

Mobile TV Services: New Customers and Revenues—Delivering TV to the Mobile Device



Introduction

The nature of applications on the Mobile Internet is shifting to video. The Cisco® Visual Networking Index (VNI) projects that video will make up 66 percent of global mobile data traffic by 2014. Not all mobile video is going in the direction of over-the-top (OTT). Operators can partner with video broadcasters to deliver TV channels, for which the mobile user pays a fixed subscription, by channel or channel package. When the user views mobile TV content provided by the operator, the bandwidth usage does not come out of the subscriber's daily or monthly data allowance.

Operators offering or partnering for IPTV services can also enable subscribers to use their mobile phones to remotely program digital video recorders (DVRs), access program guides, and even download selected programs.

What Is the Opportunity?

Offer popular channels to gain new subscribers and revenues from mobile TV.

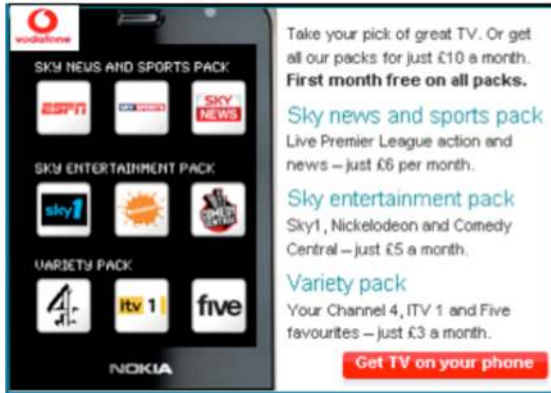
What Is the Challenge?

The challenge is optimizing mobile TV video delivery to expected performance levels for users on the operator's network.

How Will This Impact My Business?

- Gain new services revenues on a per-channel or per-channel-package basis.
- Encourage adoption of high-end tier pricing service plans by bundling mobile TV channels.
- Gain incremental revenues selling additional video channels and packages. See the example in Figure 1.

Figure 1. Capture New Revenue Streams from Partnerships with TV Broadcasters (Vodafone Example)



What Do I Need?

- **Cisco ASR 5000:** Purpose-built mobile multimedia core platform that delivers the performance and intelligence required by today's mobile networks.
- **Cisco In-line Services:** Intelligent functions that are integrated into the Cisco ASR 5000 and implemented in the bearer traffic flow, eliminating the need for external lower-reliability network elements while simplifying the network through integrated functions and services. Mobile TV services utilize several In-line Services functions such as Application Detection and Control to recognize the type of session (i.e., video) and the source (i.e., from one of the operator's TV Broadcast partners). The Traffic Packet Optimization and Policy Enforcement functions ensure a high-quality subscriber viewing experience for the subscriber.
- **Cisco Mobility Unified Reporting:** Solution providing comprehensive statistical analysis and trending information of all network attributes and subscriber sessions through tight integration with the deep packet inspection (DPI) capabilities of the Cisco ASR 5000. Helps operators optimize network performance, target new services, and plan infrastructure investments.
- **Cisco Policy and Charging Control (PCC):** Standards-based, highly scalable solution for operators to efficiently optimize network resources across subscribers and services while providing significant revenue opportunities by enabling the deployment of new personalized services.

Why Cisco?

Cisco IP Next Generation Network (IP NGN) offers a comprehensive end-to-end IP solution encompassing Radio Access Network (RAN) backhaul, IP edge and aggregation, Evolved Packet Core (EPC), IP core, and data center, optimized for the mobile data tidal wave, while providing an intelligent common IP core across all access types. Cisco's access-independent, IP-based Mobile Internet solutions are key drivers of operator differentiation, new revenues, network optimization, and profitability.

Furthermore, Cisco Services has the experience, tools, and best practices to help operators reduce time to market in deploying mobile network solutions.

Get Started Today

To find out how Cisco can help you gain new revenues by offering new and differentiated personalized mobile broadband services, contact your Cisco representative or visit: www.cisco.com/go/mobile.



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