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New *iG*R study forecasts encrypted and unencrypted Mobile Video Traffic in North America

Study also details video optimization strategies being used to lessen impact on the Mobile Data Network

AUSTIN, Texas, June 2nd, 2015 – As more and more mobile consumers use video services like Netflix, Hulu, and FaceTime on their smartphones and tablets, the amount of mobile video traffic on the mobile data network continues to increase.

Mobile operators are in a tight spot when it comes to delivering video over their networks. Net Neutrality rules prohibit them from prioritizing, throttling or otherwise affecting the video traffic. However, there are things that the mobile operators can do to optimize their delivery of mobile video traffic and thereby improve the experience for the mobile user.

In its most recent market study, *iG*R, a market research consultancy focused on the wireless and mobile industry, details mobile operator strategies for easing the impact of video on their networks, including the use of LTE Broadcast and the use of two types of video compression — the standard type enabled by actual standards, such as H.264 — and the additional compression that can be achieved via proprietary methods.

“Mobile consumers rate their mobile operators according to the performance of video on their mobile devices, among other factors," said Iain Gillott, president and founder of *iG*R. “Although mobile operators are limited somewhat by Net Neutrality, there are many approaches that can be used by mobile operators to improve consumers’ mobile video experience.”

*iG*R’s new market study, Mobile Video: The Next Frontier, discusses Net Neutrality, its impact on mobile operators, and strategies and technologies used by mobile operators to ease the impact of video on their networks, including the use of LTE Broadcast and two types of video compression.

Additionally, this study provides a five-year forecast for mobile video traffic in North America, split by type of video traffic, such as movies and TV shows and video chat, as well as by encrypted and unencrypted video.

The following key questions are addressed in the new research study:

- What is video compression?
- What are codecs?
- What are video containers?
- What is Adaptive Bitrate Streaming?
- What is LTE Broadcast?
- What are mobile operators doing now with respect to mobile video?
- What are mobile operators likely to do with respect to mobile video?
- How did Net Neutrality affect mobile operators?
- What is the difference between encrypted and unencrypted mobile video traffic?
- What is *iG*R's forecast for mobile video growth?

The information in this market study will be valuable for:

- Mobile Operators
- Device OEMs
- Mobile infrastructure vendors
- Mobile backhaul services and solutions providers
- Content providers and distributors
- Financial analysts and investors.

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

*About iG*R

*iG*R 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 *iG*illottResearch, *iG*R is now in its fifteenth year of operation. *iG*R 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.

*iG*R 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.