

Streaming Analytics Vendor Scorecard 2026

Mux Data · Conviva · Bitmovin Analytics · NPAW · Datazoom — twelve decision criteria, one page.

Companion sheet to the article. Numbers are 2026 industry-benchmark ranges; replace with your negotiated quotes before circulating.

Decision criterion	Mux Data	Conviva	Bitmovin	NPAW	Datazoom
Annual price @ 60M plays/mo	\$200–300K (enterprise)	\$400–800K	\$180–300K	\$300–500K	\$60–120K + dashboard
Time to first dashboard	Hours	Weeks	Days	Days	Days (data only)
Player SDK breadth	Very wide (AVPlayer, ExoPlayer, Roku, hls.js, Shaka, dash.js, Video.js, THEO, JW, Bitmovin)	Very wide (own Sensor SDK)	Bitmovin-focused, partial others	Wide (Youbora SDK)	Wide (single Base Collector)
Depth at tier-1 scale	Medium	Very deep (Time-State)	Deep on ABR/SSAI	Deep (no granularity compression)	n/a — data only
SSAI / CSAI insight	Clean ad-stall breakdown	Deep ad-ops view	Deepest (own player)	Deep ad analytics module	Depends on dashboard
Multi-CDN intelligence	Tracks	Benchmarks across CDNs	Tracks	CDN Balancer module included	Pass-through to destination
AI surface (2026)	Charts + alerts	Nexa NL + AI Alerts + Pulse	Stream Lab + Observability MCP	NaLa AI Assistant	n/a
No-code custom metrics	Limited	Strong no-code builder	Limited	Very strong	n/a
Real-time alerting	Yes	Yes (anomaly + AI)	Yes (AI-enhanced)	Yes (AI-driven)	Forwards to others
Data export and API	CSV, Kinesis, Pub/Sub, REST	Strong (Enterprise tier)	Strong (impressions tier)	Strong (multi-destination)	Entire product
Vendor lock-in	Medium	High	High	High	Anti-lock-in by design
Best EMEA / non-US fit	Good	Good	Good (Austrian roots)	Strongest	Good

Decision rule of thumb

Datazoom first if data ownership is non-negotiable. Bitmovin if you run the Bitmovin Player. Conviva or NPAW at tier-1 scale. Mux Data for developer-led mid-market.