

Mobile CDNs: Getting Content Even Closer

Market Brief
Third Quarter, 2012





Mobile CDNs: Getting Content Even Closer

A Market Brief

Published Third Quarter, 2012
Version 1.0
Report Number: 3Q2012-04

iGR
12400 W. Hwy 71
Suite 350 PMB 341
Austin TX 78738

Table of Contents

Abstract	1
Executive Summary	2
Figure A: Simplified Mobile CDN Architecture	2
Methodology	4
Mobile CDNs	5
What is a MCDN?	5
How Does the MCDN Work?	6
Figure 1: Simplified Mobile CDN Architecture	6
Table 1: Key MCDN Issues and Differentiators	7
Who are the International Players in MCDN?	8
Table 2: Mobile CDN Vendors	9
MCDN Standards	9
MCDN SWOT Analysis	10
Figure 2: SWOT Analysis, from the MCDN Vendor’s Perspective	10
How Will MCDN Impact Current Technology?	11
What is the Outlook for MCDNs?	12
Prognosis for the Next 18-24 Months	12
Prognosis for the Next 24-48 Months	12
Conclusion	14
Definitions	15
General	15
Device Types	15
Services	16
Network Technology	17
About iGR	21
Disclaimer	21

Quoting information from an iGillottResearch publication: external — any iGillottResearch information that is to be used in press releases, sales presentations, marketing materials, advertising, or promotional materials requires prior written approval from iGillottResearch. iGillottResearch reserves the right to deny approval of external usage for any reason. Internal-quoting individual sentences and paragraphs for use in your company’s internal communications activities does not require permission from iGillottResearch. The use of large portions or the reproduction of any iGillottResearch document in its entirety does require prior written approval and may have some financial implications.

Copyright © 2012 iGillottResearch, Inc. Reproduction is forbidden unless authorized.

FOR INFORMATION PLEASE CONTACT IAIN GILLOTT (512) 263-5682.

Abstract

Content Delivery Networks (CDNs) have been around for years and provide a great deal of utility and costs savings for content owners and network operators – as well as an improved user experience for consumers. Mobile Content Delivery Networks (MCDNs) have begun to evolve in recent years, driven in part by consumer demand for content.

The difference between the traditional CDN and mobile CDN is that in the latter, content (of whatever type) originates and/or terminates over a wireless network – WiFi, 3G or 4G. The mobile CDN, then, will ideally enable local or geographically specific content to have higher availability because of predictive algorithms based on historical trends and access patterns that locate data on predetermined mobile network equipment, depending on the physical location of the end-user. And, of course, the CDN gear is located inside the mobile operator's core network – which, by default, puts cached content that much closer to the mobile users.

Key questions addressed:

- What is a content delivery network?
- What is a mobile content delivery network (MCDN)?
- How does a MCDN function?
- What are the benefits of a MCDN?
- What are some of the challenges surrounding the implementation of a MCDN?
- Who are the major MCDN players?
- What is the prognosis for MCDN adoption?

Who should read this report?

- Mobile operators
- Device OEMs
- Mobile Content Delivery Network solution vendors
- Content providers and distributors
- Financial analysts and investors.

Quoting information from an iGillottResearch publication: external — any iGillottResearch information that is to be used in press releases, sales presentations, marketing materials, advertising, or promotional materials requires prior written approval from iGillottResearch. iGillottResearch reserves the right to deny approval of external usage for any reason. Internal-quoting individual sentences and paragraphs for use in your company's internal communications activities does not require permission from iGillottResearch. The use of large portions or the reproduction of any iGillottResearch document in its entirety does require prior written approval and may have some financial implications.

Copyright © 2012 iGillottResearch, Inc. Reproduction is forbidden unless authorized.

FOR INFORMATION PLEASE CONTACT IAIN GILLOTT (512) 263-5682.