



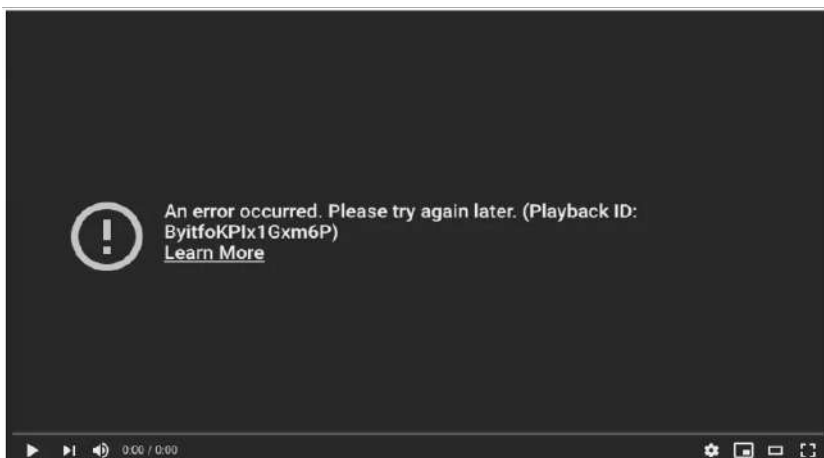
YouTube goes down: MedUX impact assessment

Youtube went down between midnight and 2AM UTC on Thursday, November 12th, 2020, which severely impacted streaming customer experience.

MedUX technology detected the YouTube outage, which has left millions of users worldwide without access to the video streaming platform, including YouTube TV, YouTube Music & YouTube Kids as well.

Many of today's digital applications come from OTT service providers, but if the services do not perform to the required level of quality, then it is usually the network and the Telecommunication operators delivering the application that are blamed.

In some cases YouTube displayed an error message, stating that "An error occurred. Please try again later. (Playback ID: [alphanumeric string]) Learn more)." As of now it's not clear yet what the root cause of the issue was but we have determined the customer experience impact.



About MedUX

MedUX is a leading Telecommunications Customer Experience and Quality measurement for fixed, mobile and TV services, providing cutting-edge tools and innovative solutions for telecom operators, governments and companies. MedUX has a hybrid Technology, Software and Information as a Service model and now serves top Telecom Operators such as America Movil, Vodafone, Millicom and AT&T, in over 15 countries.

Our solutions enable our customers to stand out from their competitors, have real-time visibility into the true customer experience and in-home performance, reduce costs and the time to insight and enhance their value propositions, thereby increasing customer satisfaction, anticipating their problems and avoiding complaints.

Improving Customer Experience in the 5G era!

For more information or to arrange an interview, please contact our representatives:

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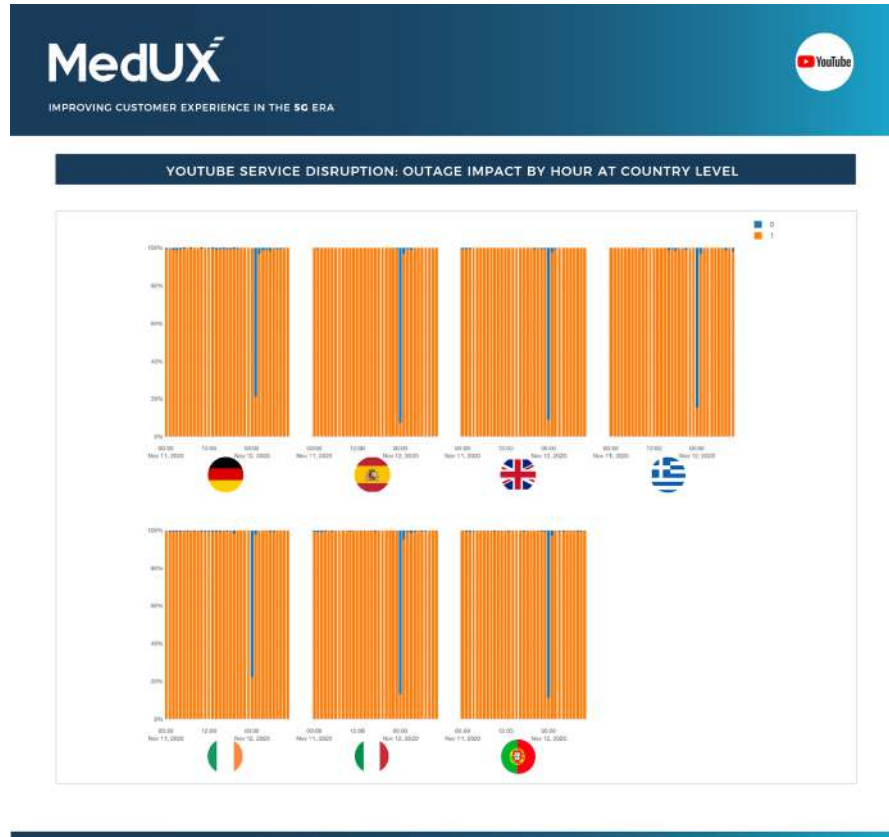
MedUX presents an overview of our analysis and impact assessment of the service disruption from the end-user perspective, which significantly impacted customer experience, very specially in the Americas region. The service disruption occurred during the start of prime viewing time (peak hours) in several American countries, and has generated a lot of complaints on social media.

