

2023

State of Digital Quality in Media & Telco

APPLAUSE^o

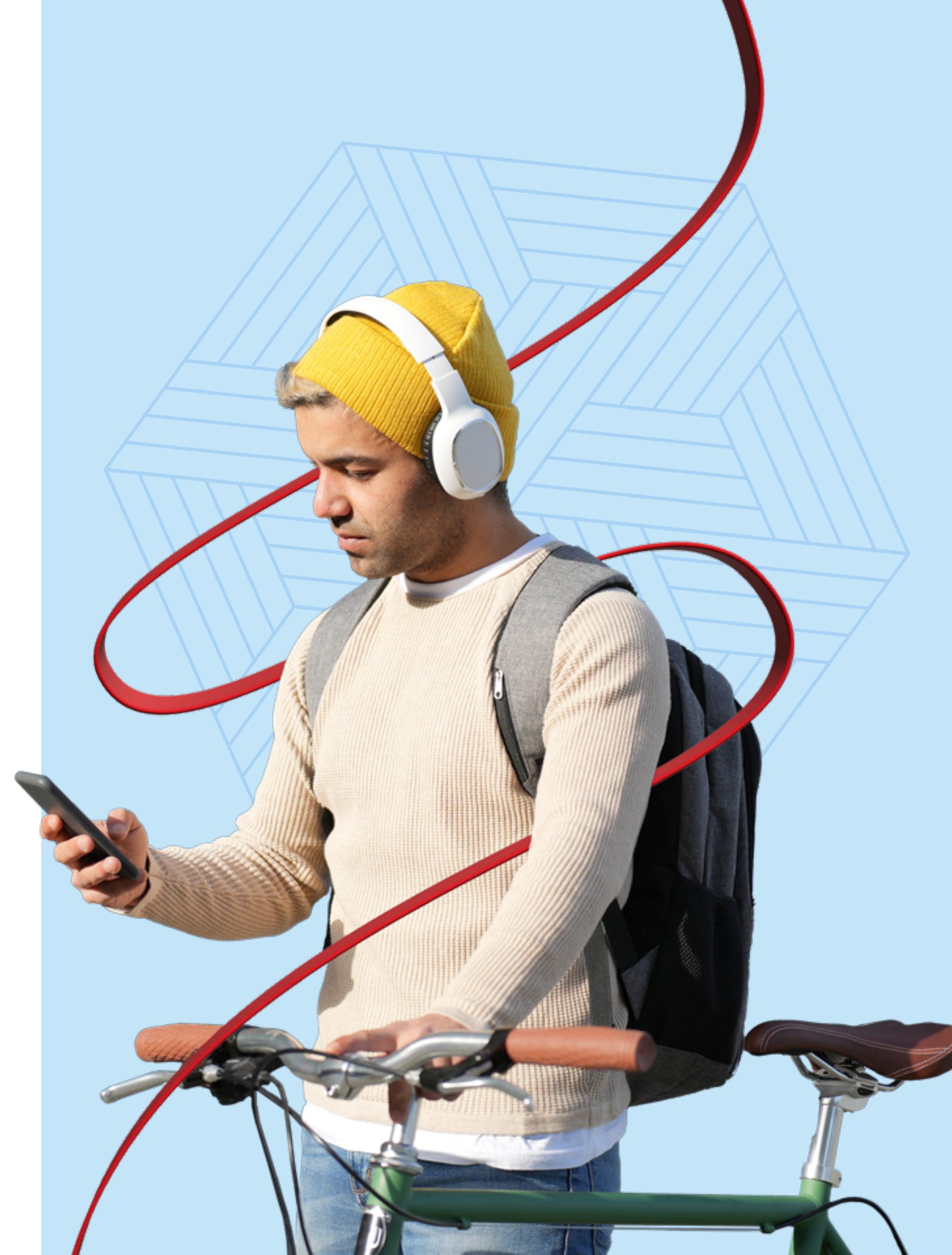


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For recommendations on how media and telco providers can improve digital quality, read our blog post.



Methodology

We analyzed results from a representative sample of closed test cycles executed for media and telecommunications companies between January 1, 2022 and December 31, 2022. A test cycle is how Applause defines each unique set of tests: a client sends us testing parameters — builds, scope, coverage, etc. — and we create a test cycle that includes the specific test cases and scenarios to be tested.

