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New *iGR* study examines benefits of LTE Broadcast for mobile operators

Study shows how LTE Broadcast can be used to meet rising demand for mobile data

AUSTIN, Texas, August 11th, 2014 – As smartphones and tablets reach saturation levels in many markets, mobile operators are challenged with meeting the increased demand for mobile data while minimizing capital and operating expenditures. LTE Broadcast or eMBMS (evolved Multimedia Broadcast Multicast Service) provides an answer to part of the mobile operators' challenges.

Simply put, LTE Broadcast (eMBMS) enables a Single Frequency Network (SFN) broadcast capability within LTE, so that the same content can be sent to a large number of users at the same time, resulting in a more efficient use of network resources than each user requesting the same content and then having the content unicast to each user. LTE Broadcast can be used for distributing content such as live events and media to a wide audience, as well as for background file and software delivery and group information distribution.

"*iGR's* own forecasts show massive growth in the world's mobile data traffic over the next five years," said Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. "Furthermore, our research has shown that mobile operators view LTE Broadcast as one potential solution that can help them meet this rising demand for mobile data."

iGR's new market study, *LTE Broadcast: It Starts with Video*, provides an introduction to LTE Broadcast and its use cases. It also discusses mobile operators' views and concerns, summarizes current market activity, includes profiles of major LTE Broadcast vendors, and provides a five-year global forecast of eMBMS-capable connections.

The following key questions are answered in the new market study:

- How is mobile data usage expected to grow over time?
- How is mobile video usage expected to grow over time?
- What are some of the major consumer trends driving the use of mobile video?
- What are unicast and broadcast video?
- What is LTE Broadcast / eMBMS?
- What is a Single Frequency Network?
- What is the benefit of shifting video delivery from unicast to broadcast?
- What are some of the key standards involved in video delivery over eMBMS?
- At a high level, how does an LTE Broadcast network work?
- What are the major use cases surrounding eMBMS?
- Who is trialing / deploying eMBMS right now?
- What are mobile operators' views on eMBMS?

The information in this report will be valuable for:

- Mobile operators
- Telecom / Datacom Equipment Manufacturers
- Venue owners
- Content providers / Content creators / Content owners
- Financial analysts and investors.

The new report can be purchased and downloaded directly from *iGR*'s website at www.igr-inc.com. Alternatively, contact Iain Gillott at (512) 263-5682 or at Iain@igr-inc.com for additional details.

About iGR

iGR is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *iGR* is now in its fourteenth year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

iGR researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile wearable devices; connected cars; mobile applications; bandwidth demand and use; small cell and het-net architectures; mobile EPC and RAN virtualization; DAS; LTE; VoLTE; IMS; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; WiFi and WiFi offload; and SIM and UICC.

A more complete profile of the company can be found at www.igr-inc.com.