As we have been reporting in our Insights series on the impact of COVID-19 (e.g. [UK](#), [IT](#), [DE](#) and [ES](#)), the current environment has raised broadband Quality of Experience (QoE) to a new level of importance. An increase in service outages has been observed, as published by the [Daily Telegraph](#). Millions of customers have struggled with broadband issues, such as “a 62% rise in outages from the week of April 13 compared to the week of April 20”.

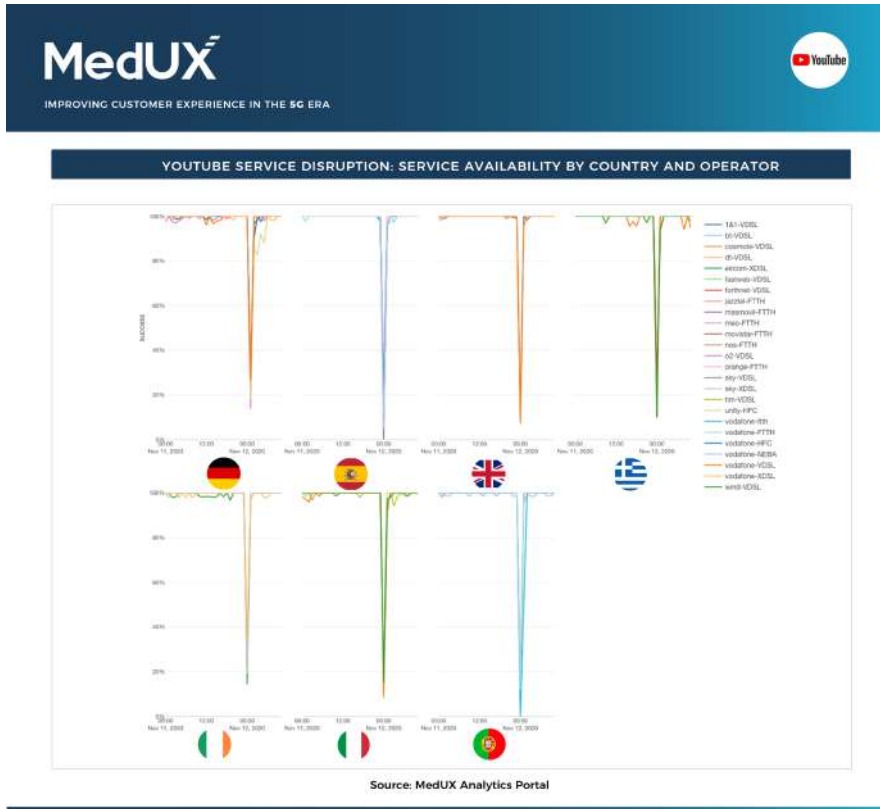
Regarding the YouTube outage, MedUX observed a service degradation between 12AM and 2AM (UTC) on the 12th of November, very specially during the first hour of this interval. This service degradation affected YouTube’s availability and customer experience. YouTube availability was at its lowest level at midnight. User experience on this platform was highly affected as it prevented videos from loading for at least one hour.

YouTube acknowledged the issue, noting that it was working on a fix, as customers were “experiencing issues with playback across all YouTube services”, meaning having trouble watching videos or listening to music on YouTube, YouTube TV, YouTube Music & YouTube Kids starting on November 11 at 4:08 PM PST (12:08 AM UTC).

The following graphs show the interruption of YouTube service in several European countries, including Spain, United Kingdom, Greece, Ireland, Germany, Italy and Portugal. MedUX information indicates that the interruption affected all the countries at the same time, being Ireland the least affected for unknown reasons yet.