We analyzed media and telco data across testing categories and regions spanning nearly 100,000 bugs, 9,000 individual mobile devices, 700 unique desktops, 500 OS versions and thousands of device/OS/browser combinations. Testing included websites, apps, connected devices, mobile web and mobile apps in real-world scenarios. We evaluated endless combinations of networks, browsers, payment instruments and integrations for media and telecommunications subscribers worldwide.

Device coverage

The figures in this report reflect tests across the following scope for media and telecommunication providers worldwide:

Mobile Devices

Mobile makes	118
Mobile models	1,782
Mobile OSes	16
Mobile OS versions	331
Mobile web browsers	36
Mobile carriers	487

Desktop

Desktop web browsers	33
Desktop OSes	7
Desktop OS versions	181

Media

Set-top/streaming devices	165
Gaming consoles	33
Smart TVs	1,890
TV providers	60
ISPs	62

Payment Methods

Credit/debit cards	1,475
E-Wallets	31
Mobile wallets	43
Alternate payments	48

Functional testing

The Data Set

A representative sample of functional tests across media and telco companies.



13,749
test cycles



153
countries



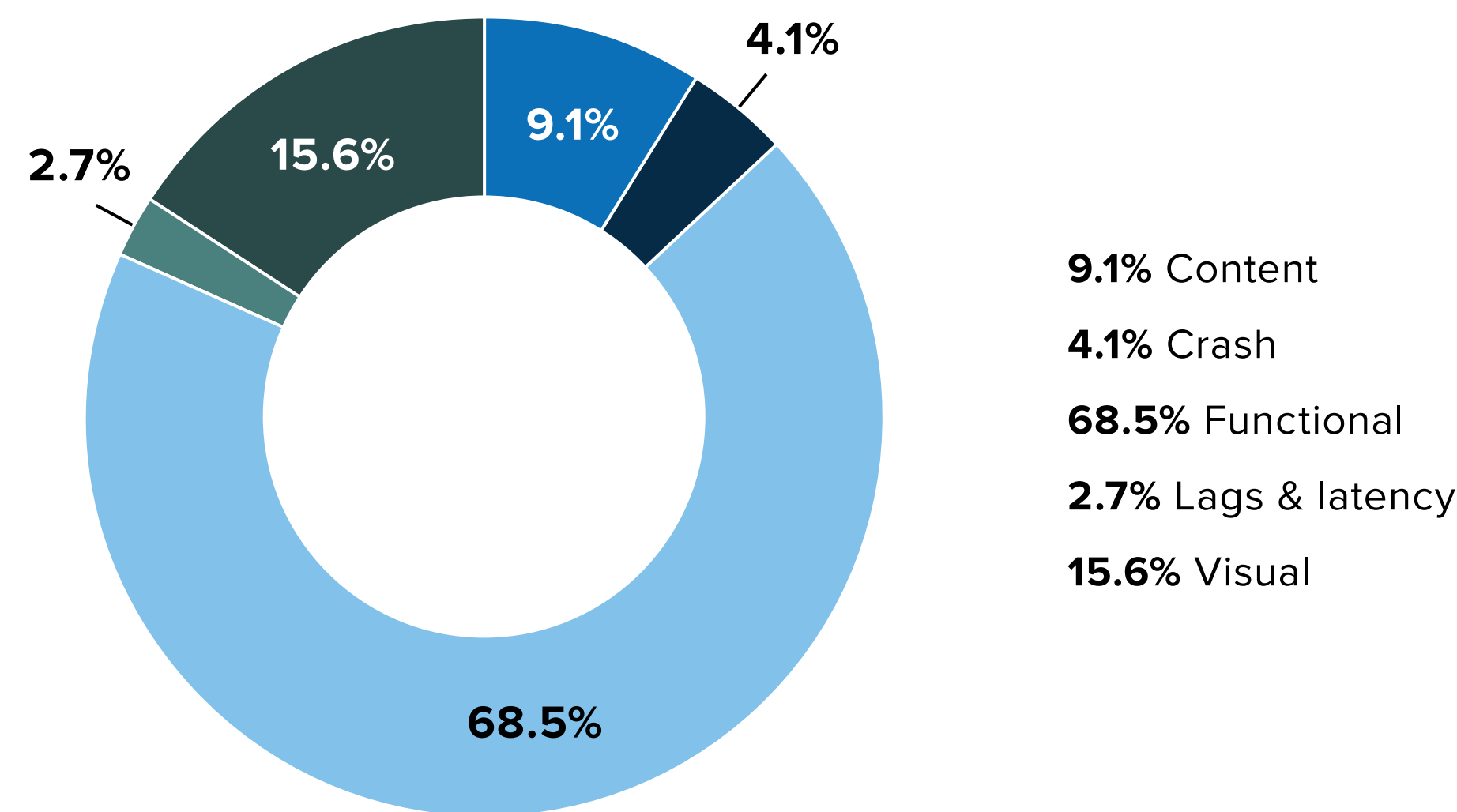
92,988
bugs

Bug type definitions

Bug Type	User Experience
Content	“This doesn’t read right” Typos, grammatical issues
Crash	“The app shut down” App closes or quits unexpectedly
Functional (workflow errors)	“This doesn’t work right” Buttons don’t respond when clicked, searches return incorrect results
Lags and latency	“This is taking too long” Sluggish performance, freezes
Visual	“This doesn’t look right” Misaligned content or page elements, content doesn’t fit an area

Bug type breakdown

See the prevalence of each type of bug across the data we analyzed:



The composition of bug types identified remains the same as last year. Functional, visual and content defects continue to comprise over 90% of all bugs found — each bug type was within 1% of last year’s report data.

While crashes are the most critical flaw, they continue to plague media and telco apps and platforms with no sign of year-over-year improvement.

Average device coverage: media and telco vs all industries

