

# STRATEGY ANALYTICS

## Strategy Analytics at CES: Operators Must Deploy Mobile Video Optimization

Cisco, Juniper, Bytemobile, Flash Networks, Openwave, Mobixell, Radisys, Vantrix Position for Market Ramp

Boston, MA - January 10, 2012 – Strategy Analytics predicts that the onslaught of new LTE tablets and smartphones demonstrated at 2012 International CES will create a tidal wave of mobile video traffic. Mobile video is getting hotter and can wreak havoc on the unprepared network, as users demand Over-The-Top (OTT) content from Google (YouTube), Netflix, Hulu.

Two Strategy Analytics Mobile Broadband Opportunities (MBO) service reports go behind the scenes of mobile video delivery for a detailed look at market and technical fundamentals and vendor jockeying for position in the rapidly evolving mobile video solutions market:

- “Mobile Video Optimization Takes on Video Traffic Challenges for 3G and 4G”
- “Preparing for Mobile Video Growth: Vendors Positioning for Inflection Point in Mobile Video Optimization”

“Leading operators, like Verizon and SK Telecom, are thinking big about quality video for LTE networks, particularly converged services that provide a seamless experience across mobile devices and big screen HD TVs and PCs at home for consumers who adopt tablets, smartphones and other connected devices,” explains Susan Welsh de Grimaldo, Director, Mobile Broadband Opportunities. She adds, “Without a well-planned strategy and range of solutions for optimizing and monetizing mobile video, operators will soon find even their new LTE bandwidth is overloaded at peak periods.”

Sue Rudd, Director Service Provider Analysis, states, “There is an excellent opportunity for vendors to make their mark with a great user Quality of Experience (QoE), as deployment of mobile video solutions accelerates. Pre-integrated solutions with proven capacity savings will win; thus, partnerships with network infrastructure vendors (e.g., Alcatel-Lucent, Ericsson, NSN, Cisco, Juniper) will be essential. Strategy Analytics examined over 20 vendors—including: Openwave, RADWare, Radisys, Flash Networks, Mobixell, Bytemobile and Vantrix. We expect several exciting new product announcements at Mobile World Congress (MWC) next month.”

For a complimentary executive summary of these reports, contact the author, Susan Welsh de Grimaldo at [swelshdegrimaldo@strategyanalytics.com](mailto:swelshdegrimaldo@strategyanalytics.com)

### About Strategy Analytics

Strategy Analytics, Inc. provides timely and actionable market intelligence focused on opportunities and disruptive forces in the areas of Broadband Connected Home and Mobile Intelligent Systems.

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