ACCELERATING MOBILE CONTENT DELIVERY

EXTRACT FROM THE ERICSSON MOBILITY REPORT

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As content delivery over mobile networks is rapidly growing, it is becoming increasingly important to secure quality of experience end-to-end, from the content server across the fixed internet, and the mobile network to the mobile device.

Coverage and speed are the biggest drivers of network satisfaction. Improving these will have the most positive impact on user satisfaction and improve both the operator and the content provider’s business. For a content provider, a one second delay in page load time can result in lost conversions, fewer page views and a decrease in customer satisfaction.

One way of enhancing the user experience is to accelerate content delivery through a combination of internet optimization and mobile prioritization.

![Content delivery diagram](source: Ericsson & Akamai (2012))

Quality of Experience is secured end-to-end through a combination of content acceleration through the fixed internet and content prioritization in the mobile network.

Accelerated content loads up to 70% FASTER

The effect of this is threefold: it provides shorter average page load times, a more consistent user experience and page load failures are largely avoided. Being able to provide a consistently good user experience has a direct effect on a content provider’s business value through increased conversion rates and brand perception.

Figure 1 shows measurements from a commercial mobile broadband (HSPA) network. The dark blue line represents page load times for content downloaded from a content provider’s web server (origin) to a mobile device, and the light blue line shows page load times for the same content when the delivery is accelerated end-to-end. Page load times for non-accelerated content varies greatly over the five day period due to variation in radio network load, while the accelerated content is less affected. Page load times are, for the accelerated content, shorter on average and a more consistent experience is provided. In this measurement, the accelerated content downloads up to 70 percent faster.

![Page load time graph](source: Ericsson & Akamai (2012))

1 The conversion rate is the ratio of visitors who convert website visits into desired actions e.g. purchase of product.
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