In this table, a configuration refers to a unique browser and OS combination (desktop) or device and OS combination (mobile & tablets).

	ALL	Media
Test cycles	37,117	37%
Average number of desktop configurations tested per cycle	9.2	8.8
Mobile & tablet configurations tested per cycle	14.8	16.1
Credit & debit cards tested per cycle	4.8	7.8
E-wallets tested per cycle	1.8	1.6
Mobile wallets tested per cycle	2.6	1.9

Most popular device configurations media and telco providers tested

While these were the configurations Applause tested most for media and telco companies in each region, it’s vital to review and prioritize your subscriber customer data and preferences to develop your test plan per build or release. Also, consider OS adoption rates in your plan – for example, iOS users upgrade OSes far more frequently than Android users. Determine what portion of testing resources you want to allocate to current versus older OS versions.

Region	Desktops	Mobile & tablet
Africa	<div>1. Windows 10, Chrome</div> <div>2. Windows 10 64-bit, Chrome</div> <div>3. Windows 10 Professional 64 bit, Chrome</div> <div>4. Windows 11, Chrome</div> <div>5. Windows 10, Firefox</div>	<div>1. Huawei Mate 20 Lite, Android 10</div> <div>2. Samsung Galaxy J7, Android 9.0 (Pie)</div> <div>3. Samsung Galaxy A03 Core, Android 11</div> <div>4. Samsung Galaxy S9, Android 9.0 (Pie)</div> <div>5. Apple iPhone 6S Plus, iOS 15.3</div>
Asia	<div>1. Windows 10, Chrome</div> <div>2. Windows 10 64-bit, Chrome</div> <div>3. Windows 11, Chrome</div> <div>4. Windows 10, Firefox</div> <div>5. Windows 11 Home, Chrome</div>	<div>1. Samsung Galaxy S10, Android 12</div> <div>2. Xiaomi Redmi Note 7, Android 10</div> <div>3. Samsung Galaxy S9, Android 10</div> <div>4. Apple iPhone 8, iOS 15.5</div> <div>5. OnePlus 6T, Android 11</div>
Europe	<div>1. Windows 10 64-bit, Chrome</div> <div>2. Windows 10, Chrome</div> <div>3. Windows 11, Chrome</div> <div>4. Windows 10, Firefox</div> <div>5. Windows 10 64-bit, Firefox</div>	<div>1. Samsung Galaxy S9, Android 10</div> <div>2. Samsung Galaxy S10 Plus, Android 12</div> <div>3. Samsung Galaxy S21 5G, Android 12</div> <div>4. Samsung Galaxy S8, Android 9.0 (Pie)</div> <div>5. Samsung Galaxy Tab A 10.1, Android 11</div>

