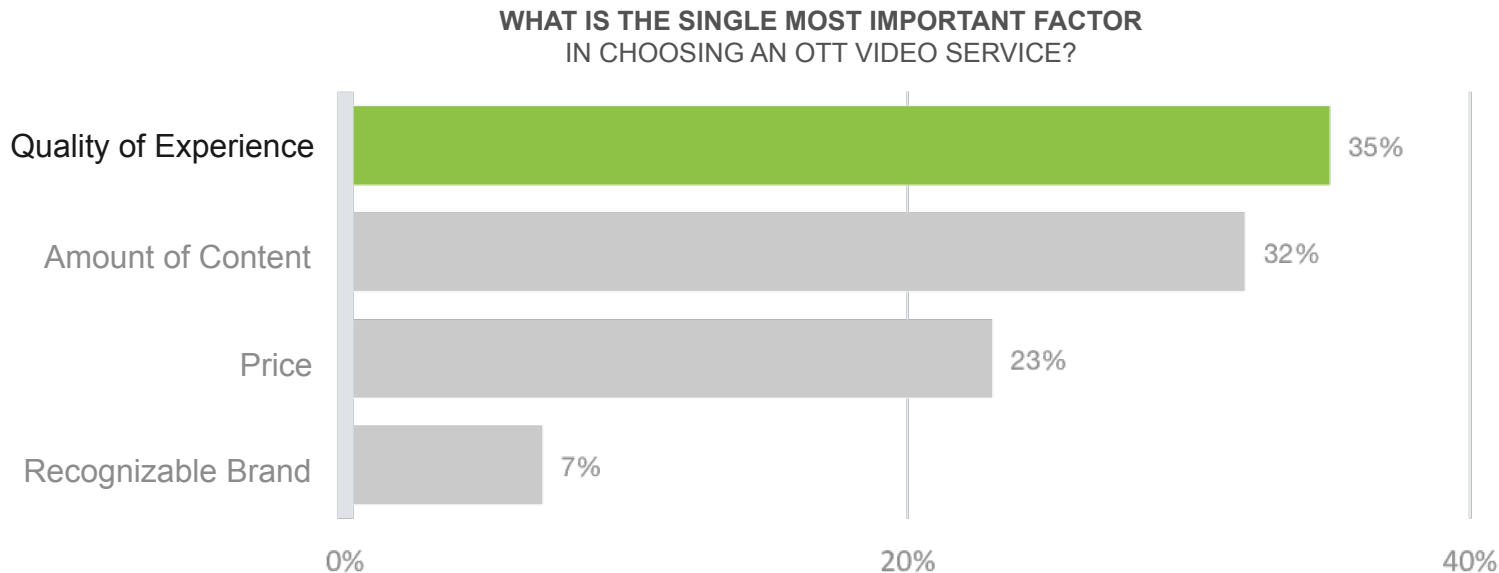

QUALITY OF EXPERIENCE IN MOBILE

8/20/2015

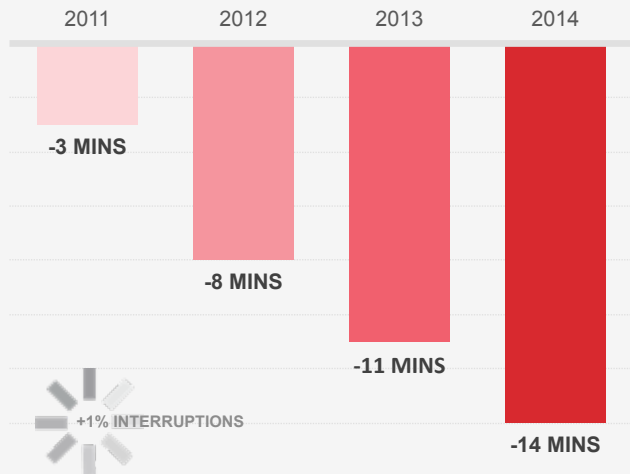
Quality of Experience is Critical

Quality of Experience—including service availability—remains the key consideration, surpassing even breadth of content

