

**North America
Mobile Video: *The
Continuing Challenge
for Mobile Operators***

Market Study
Third Quarter, 2017





North America Mobile Video: *The Continuing Challenge for Mobile Operators*

A Market Study

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Abstract

The amount of mobile video passing over the mobile network is continuing to increase, as consumers watch more streaming movies and increasingly adopt other OTT services, such as Snapchat and WhatsApp, which allow users to embed videos in their messages. Mobile operators are thus being motivated to update their mobile network with densification and other strategies, so that they can continue to deliver a positive video experience to their subscribers.

Because of the increasing importance of video, during the last two years, several U.S. mobile operators have made acquisitions or entered into partnership agreements with content providers. By doing so, they hope to find new revenue sources to help cover the added investment necessary to guarantee a high performance level of mobile video in their current LTE and future 5G networks.

This market study provides a five-year forecast for mobile video traffic in North America. The mobile video forecast is then split into movie streaming video and 'other' video, as well as encrypted and unencrypted video. Further, this study provides detailed information about video compression and streaming techniques used to deliver video content to consumers on the mobile network and additional strategies available to the mobile operator. The study also provides updates on U.S. mobile operators' recent initiatives regarding mobile video.

Key questions addressed in this report include:

- What is *iGR*'s five-year forecast for mobile video?
- How much mobile video traffic is generated by streaming movies? And other types of video, such as chats and embedded videos in social and news media?
- What is the difference between encrypted and unencrypted mobile video traffic and how much mobile video is expected to be encrypted throughout the forecast?
- What strategies are U.S. mobile operators using with respect to mobile video?
- What are video compression, codecs, and video containers?
- What is Adaptive Bitrate Streaming?
- What is LTE Broadcast and why is it important to mobile video?
- What is Multi-access Edge Computing (MEC) and why is it important to mobile video?

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- How does Net Neutrality affect mobile operators?

Who should read this report?

- Mobile operators
- Device OEMs
- Mobile infrastructure vendors
- Mobile backhaul services and solutions providers
- Content providers and distributors
- Financial analysts and investors.

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