Most popular device configurations media and telco providers tested (continued)

Region	Desktops	Mobile & tablet
Oceania	<div>1. Windows 10, Chrome</div> <div>2. Windows 10 64-bit, Chrome</div> <div>3. Windows 10 Home, Chrome</div> <div>4. Windows 11, Chrome</div> <div>5. Windows 11 Home, Chrome</div>	<div>1. Samsung Galaxy A20, Android 11</div> <div>2. Huawei Mate 20 Pro, Android 10</div> <div>3. Samsung Galaxy S9, Android 10</div> <div>4. Samsung Galaxy S9+, Android 10</div> <div>5. Samsung Galaxy S8, Android 9.0 (Pie)</div>
North America	<div>1. Windows 10 64-bit, Chrome</div> <div>2. Windows 10, Chrome</div> <div>3. Windows 10 64-bit, Firefox</div> <div>4. Windows 10, Firefox</div> <div>5. Windows 11, Chrome</div>	<div>1. Samsung Galaxy S9+, Android 10</div> <div>2. Samsung Galaxy S20 FE, Android 12</div> <div>2. Samsung Galaxy S10+, Android 10</div> <div>3. Samsung, Galaxy S9, Android 10</div> <div>4. Samsung Galaxy S21 Ultra 5G, Android 12</div>
South America & LATAM	<div>1. Windows 10 64-bit, Chrome</div> <div>2. Windows 10, Chrome</div> <div>3. Windows 11, Chrome</div> <div>4. Windows 10 Professional 64 bit, Chrome</div> <div>5. Windows 10 64-bit, Firefox</div>	<div>1. Samsung Galaxy S9+, Android 10</div> <div>2. Samsung Galaxy S20 FE, Android 12</div> <div>3. Samsung, Galaxy S9, Android 10</div> <div>4. Motorola Moto G31, Android 11</div> <div>5. Apple iPhone SE (2020), iOS 15.1</div>

Accessibility testing

The Data Set

A representative sample of accessibility tests across media and telco companies.



