracking and demonstrating how Bitmovin’s Player can seamlessly connect to external data ecosystems through well-structured APIs.



Collaboration
We worked closely with both Bitmovin and their end customer to ensure that the collected metrics accurately reflected the intended events and use cases within the player, maintaining consistency across the ecosystem and among all integrated plugins.

Data & Insights | Bitmovin Analytics

Extending analytics reach with THEOplayer

Challenge
Bitmovin Analytics needed to support additional player technologies so that customers using THEOplayer could maintain a unified and reliable view of playback performance and user engagement across platforms.

Results
Broader analytics compatibility and richer insights, extending Bitmovin Analytics beyond native SDKs and strengthening its flexibility across the streaming ecosystem.



Collaboration
We developed a new analytics collector Web THEOplayer (Web), fully aligned with Bitmovin’s data model and API structure. It enables consistent event tracking, play, pause, seek, buffering, and improves observability and interoperability across player environments.

→ Learn more: [Analytics Collectors & Observability](#)

Playback | Bitmovin Stream Lab

Automated Feature Testing Environment

Challenge
The team created a testing tool that allowed interchangeable video players (and even their versions!) to automatically test all features and produce detailed reports.

Results
Improved QA efficiency and consistency across multiple playback technologies. The automation reduced manual testing time, increased coverage, and ensured reliable validation of every new player release.



Collaboration
This framework was integrated into GitHub Actions and can be used as a step within CI/CD workflows, enabling teams to continuously test and validate their features across multiple players. It automates functional and comparative testing, generating performance insights that accelerate validation cycles and ensure consistent playback quality release after release.

→ [Learn more about this case](#)

Why Qualabs

Specializing in Video Technology, Media & Entertainment, Qualabs builds high-performance engineering solutions for global leaders in streaming and media.

We partner with companies across the US and Europe, covering the entire software stack, delivering scalable platforms and resilient workflows and deep technical expertise.

Our teams combine technical excellence with a strong service mindset, integrating seamlessly into our partners’ organizations to accelerate delivery, ensure operational reliability, and enable continuous innovation across the streaming ecosystem.

Benefits for YOU!

CONTINUITY
& RESILIENCE


Structured onboarding, shared context, smoother handovers

FASTER
RAMP-UP
3X

Thanks to onboarding frameworks and shared knowledge

MANAGEMENT
TIME
UP TO 78% ↓

One team, fully aligned with you