LTE Broadcast Revolutionizing Video Delivery in the Mobile Network

The LTE Broadcast solution is uniquely equipped to meet the demands of a huge surge in data traffic due to video consumption. It efficiently handles the expense of catering to this enormous demand, raises the bar in terms of quality of experience and opens the door to new revenue opportunities with differentiated video services. The solution will revolutionize video delivery in mobile networks and address growing consumer demand for video.

Increasing demands of video

Mobile broadband users are demanding more video services and higher-quality video content than ever before. The most recent Ericsson Mobility Report states that video is the biggest contributor to mobile traffic volume, accounting for more than 50 percent.

And growth is expected continue at a rate of around 10 times by the end of 2019. Operators need to rethink if today's traditional network will be able to meet rapidly increasing and evolving video traffic demands in their mobile networks.

The LTE Broadcast solution will enable commercial deployment of premium entertainment video services over LTE for the mass market – allowing operators to drive new revenue streams, partner top brands and content owners and meet the increasingly high demands for exceptional video experiences from consumers while efficiently utilizing available LTE spectrum and operators’ network resources.
Creating value through new ways of media delivery

The LTE Broadcast solution enables unicast and broadcast service blending, helping to meet the challenges created by rising mobile usage and the growth of video traffic in LTE networks. The solution enables new revenue models for premium media content – offering exceptional user experience while efficiently utilizing available LTE spectrum and operators’ network resources, including backhaul.

The solution allows mobile operators to offer new media services directly to consumers, and enhances their role in the value chain. Mobile operators can use and monetize their media and network assets and strike deals with content and media partners for new services. From a return on investment perspective, revenue generation and cost-savings opportunities are significant and provide an attractive value proposition for mobile operators.

LTE Broadcast offers the possibility to deliver premium content to many users with secured quality of service. It enables broadcasting of content over defined areas and makes efficient use of available LTE spectrum and network investments. It allows the mobile operator to confidently offer new media services over the mobile networks, using innovative business models, without the fear of congestion or failure to deliver to the consumers.

LTE Broadcast lifts the user’s video experience to new levels, offering the highest-quality video content for even the most popular broadcasted events with guaranteed delivery. With new broadcast technology, the LTE network can deliver the highest-quality video content to anyone, anywhere, anytime – without buffering.

Diverse capability within one network

BROADCAST

Brings scalability and cost optimization

- One data channel per content
- Limited data channels and unlimited number of users
- Offer popular services over dense areas

UNICAST

Brings advanced personalized services

- One data channel per user
- Unlimited channels and limited number of users
- Any content, any time, anywhere

Realization

LTE Broadcast enables multiple users to receive the same content simultaneously. The technology is used to distribute broadcast streams into well-defined broadcast areas where all cells contribute to a single frequency network sending the same data during exactly the same radio time-slots. Broadcast and unicast radio channels coexist in the same cell, sharing capacity, while the subsets of available radio resources are dynamically assigned to either the broadcast or unicast radio channels.

The LTE network can be upgraded by software, and a new media service layer offers a dedicated network element for the implementation of end-to-end LTE Broadcast services, which provides a more flexible and lower deployment cost compared with previous mobile-broadcast options.

We are the first, and so far the only company to combine the power of three new technology standards: eMBMS, HEVC and MPEG-DASH. Ericsson’s Consulting & System Integration services will secure an end-to-end solution delivered on time and with the best quality.

LTE Broadcast has many potential business uses ranging from live broadcasting of premium events; cached media for popular TV series, films and music; digital signage allowing more frequent delivery of advertising content to a broad number of screens; and data offload whenever new firmware releases are issued for large numbers of users to download simultaneously. Today, leading LTE mobile operators are trialing the technology and use cases to explore the business potential globally.

Learn more

- Ericsson white paper – A revenue enabler in the mobile media era
- Ericsson Review article – Delivering content with LTE Broadcast
- Press backgrounder – LTE Broadcast
- Ericsson Press Release – World’s first complete solution for broadcast video over LTE networks
- Telstra and Ericsson conduct world’s first LTE Broadcast on live network
- Verizon news article – The Next Big Thing: LTE Broadcast
- Real Performance campaign site