147
test cycles



15
countries

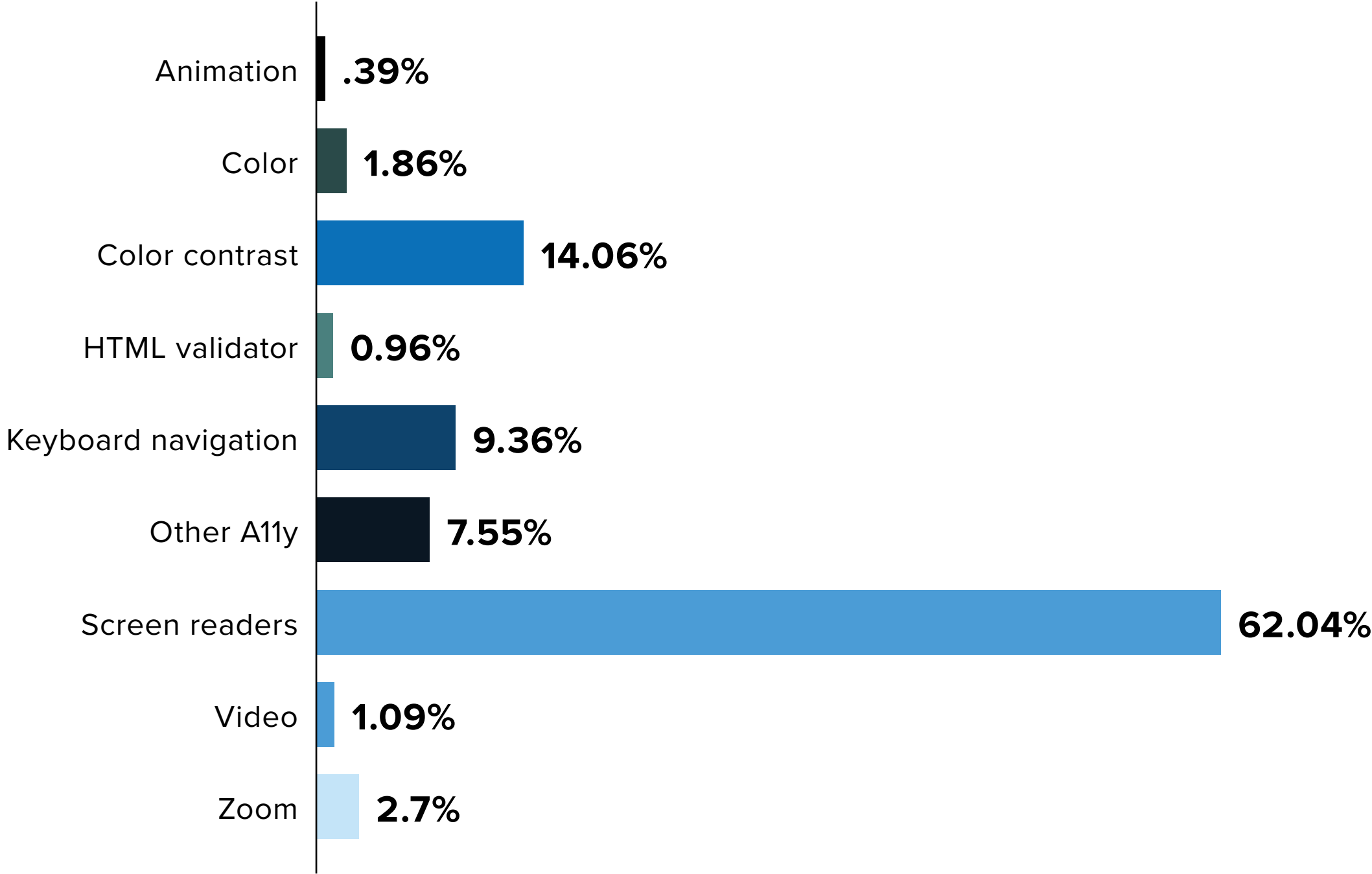


4,147
bugs

Bug type breakdown

See the prevalence of each type of bug across the data we analyzed.

Screen reader defects continue to make up the vast majority of all accessibility errors. Bug type distributions remained consistent, typically fluctuating less than 2% +/- from last year. One area of increase: color and color contrasts, which accounted for 16% of bugs this year compared to 12.5% last year.



Bug type definitions

Bug Type	User Experience
Animation	“I don’t know what’s happening on the screen” A user can’t see content that moves, such as animation telling users to perform an action
Color	“This doesn’t make sense” Users can’t identify information communicated only through color
Color contrast	“This all looks the same” Insufficient color contrast ratio
HTML validator	“This page seems like something is missing” Issues in HTML code that do not impact the keyboard navigation and screen reader behavior
Keyboard navigation	“I can’t use my keyboard to navigate” People using alternative keyboards or speech input devices as keyboard emulators cannot navigate a page

Bug Type	User Experience
Screen readers	“My screen reader isn’t working” Readable text for screen readers is missing
Other A11y	“This isn’t working for me” Poor user experience for persons with disabilities
Video	“I can’t tell what’s going on in this video” Missing closed captions or audio descriptions
Zoom	“I can’t see what I need to” Text gets cut off when a user zooms in beyond a certain point

As companies work to comply with local regulations and conform to industry- and region-specific requirements, in-market testing on the most common devices, browsers and networks is a crucial component in delivering fully accessible experiences for all subscribers.

Average device coverage: media and telco vs all industries

In this table, a configuration refers to a unique combination of browser, OS and screen reader.

Industry	Test cycles	Average number of desktop configurations tested	Average number of mobile & tablet configurations tested
ALL	1,273	3.4	3.1
Media and telco	147	2.5	3.4

Localization testing

The Data Set

A representative sample of localization tests across media and telco companies.



