Premium Mobile Video Services: New Customers and Revenues from Internet Video

Introduction

Video makes up an increasing proportion of Mobile Internet traffic. The Cisco® Visual Networking Index (VNI) projects that video will grow to 66 percent of global mobile data traffic by 2014. For mobile operators, the opportunity is to monetize video, rather than just absorbing the effect. Operators can offer mobile video services that drive new revenues from differentiated service delivery. The business models are in flux, but now there are network intelligence capabilities that can make a difference in capturing new revenue streams. Imagine a subscriber watching a streaming video-on-demand on a laptop using a 3G or 4G Long Term Evolution (LTE) data card. The operator's intelligent mobile gateway with application awareness capabilities identifies the type of session and detects it is being transmitted by an over-the-top (OTT) partner, for whose service the operator offers better than best-effort data connection for a small fee to the user. The operator not only can improve the quality of video delivery but can also optimize the delivery based on type of device and access network the subscriber is using.

What Is the Opportunity?

Offer a bundled quality-of-service (QoS) option for partner's streaming Internet video service to gain new subscribers and revenues.

What Are the Challenges?

Optimizing mobile video to maintain performance thresholds for users on the network.

How Will This Impact My Business?

- Gain new video services revenues by partnering with third-party OTT video service providers.
- Gain new subscribers by bundling video services with higher-end tiered pricing plans.
- Simplify subscriber access by offering a chargeable application programming interface (API) to OTT providers so that they can build into video services. See Figure 1.

Figure 1.   Capture New Revenue Streams with Transformative Business Models and Solutions

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. Premium Mobile Video Services utilize several In-line Services functions, such as Application and Detection Control to recognize the type of session (i.e., video) and identify the source (e.g., from one of the operator's video partners). The Traffic Packet Optimization and Policy Enforcement functions ensure a high-quality 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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