Mobile Media Optimization

Intelligent Optimization of Web, Audio and Video Content

The proliferation of smart mobile devices and popularity of mobile video applications has created both a unique business opportunity and some network challenges for Mobile Operators. Operators have expanded mobile network capacity to meet growing data needs of subscribers. However, even with significant capacity expansions, operators continue to face capacity crunches in specific sectors of the network.

Large numbers of subscribers accessing multimedia content from a particular area can create localized capacity crunches. Furthermore, spectrum availability and backhaul capacity also contribute to the problem. Network hotspots tend to occur in areas such as downtown and business districts that have significant numbers of subscribers. If unaddressed, congestion can significantly degrade the subscriber experience, leading to higher churn and reduced profitability.

Our Solution

Openwave Mobility’s Mobile Media Optimization solution is based on the DynaMO Suite. DynaMO is a comprehensive web, audio and video delivery product offering that intelligently optimizes OTT content in mobile data networks at unprecedented performance, and is comprised of three products:

- **DynaMO HD**, Industry’s most advanced context- and congestion-aware HD video encoding engine
- **DynaSurf**, Industry’s most comprehensive web optimization solution
- **DynaTune**, Industry’s most comprehensive audio streaming optimization solution

DynaMO can be hosted in the cloud or introduced in-network without any disruption. It can also be deployed in a virtualized environment with dynamic scaling that closely aligns with Industry’s initiatives for Network Function Virtualization (NFV).
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Maximizing Existing Network Capacity

The solution frees up access network bandwidth and reduces transit link costs, allowing operators to add new subscribers without compromising quality of experience.

DynaMO provides a 360-degree view of network traffic and usage patterns, including a view of localized hotspots. DynaMO selective optimization evaluates network conditions, device capabilities, content characteristics, service provider policies and customer price plans in real-time. By dynamically detecting congestion, it efficiently applies just the right amount of optimization for each subscriber and flow, exactly when and where required. Optimizing only congested hotspots significantly reduces the processing power required, lowering the solution’s hardware footprint and Total Cost of Ownership (TCO).

High Quality of Experience

Mobile Media Optimization solution guarantees a high quality experience for subscribers whether consuming web, audio or video content. Playback is smooth even during periods of network congestion. Video and audio content is delivered just-in-time, reducing unwatched downloads, and at all times the content is matched to the subscriber’s device capability. A variety of techniques are used for web, audio and video optimization including caching of popular content, enhanced High-Definition video optimization and the most comprehensive support for OTT content, including latest delivery mechanisms, containers and codecs.

Delivering Critical Business Insights

DynaMO sophisticated reporting helps operators understand mobile data traffic in detail through an interactive dashboard as well as to adjust the various optimization policies accordingly.

Dashboards provide at-a-glance feedback on the traffic profile and savings achieved by the solution and enable slicing and dicing of traffic data on multiple dimensions such as devices, domains and many content-specific characteristics.

Find Out More

Download the product sheets for DynaMO HD, DynaSurf and DynaTune at www.owmobility.com or request a solution demo.