36
test cycles



65
countries



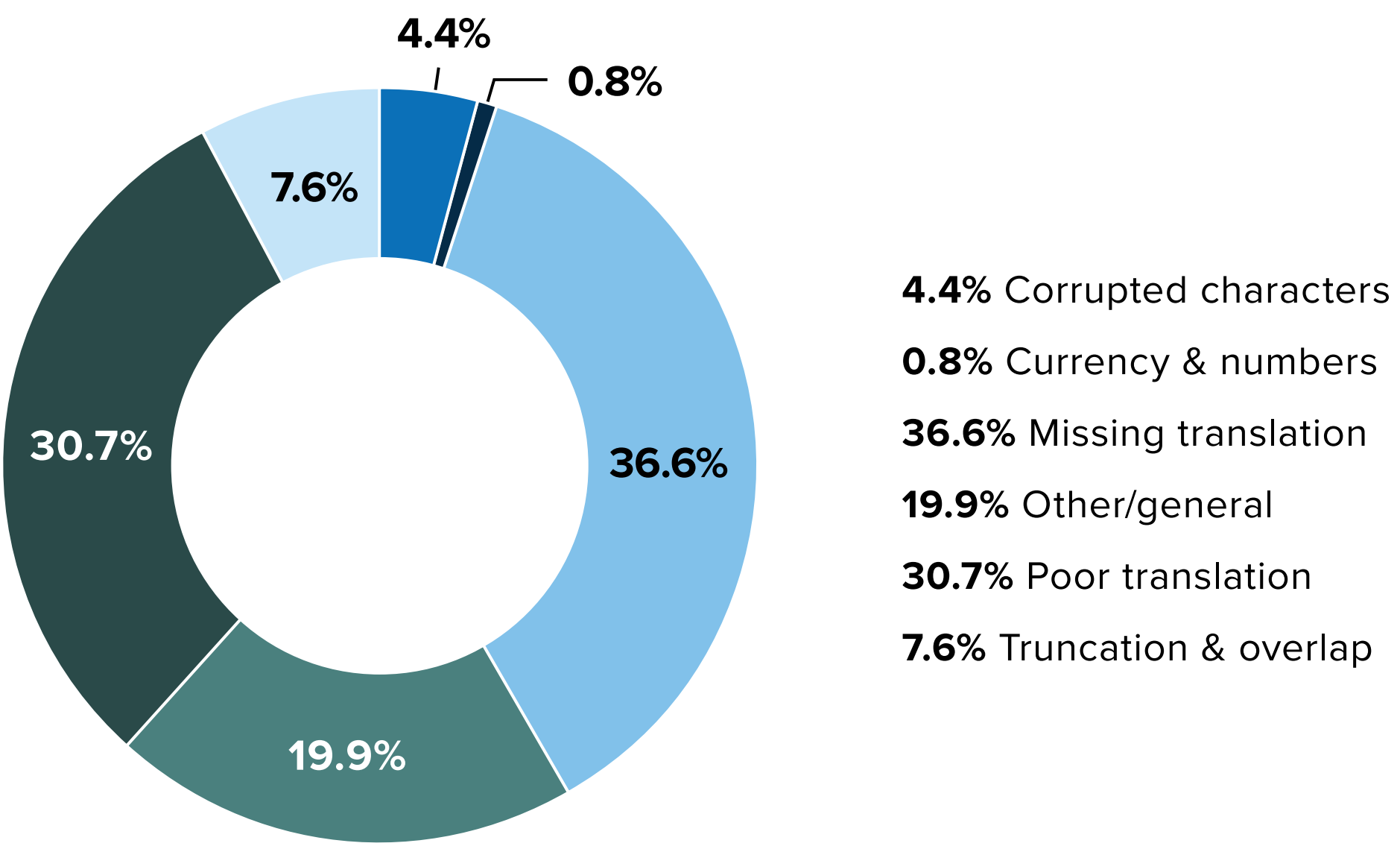
1,679
bugs

Bug type definitions

Bug Type	User Experience
Corrupted characters	“This doesn’t look right, where are the accent marks?”
Currency and number format	“That date seems wrong for the holiday they’re promoting”
Missing translation	“I’m not sure what this says, there’s no translation”
Other/general	“That photo is offensive, this brand doesn’t understand me”
Poor translation	“I don’t think that’s the right word here”
Truncation & overlap	“The text on this button is cut off”

Bug type breakdown

See the prevalence of each type of bug across the data we analyzed:



The good news: Missing translations dropped 16% from one year ago. The bad news: poor translation (3.5% increase), truncation and overlap (3% increase), and corrupted characters (2.6% increase) all went up, showing the myriad of ways brands can let down their subscribers with a poorly localized experience.



Average device coverage: media and telco vs all industries

In this table, a configuration refers to a unique browser and OS combination (desktop) or device and OS combination (mobile & tablets).

Industry	Test cycles	Average number of desktop configurations tested	Average number of mobile & tablet configurations tested
All	273	11	27.2
Media and telco	25.2%	11.4	14.3

Payment testing

The Data Set

A representative sample of payment tests across media and telco companies.



