

Use Case: Premium Mobile Video



GAIN NEW CUSTOMERS AND REVENUE FROM MOBILE INTERNET VIDEO SERVICE



What Is the Value of the Premium Mobile Video Plan?

Operators can deliver their own video content as well as partner and third-party video content to subscribers as a streaming mobile Internet video service with high quality of service (QoS) to gain new subscribers and revenues. The Premium Mobile Video Plan may be bundled with higher-end tiered pricing plans, making it easier for subscribers to add as a separate feature.

What Problems Does It Help Solve?

According to the Cisco Visual Networking Index, two-thirds of the world's mobile data traffic will be video by 2017. Mobile operators therefore have a compelling opportunity to monetize competitive video services based on differentiated service delivery. Intelligent mobile gateways with application awareness capabilities can identify video content coming from an over-the-top (OTT) partner and ensure that the content is delivered with premium instead of best-effort quality as part of a Premium Mobile Video Plan. The operator can not only improve the quality of video delivery but can also optimize the delivery based on the type of device and access network the subscriber is using.

The Premium Mobile Video Plan improves upon the best-effort delivery of the Internet. Once subscribers become used to high-quality mobile video with dependable delivery, they will judge other operator services against it. Operators can deliver additional benefits to content providers beyond premium delivery of streaming live and on-demand video over their networks. With users increasingly watching streaming video content on fast LTE network with high quality devices like Apple iPads with Retina display, they risk running up against their monthly data quota caps. This presents challenges to content providers. If users ration watching video content on mobile networks, it will cut into advertising revenues. Operators can leverage their real-time application, network, and subscriber data by partnering with content providers to create, test, and launch campaigns such as quota extensions and top-ups, video content promotions, toll-free video, etc. These user incentives drive usage and revenues for both the operator and content providers.

What Do I Need?

Premium Mobile Video Plans require intelligent network technologies that control the allocation of network resources based on subscriber plans. Operators also benefit from solutions that provide a fast, easy way to introduce new business models; gather network analytics per subscriber; leverage the application awareness and policy enforcement of the operator's intelligent mobile packet core, and enable operational efficiencies between access, RAN, aggregation, and core layers of the network.



Cisco solutions to enable you to deliver the Premium Mobile Video Plan along with many other revenue-generating services include:

Cisco Solution	Description
Cisco ASR 5500 Multimedia Core Platform	<p>Part of the Cisco ASR 5000 Series packet core platform, the Cisco ASR 5500 Multimedia Core Platform combines massive performance and scale with flexibility, virtualization, and intelligence so network resources are available exactly when they are needed. The Cisco ASR 5000 Series' elastic architecture enables its software-based mobile functions to utilize system resources across the entire platform to optimize performance and maximize efficiency. This approach allows operators to deploy more efficient mobile networks that can scale to support a greater number of concurrent sessions, optimize resource usage, and deliver enhanced services. Integrated Deep Packet Inspection (DPI) and value-added services on the Cisco ASR 5000 Series are deployed within the data session instead of requiring it to be off-loaded to standalone platforms.</p>
Cisco Quantum Policy Suite	<p>A comprehensive policy, charging, and subscriber data management solution that allows service providers to control and monetize their networks and to profit from personalized services. The solution supports the rapid and efficient deployment, management, and monetization of basic and advanced service offerings, such as service tiers, personal price plans, prepayments and a growing array of application-based services.</p>
Cisco Quantum Services Bus (QSB)	<p>Provides a common bus architecture that allows mediation, connectivity, and communication among and between network elements through a standardized framework. The QSB facilitates network data collection, aggregation and orchestration to augment information in all decision processes. It helps service providers quickly create and modify use cases for monetization while optimizing network costs. It can help introduce new business models by exposing network capabilities and information with SLAs to third-party application and content providers. For example, a video content provider can offer its subscribers a premium video service with high Quality of Service (QoS) by taking advantage on the API access to the Operator's deployed Cisco Quantum Network Abstraction Suite.</p>
Cisco Quantum Analytics Suite	<p>Provides business and network analytics capabilities that can enable both historical trend and real-time predictive policy decisions. Includes dashboards for data visualization and programmable interfaces to create system alerts in conjunction with policy. It includes indoor location analytics such as foot-fall, dwell time, and more. It includes the ability to leverage the DPI capability within the Cisco ASR 5000 Series of packet core solutions to correlate massive volumes of dynamic usage data and catalog data to deliver up-to-the-minute insights. Provides visibility to marketing to help determine impact of Premium Mobile Video Plans and to create new tariff plans for new revenues and customer retention.</p>
Cisco ASR 5000 Series Small Cell Gateway	<p>Provides intelligent Wi-Fi access for subscribers, including support for:</p> <ul style="list-style-type: none"> • 3rd Generation Partnership Project 2 (3GPP2) WLAN Packet Data Interworking Function (PDIF) for untrusted Wi-Fi networks • 3GPP Interworking WLAN (iWLAN) Packet Data Gateway (PDG) for untrusted Wi-Fi networks • 3GPP iWLAN Tunnel Terminating Gateway (TTG) for untrusted Wi-Fi networks • 3GPP evolved Packet Data Gateway (ePDG) for untrusted Wi-Fi networks • Evolved Wireless Access Gateway (eWAG) for trusted Wi-Fi networks <p>For Premium Video Plans, operators can offer ubiquitous service across 3G, LTE, and Wi-Fi access networks. Furthermore, Operator can set up policies in the Cisco Access Network Discovery and Selection Function (ANDSF) server to offload premium video users onto Wi-Fi when macro radio QoS deteriorates.</p>
Cisco Small Cell Solutions	<p>Designed to address the challenge of mobile service coverage and to expand network capacity. Small cells can extend voice and data services to mobile subscribers while offloading traffic from the macro network. Additionally, Cisco small cell capabilities are uniquely used to deploy consumer services that are based on indoor location and presence.</p>



