

Over the Top Video

Rising to the Challenge

Moderator:

- **Carol Davids** - Director, Real-Time Communications Lab, Illinois Institute of Technology

Panelists:

- **Jose de Francisco Lopez** – Marketing Director – Cloud Computing, Alcatel-Lucent
- **Kirk McBean** – Chief Systems Architect - Mobile Wireless Networks, Cisco Systems
- **Mike Paradise** – AVP, Global Network Operations, AT&T
- **Mark Zionts** – VP, Strategic Mobile Service Providers, Allot Communications

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Rising to the Challenge

- The growing volume of Over the Top (OTT) video traffic presents challenges and opportunities to all network operators and in particular to the operators of mobile networks.
- The result can be bandwidth limitations, stalling playback and poor video fidelity.
- Various strategies can be used to mitigate the impact of OTT data and ensure a quality experience for the end-user and a viable business model for the network service provider.
- This panel of experts will discuss OTT Video, its impact on mobile networks, and the business and technology options available to successfully meet the challenges and realize the opportunities.

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Rising to the Challenge

- **The scope of the challenge** - Characterize the OTT Traffic
- **Quality of Experience** – the requirements and metrics
- **The Role of the Network Service Provider**
- **The Role of the OTT Application Provider**