538
test cycles



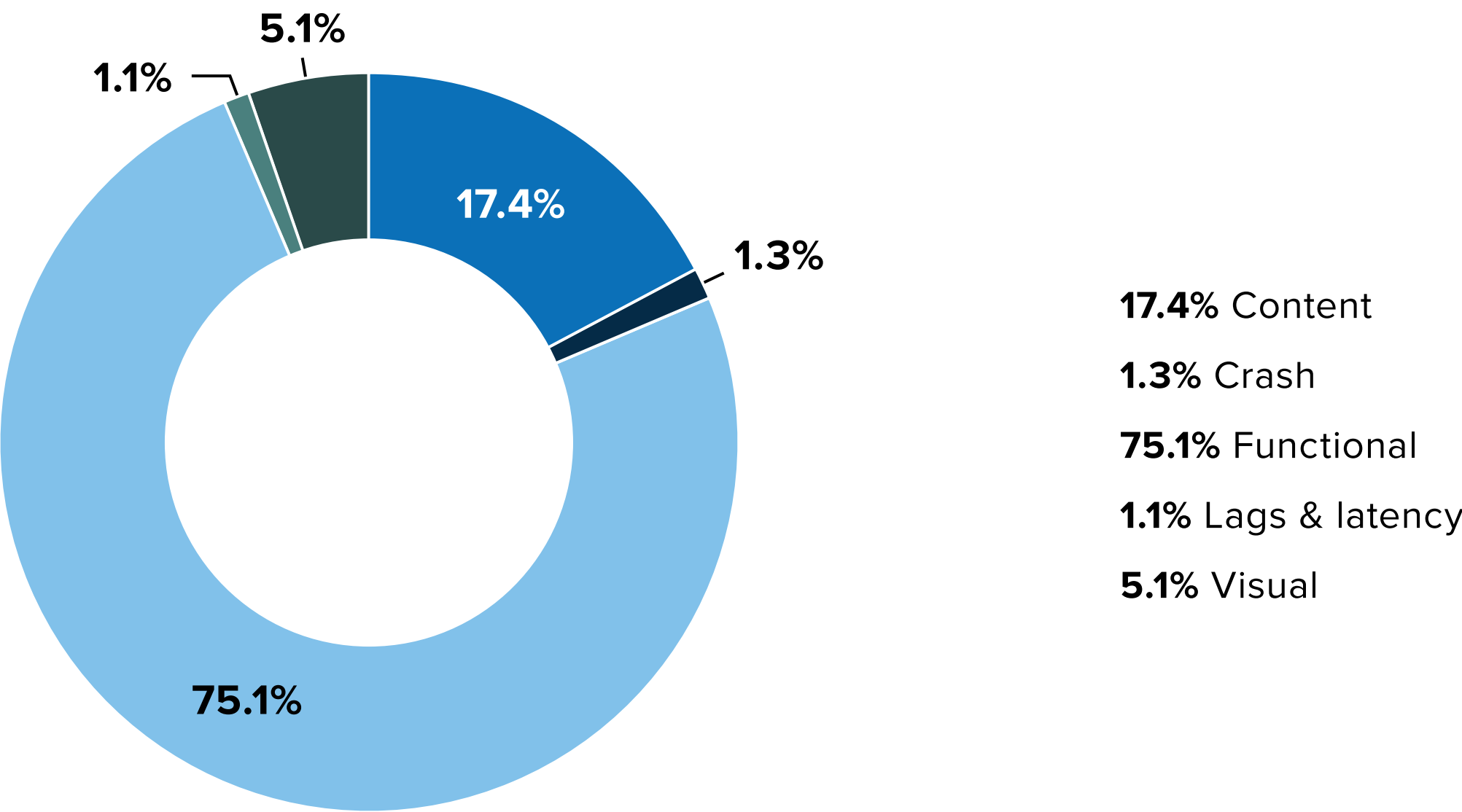
103
countries



1,108
bugs

Bug type breakdown

See the prevalence of each type of bug across the data we analyzed.



The prevalence of each type of payment bug remained remarkably consistent with last year, varying less than 1% from year to year. A whopping 80% of all payment bugs were classified as functional bugs or workflow errors. Without corrective action, transactions will fail, delivering a serious hit to revenue.



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