

Video Streaming Management



KEY BENEFITS

- **Improved quality of experience (QoE):** Video Streaming Management can help improve the video streaming quality of experience by reducing buffering and lag, increasing network capacity, and ensuring that video traffic is prioritized over other types of traffic
- **Reduced churn:** Video Streaming Management can help reduce churn by preventing customers from canceling their service due to a poor video streaming experience
- **Deferred CAPEX:** Video Streaming Management allows operators to defer CAPEX on capacity augmentation by managing video traffic surgically
- **Increased customer satisfaction:** Video Streaming Management can help increase customer satisfaction by providing a better video streaming experience

Network Planning, Optimization, and Engineering teams are constantly looking at ways to preserve their network capacity. But in today's world, networks seem to become congested faster than they can keep up. They all know that video is the culprit, but to what is extent is the main question.

Video streaming is a major source of network traffic. In fact, many service providers claim that it now accounts for over 80% of all internet traffic in their network, and the demand is only going up.

Service providers must fundamentally alter their business to manage video streaming effectively, to avoid congestion and poor QoE for customers. But with different types of video solutions, application vendors, and non-standards, knowing where to start while maintaining customer satisfaction is a challenge.

SOLUTION OVERVIEW

Sandvine's Video Streaming Management Use Case helps service providers to manage video bitrates, so that they can deliver a better overall experience to their customers. It examines:

- Total video connections, managed connections, total subscribers, percentage of managed users, total volume and estimated volume reduction
- Analytics breakdown by each video application, including throughput consumed by different video applications and daily trends
- Understanding policy impact and validating ROI

The Use Case also offers the following functionality:

1. Comprehensive video meta-data, QoE metrics, and video application/traffic scoring providing intelligence to help make decisions for congestion avoidance, service differentiation, and increased ARPU (e.g., offer HD hour/day pass)
2. Powerful traffic identification engine, reinforced by the most granular and comprehensive signature database, with extensive support for video streaming and encrypted applications
3. Custom signatures to further harden traffic identification reducing abuse surface for fraud
4. User, location, device, plan, group/tier, charging, and QoE contexts provide more precise policy control for better traffic management and support for a greater range of service plans
5. Advanced shaping inline capabilities delivering 30% more bandwidth advantage over rate-limiting

Figure 1

Video Streaming Management Overview

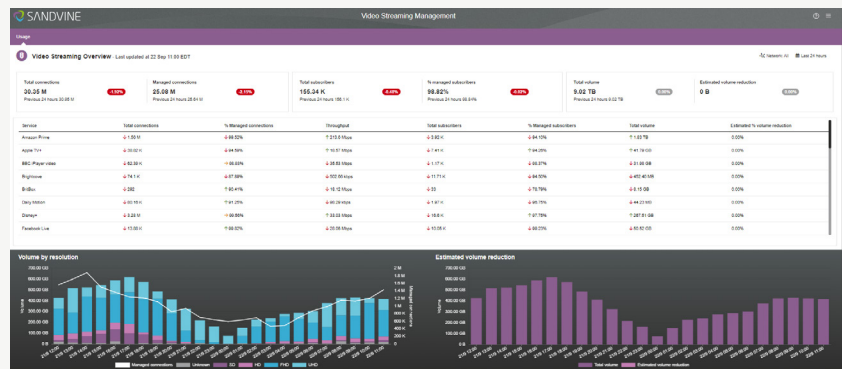
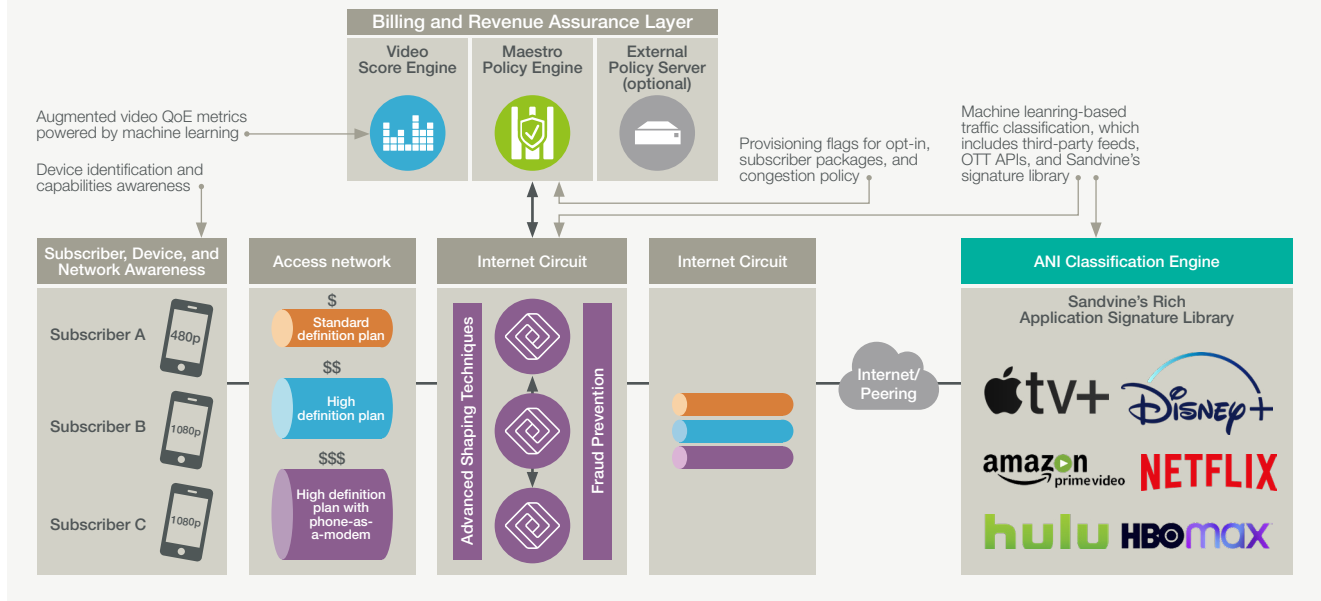


Figure 2

Video Streaming Management Architecture



REQUIRED SOLUTION COMPONENTS

- ActiveLogic
- Maestro Policy Engine
- Video Score Engine
- Deep Insights
- Elements

ABOUT SANDVINE

Sandvine's cloud-based Application and Network Intelligence portfolio helps customers deliver high quality, optimized experiences to consumers and enterprises. Customers use our solutions to analyze, optimize, and monetize application experiences using contextual machine learning-based insights and real-time actions. Market-leading classification of more than 95% of traffic across mobile and fixed networks by user, application, device, and location creates uniquely rich, real-time data that significantly enhances interactions between users and applications and drives revenues. For more information visit <http://www.sandvine.com> or follow Sandvine on Twitter @Sandvine.



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