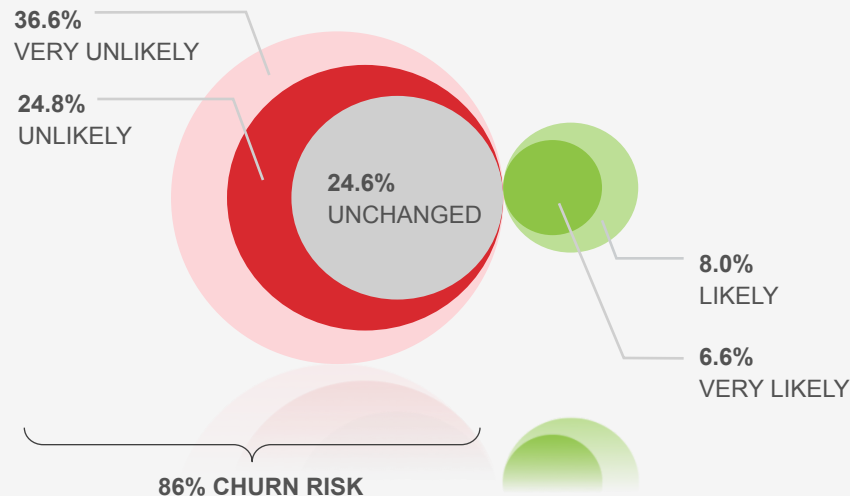


Delivery Issues Lead to Abandonment

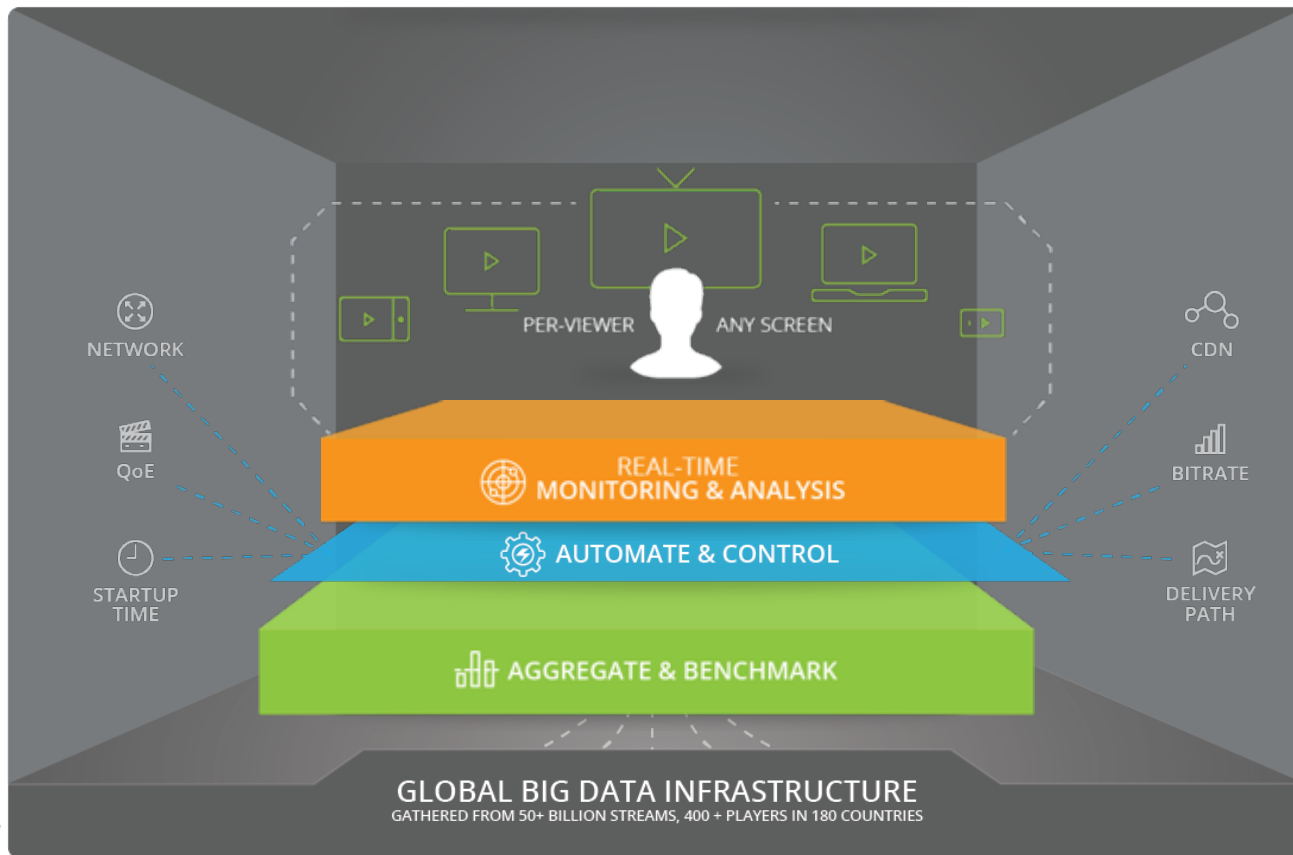
**ENGAGEMENT REDUCTION (IN MINUTES)
WITH 1% INCREASE IN BUFFERING**



**HOW LIKELY ARE YOU TO WATCH
FROM THAT SAME PROVIDER AGAIN?**



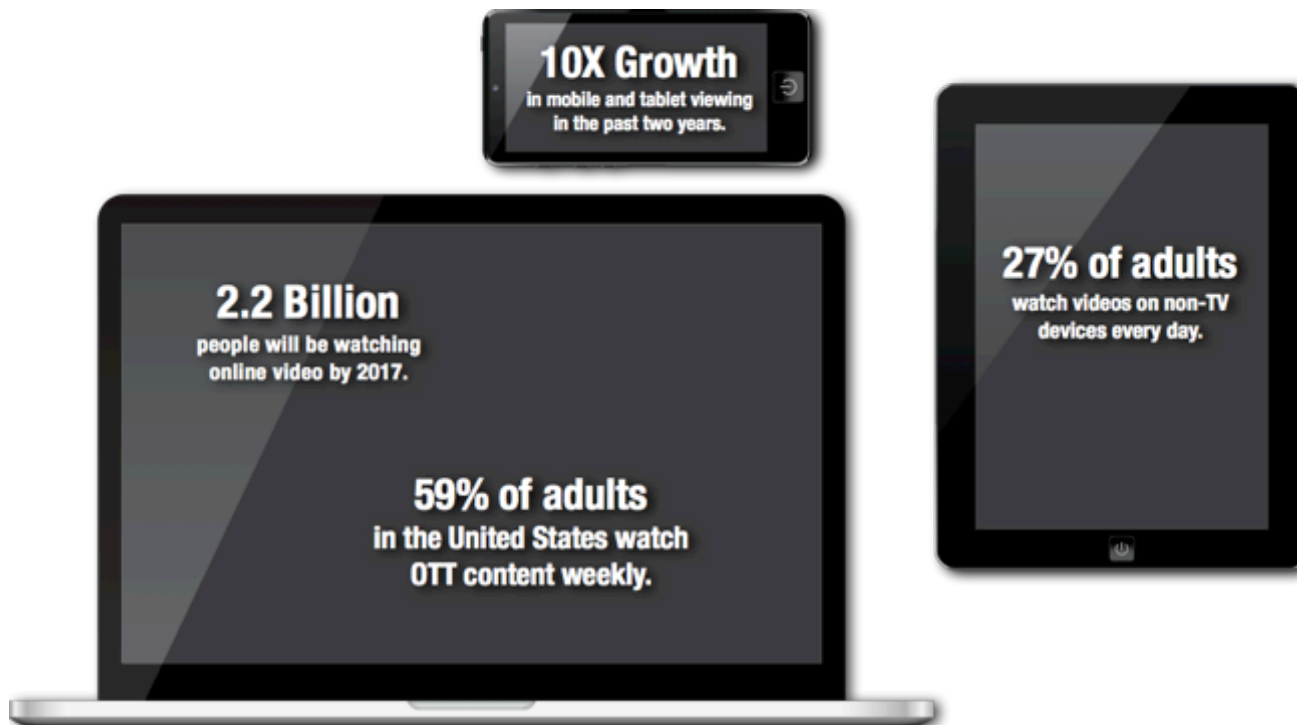
The Intelligent Control Platform





MOBILE TRENDS

Mobile's Impact on OTT

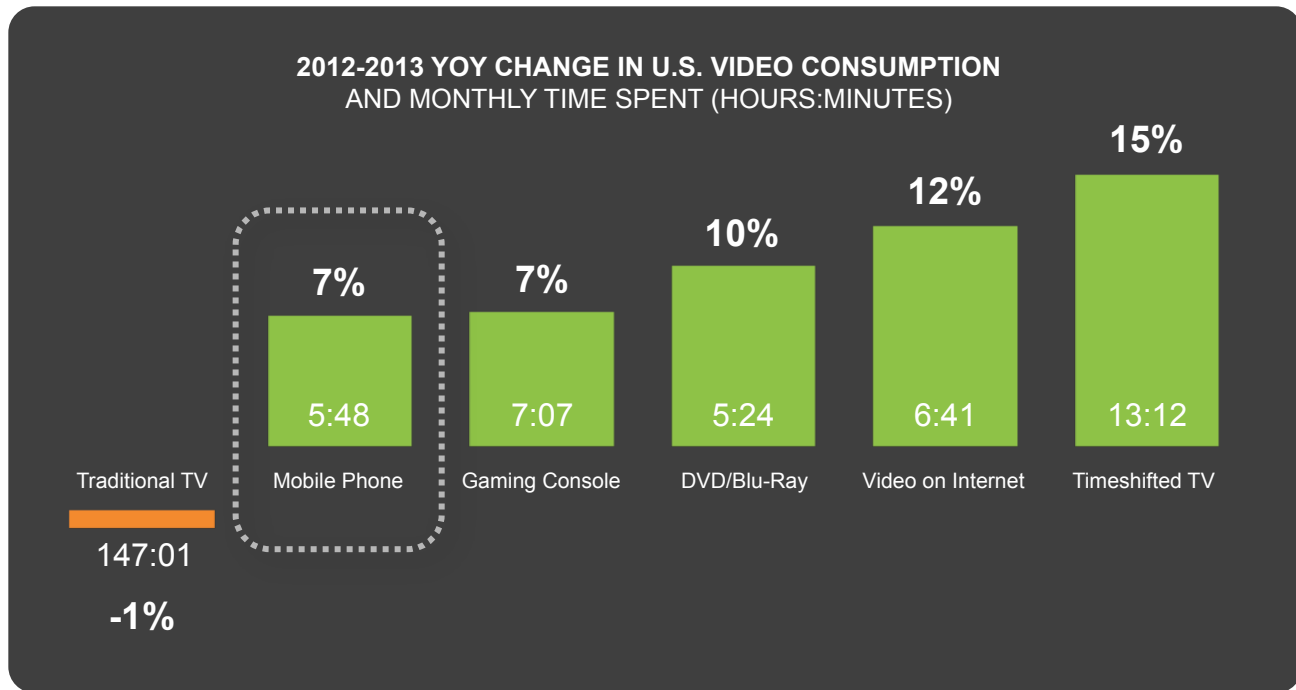


