

Mobile Video: The Next Frontier

Market Report
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Mobile Video: The Next Frontier

A Market Report

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iGR

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Table of Contents

Abstract	1
Executive Summary	3
Figure A: Encrypted Video as Percentage of Video and Mobile Data, North America	4
Methodology	5
Mobile Video Landscape	6
What Mobile Operators Currently do with Video	6
Encrypted Video Traffic	7
Unencrypted Video Traffic.....	7
Mobile operator strategies	8
Overview: Video and Compression	10
Compression standards	10
Compression categories	11
Compression techniques	11
Table 1: Sample Bitrates using H.264	12
HEVC	13
VP9	13
4K	14
Types of Streaming – Adaptive Bitrate	15
ABR ping pong.....	16
DASH	17
Transmuxing	17
HTML5	18
Unicast, Broadcast and LTE-Broadcast	18
Figure 1: Unicast versus Broadcast & Multicast	19
Broadcast versus Multicast	20
Video Compression Beyond Codecs	20
Video Optimization Workflow	21
Figure 2: Simplistic Video Optimization Workflow for an OTT Video Service.....	21
Benefits of Video Optimization.....	22
Mobile Operators and Video Demand.....	23
Net Neutrality	25
North America Mobile Video Forecast	26
Mobile Data Traffic Growth	26
Table 2: North America Population and Connections Growth, 2014-2019 (000s)	27
Table 3: Total North America Mobile Data Traffic (TB) per Month, 2014-2019	27
Table 4: North America Mobile Data Usage by Type of Activity (TB/month), 2014-2019	27
Figure 3: North America Mobile Data Usage by Type of Activity (TB/month), 2014-2019 ...	28
Table 5: North America Mobile Data Usage (%) by Type of Activity, 2014-2019	29

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Figure 4: North America Mobile Data Usage (%) by Type of Activity, 2014-2019	29
Encrypted vs. Unencrypted	30
Table 6: North America Type of Video Traffic to Mobile Device, 2014-2019	31
Figure 5: North America Type of Video Traffic to Mobile Device, 2014-2019	31
Table 7: North America Total Amount of Mobile Video Traffic (TB/month), 2014-2019	32
Figure 6: North America Total Amount of Mobile Video Traffic (TB/month), 2014-2019	32
Table 8: North America Percent Split of Encrypted/Unencrypted Mobile Video, 2014-2019	33
Figure 7: North America Percent Split of Encrypted/Unencrypted Mobile Video, 2014-2019	34
Table 9: North America Amount of Video Content that is Encrypted (TB/month), 2014-2019	34
Figure 8: North America Amount of Video Content that is Encrypted, 2014-2019	35
Table 10: North America Encrypted Video as Percentage of Video and Mobile Data	35
Figure 9: North America Encrypted Video as Percentage of Video and Mobile Data, North America	36
Video Company Profiles	37
A2Zlogix.....	37
Akamai	38
Alcatel-Lucent.....	40
Allot Communications	42
Altair Semiconductor	44
Beamr.....	46
Citrix.....	47
Figure 10: ByteMobile Adaptive Traffic Management.....	49
Ericsson	50
EuclidIQ	54
Figure 11: EuclidVision Encoding Levels	56
Expway	56
Flash Networks	59
Huawei	60
Media Excel	62
MobiTV.....	65
Nokia Networks	67
Ooyala	70
Qualcomm	71
Quickplay Media / Roundbox	74
Qwilt	76
Samsung Electronics	78
Sequans Communications.....	80
Ustream	82
Vantrix	83
Wowza Media Systems	86
Content Providers' Mobile Video Apps	89
CBS All Access	89

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Disney Channel	89
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Google Play	89
HBO Go.....	89
Hulu.....	89
iTunes.....	89
Netflix	90
Showtime Anytime	90
Vudu.....	90
Social Media Providers' Mobile Video Functionality.....	91
Facebook	91
Instagram	91
Snapchat	91
Twitter	91
Vine.....	91
Definitions	92
General.....	92
Device Types.....	92
Services	93
Network Technology.....	94
About IGR	98
Disclaimer.....	98

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Abstract

Mobile operators are in a tight spot when it comes to delivering video over their networks. Net Neutrality rules prohibit them from prioritizing, throttling or otherwise affecting the video traffic. That said, there are things that the mobile operators can do to optimize their delivery of mobile video traffic and thereby improve the experience for the mobile user.

This report provides an overview of two types of video compression — the standard type enabled by actual standards, such as H.264 — and the additional compression that can be achieved via proprietary methods.

This report also provides a forecast for mobile video demand, split by encrypted and unencrypted video.

Key questions addressed in this report include:

- What is video compression?
- What are codecs?
- What are video containers?
- What is Adaptive Bitrate Streaming?
- What is LTE-Broadcast?
- What are mobile operators doing now with respect to mobile video?
- What are mobile operators likely to do with respect to mobile video?
- How did Net Neutrality affect mobile operators?
- What is the difference between encrypted and unencrypted mobile video traffic?
- What is *iGR*'s forecast for mobile video growth?

Who should read this report?

- Mobile operators
- Device OEMs
- Mobile infrastructure vendors
- Mobile backhaul services and solutions providers

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