



## Q&A With Patrick Lopez, CMO - Vantrix

June 2010

MobilizedTV sat down with Patrick Lopez, CMO at [Vantrix](#), which offers mobile video optimization and delivery solutions for streaming, browsing, and messaging. Patrick Lopez has over 10 years of experience in product and technology introduction, joining Vantrix from Airwide Solutions, where he was responsible for product strategy and planning. He has collaborated on reports from industry analysts including Frost & Sullivan, Merrill Lynch and Deutsche Bank and has written articles in collaboration with the Financial Times, The Wall Street Journal and others.



*MobilizedTV: Can you describe Vantrix's role in making mobile video a reality?*

Patrick Lopez: Vantrix is deployed in more than 60 networks, serving more than 700 million subscribers worldwide, where we enable mobile video through streaming, browsing and messaging services. What ensure the richest user experience and most cost-effective roll-out of services such as mobile and web TV, Video on Demand, MMS and user generated content.

Vantrix's products are the catalyst that enable mobile carriers to deliver to their subscribers real-time mobile TV & video, while maintaining the best end-user quality of experience (QOE). [We are also able] to reduce substantially (up to 50 percent) the costs of delivering video in a mobile network. This is due to our platform – Mediadvance – featuring a database with over 14,000 device profiles and a media encoding engine with over 35,000 media combinations.

*From this vantage point, what is the state of mobile video today? Fans of mobile video have been hoping that it will catch on for several years. Is it finally doing that? What do you see?*

Mobile video is definitely HOT. Actually according to [Cisco Visual Networking Index](#), it is predicted that over the next 5 years, mobile data consumption will double every year and that 64 percent of this traffic will be video. Clearly, video is fast becoming the largest contributor to

mobile network growth, but also the largest challenge, considering that revenues, according to [Yankee Group](#) will grow only by 15 percent CAGR over the period.

As operators continue to experience rapid and unpredictable growth of bandwidth-hungry applications on the mobile network, we can manage that congestion with the Vantrix Bandwidth Optimizer. Operators now have the option to complement typical traffic management methods which are not really efficient for video delivery such as policing or throttling of usage for application-based traffic types; content blocking of high-bandwidth usage applications; or usage-based pricing schemes based on amount or speeds of data transfer.

*What do we need to do in North America to catch up with Asia and Europe in terms of the ready availability of video on the mobile platform? What are the most daunting obstacles standing in the way?*

In North America we have a high penetration of smartphones and laptops with dongles which are certainly bandwidth hungry. At the same time, our operators have implemented all-you-can-eat data plans, which really stimulate the traffic growth. Unfortunately we are lacking in bandwidth availability. In order, for carriers to grow their capacity as much as the demand, they need more spectrum. This will only be solved with intervention from legislators, allowing mobile networks to grow. On the other hand, the European and Asian markets have different spectrum capacity thus enabling them to perform more multimedia activities on their mobile devices. Additionally, European operators have started to share their networks in the same countries, thus reducing cost of operation and maintenance and increasing coverage. North America still has some efforts to make to enable mobile video to grow to its full potential. .

*There are a number of players in the mobile TV space, including [MobiTV](#) and [FLO TV](#). Now and now the broadcasters with ATSC. there are over 800 local broadcasters behind the [Open Mobile Video Coalition](#)/ATSC standard. How formidable of a challenge will they offer to others in the mobile video space? How do we sort out where these players fit in the mobile TV space?*

In order to effectively answer this question, let's look at the 2 ways that Mobile TV can operate:

**Broadcast** – This is plagued by a number of competing standards, namely ATSC, OMA Bcast, DVB-H, DVB-B, which use different bands and protocols, thus are not interoperable.

**Unicast** – This relies on transport protocols that are in the majority of phones today and are becoming the most prevalent way to roll out video on demand (VOD) and mobile TV globally because this service is interoperable with all devices as well as content from broadcasters.

Broadcasters will have to go through carriers to enable effective penetration of their content. Unicast is the best way to ensure maximum number of users and devices, while enabling the best user experience. A solution like Vantrix is invaluable, because we can detect the type of device, ingest all TV content at the source and deliver it in real-time.

*What about the on-deck/off-deck debate. Is there a future in on-deck? Or will the growth of the mobile web spell the end of on-deck's power?*

Well this is certainly an ongoing debate; currently people watch three things: user generated content, TV (live streaming) and Video on Demand (VOD).

User generated content is overwhelming off-deck driven since it is coming from existing communities such as YouTube, Face Book and so on. Live TV needs to be hosted by the network operator and they can capture on-deck traffic by having an alliance with broadcasters, but this content is limited to what is available on the broadcast channel.

VOD is at a tipping point, with the onset of video companies such as Hulu, which is at the forefront of VOD. They are offering content that is more compelling than operators. Therefore on-deck video for operators will remain a niche service except for fully converged media companies that own content or TV stations and can provide end-to-end delivery of converged media.

*Content on mobile devices is just part of a bigger picture in which content becomes platform-agnostic and capable of moving from the home to the car to the pocket. Who will be the winners and the losers in the business of creating and distributing entertainment/video/TV?*

The winners will be the companies that are creating the seamless experience across all screens. Here is an example, a consumer starts watching her favorite morning show before she leaves for work in the morning. When she gets on the commuter train on her way into the office, she catches some more of her favorite show on her mobile phone. During her lunch break she watches the final few minutes of the same show on her PC. Vantrix enables this scenario across TV, PC and phone screens.

The losers will be organizations that generate content for a single medium and do not account for that content to be accessed from other sources.

*Finally, what role—if any—do you see mobile video playing in changing the “big picture” landscape of entertainment and video in general?*

Mobile Video is absolutely playing a role in re-defining how, when and why we watch TV. Consumers are also providing the content as well. No longer is content a one-way street, consumers can post videos and comments on what they see. When it comes to how we watch video, we no longer have to be at home to catch a show, we can now watch live TV, VOD or user-generated content while we are on-the go; wherever and whenever the mood strikes us (of course not behind the wheel!). In summary, mobile video will create a whole paradigm change in the way content is produced, delivered and charged for. It has profound implications on the media industry, the film industry, the telecommunications industry and the advertising industry.