Fundamental Shift in How People Watch

Viewership is migrating to new devices and becoming IP-enabled



Content providers risk alienating viewers if not prepared



Fragmentation in Mobile Complicates Quality Measurement

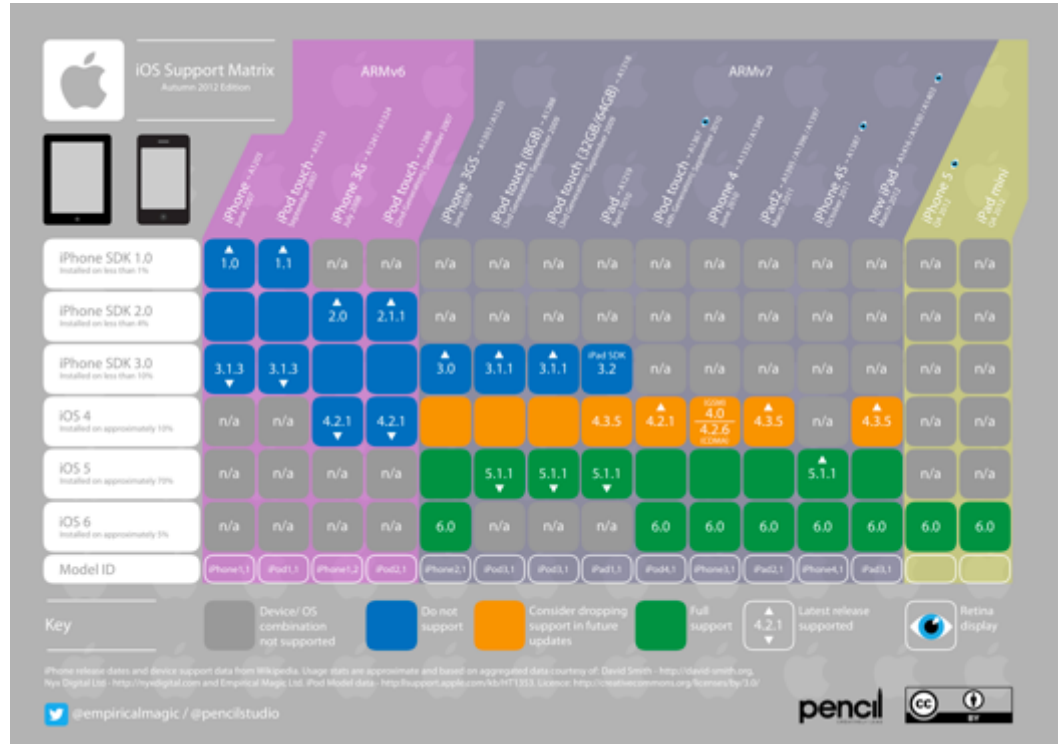
OpenSignal measured
12,000 Android device
models in July 2013
(300% Y-O-Y growth)

And that's not shrinking...



Fragmentation in iOS becoming an Issue

With the introduction of multiple iOS services (soon Apple TV on iOS), standardized measurement of Quality of Experience and Engagement is becoming critical.





RECOMMENDATIONS

Recommendations

- First rule of QoE: Admit there's a problem
- Work towards agreed upon QoE metrics
 - Hardware, OS, Frameworks, Platforms
- Measure, measure, measure

THANK YOU.

Conviva.com