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FOR IMMEDIATE RELEASE

New iGR study discusses the potential for Mobile Content Delivery Networks

Mobile CDNs are likely to result in new revenue opportunities for the mobile operators

AUSTIN, Texas, August 14th, 2012 – 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.

“The new paradigm for content distribution promises to be the conduit to customer satisfaction for the consumer and revenue realization by mobile operators and MCDNs,” said Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. “As consumers come to rely (even more so than today) on their mobile devices, the wireless carriers will likely need to implement MCDN in their networks to meet those demands.”

iGR's new market research report, *Mobile CDNs: Getting Content Even Closer*, provides details on Mobile Content Delivery Networks, how they are likely to be implemented in the mobile network architectures and the issues that must be addressed.

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

- 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?
- What type of television service is used in U.S. households?

The information in this report will be valuable for:

- Mobile operators
- Device OEMs
- Mobile Content Delivery Network solution vendors
- Content providers and distributors
- 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 entering its twelfth 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 applications; bandwidth demand and use; small cell architectures; DAS; LTE; WiMAX; 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.