As seen in Figure 2, the service disruption, which lasted a bit longer than an hour, affected users of the main Internet Service Operators (ISPs) in the 7 countries reported above. Any other service and network availability was not affected, clearly showing that the ISPs were not to blame. The aim of MedUX technology is to help ISPs analyse and be aware of this type of incidents, prevent them from happening when possible and improve the network experience of broadband services from the end-user perspective.



Our monitoring platforms in the Americas detected the very same issue during the peak hours in the evening. Considering that our ecosystem is dedicated to our clients in the region, in countries such as Mexico, Colombia and Costa Rica, we could just confirm the same patterns and insights from our experts in local offices.

We have observed that the root cause for YouTube service disruption was that users could not access the contents and play a video on YouTube, even though the website and the player were available. After resolving the URL and in some cases loading the player, the player was continuously trying to load the resource (a YouTube spinning or loading wheel) or showing an error message. For the time being there is no official explanation from either YouTube or Google regarding the cause of the outage, and we have not concluded our post-mortem analysis.



Has the issue any relation with the reliability of Google cloud infrastructure and CDNs? Some experts are skeptical about the consequences of excessive reliance on one company for backend services such as Google (or Amazon, or Microsoft).

These events show how unpredictable these failures can be, in both fixed and mobile services, and how much they can affect the end-user's experience and satisfaction. In fact, #YouTubedown was Trending Topic on Twitter due to the numerous complaints about the impossibility to enjoy the video platform. Even [YouTube informed their users](#) about both the service disruption and its recovery on that social network.

TeamYouTube @TeamYouTube

...And we're back – we're so sorry for the interruption.
This is fixed across all devices & YouTube services,
thanks for being patient with us ❤️

[Traducir Tweet](#)

TeamYouTube @TeamYouTube · 12 nov.
If you're having trouble watching videos on YouTube right now, you're not alone – our team is aware of the issue and working on a fix. We'll follow up here with any updates.

3:13 a. m. · 12 nov. 2020 · Twitter Web App

1,6 mil Retweets **624** Tweets citados **16 mil** Me gusta

MedUX is the leading Customer Experience monitoring and measurement solution for telecommunication services, governments, and OTT providers by making use of AI Powered Real-Time Advanced Analytics. Our ecosystem helps understand a wide range of incidents affecting the customer experience, from Quality of Service (QoS) problems and network incidents, to degradation of services such as social networks, messaging platforms, Internet browsing or video streaming, as it happened last year with the massive [Facebook, Instagram and Whatsapp outage](#).

Over 5,000 MedUX HOME devices deployed in 7 European countries allow us to measure the quality and experience of fixed broadband networks in real-time. MedUX monitors the quality of broadband and most used services such as OTT (Over The Top) applications from the end-user perspective. In addition, the analytical capabilities of MedUX ecosystem enables network and service issues diagnosis and trouble-shooting.



By collecting fixed and mobile broadband information from the end-user's perspective, MedUX helps ISPs better understand their customers and monitor the network experience and the Quality of the Service. MedUX gathers 24/7 information and statistics about perceived end-user's experience, which is eventually affected by the frequency, duration and severity of network events. In this sense, user reports and complaints alone, or simple high-level monitorization, are not enough to resolve and prevent customer experience issues.

These insights help our clients reduce the time to insight by obtaining meaningful information on end-to-end network performance and on impacted customer services. Furthermore, our clients can reduce the time to resolution by collecting detailed end-to-end performance statistics in real-time and consequently responding to customer issues in a timely manner.

Our controlled and dedicated technology offers extended root cause analysis and powerful investigation capabilities for network events, linked to the service/application layer as well as to other network layers. During our intensive QoE test protocol, we collect valuable information about performance limiting factors that helps detect, isolate and determine the root causes. It includes basic path quality information such as throughput, latencies and packet loss, as well as other service level information associated with web browsing, streaming and cloud storage, among others. Examples of these performance limitations available to most monitored services or applications relate to connection timeouts, DNS resolution, destination host connectivity, network connectivity or server errors.

For further details about the technologies that better meet current users' [residential broadband requirements](#), customers' needs and how MedUX can help with all these challenges to provide the [best Quality of Experience](#) you can take a look at our [latest Blog articles](#).

Stay tuned to our next posts and insights and get in touch with us at info@medux.com if you need further information. Our team will be glad to discuss our new features to prevent Customer Experience issues in this innovative and hyper-connected era. Find out how we do help operators globally to deliver on new technology promises while testing and having visibility into services from the user perspective.

[Don't forget to follow us on social networks and subscribe to MedUX Blog and newsletter!](#)

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