Cisco Solution	Description
Cisco Unified RAN Backhaul	Reduces cost and increases capacity of Radio Access Network (RAN) backhaul from any multivendor radio, across any transport media. Includes unified operations, management, and migration technologies designed to reduce the complexity of operating, deploying, and scaling backhaul of multivendor, multigenerational RANs. Includes the Cisco ASR 901 Series Aggregation Services Routers – environmentally hardened, high-speed, low-power-consumption routers optimized for any-G cell-site Radio Access Network (RAN) backhaul and Ethernet access. And the small-form-factor Cisco ASR 901S is designed specifically to enable the wide scale deployment of small cells by extending routing intelligence to the pole.
Cisco Videoscape Distribution Suite (VDS)	A third-generation, video-centric, content delivery solution that optimizes the delivery of any type of video content over any network to any type of device. VDS is a holistic end-to-end solution built on open standards and interoperability that bridges cloud and network functionality while serving as the network distribution engine behind the Cisco Videoscape architecture. Cisco VDS provides operators opportunities to: <ul style="list-style-type: none"> • Gain revenues from content development network (CDN) service fees • Reduce costs for video delivery to its own subscriber base • Offer higher quality of service and video SLAs • Earn mobile video advertising revenues by leveraging its real-time application, network, and subscriber analytics data

What Are the Benefits of the Premium Mobile Video Plan?

- Gain new video services revenues by partnering with third-party video content providers
- Gain new subscribers by bundling video services with higher-end tiered pricing plans
- Enhance customer satisfaction and loyalty with dependable, premium-quality video services
- Reduce the cost of delivering video to the subscriber base

- Drive profitable data revenues by providing user personalization and seamless, secure heterogeneous access across 3G, LTE, and Wi-Fi networks
- Evolve your network into a platform for both direct and third-party partner monetization
- Enable you to establish profitable new business-to-business-to-consumer (B2B2C) revenue models
- Help you enter new, growing markets such as cloud services, content delivery, enterprise services, location-based services, machine-to-machine (M2M) applications, and more

Why Cisco?

The Cisco Open Network Environment (ONE) converges physical hardware and virtual software technologies to make the network easier to program, access, use, operate, and manage. Cisco ONE can help you drive new revenues and monetize your network in new and profitable ways. Cisco's solutions, platforms, and technologies provide a scalable, standards-based intelligent IP architecture that enables you to integrate subscriber knowledge with network and application intelligence in real-time to offer an expanding portfolio of "Use Cases," which are innovative, revenue-generating applications and services that:

To help deploy mobile Internet solutions efficiently and successfully, Cisco Services offers consulting for design, implementation, integration, and support.

For more information, please visit: <http://www.cisco.com/go/mobile>.