



# OpenSignal expands mobile analytics capabilities to video, the dominant traffic source on mobile networks worldwide

*As telecom and television markets collide, OpenSignal's innovative analytics help global network operators quantify the quality of experience for mobile video*

LONDON, UNITED KINGDOM, September 18, 2018 /EINPresswire.com/ -- [OpenSignal](#), the



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*Brendan Gill, CEO of OpenSignal*

independent global standard for measuring real-world mobile network experience, is now providing telecom operators worldwide with unprecedented insight into how their customers experience mobile video, the fastest growing category of mobile network traffic. The company has introduced a series of analytics and analyses that quantify the quality of experience for mobile video by measuring video streams from millions of smartphones worldwide. It is the telecom industry's first independent measure of real-world mobile video experience, spanning multiple video content platforms.

"Our mobile video experience analytics are a strategic business guide to help telecom operators worldwide

prioritize network investments and improve customer satisfaction on the most important consumer mobile service they offer today," said Brendan Gill, CEO of OpenSignal.

Recognized globally for its industry-leading analysis and reporting of true mobile network experience, OpenSignal's analytics product suite gives telecom business leaders a granular view of the changing network dynamics affecting their own and competitors' networks. Available now in product, the new video experience analysis will help operators measure how their customers are experiencing video and see how it compares to competitors' end-user video experience.

OpenSignal's latest analytics innovation underscores its ongoing commitment to lead the telecom industry toward [more relevant measures of network experience](#). "Taking another leap forward in our real-world measurement philosophy and approach, we are now analyzing how consumers experience the specific services they use on their mobile phones. Video experience analysis represents a major step forward towards our vision," Gill said.

Believing that transparency brings a greater industry focus on network quality and [better mobile connectivity](#), OpenSignal will publicly report on select video experience insights in the coming weeks, helping consumers, regulators and operators answer the question: how good or bad is the video viewing experience on an operator's network?

## Why video?

Video views on mobile devices have skyrocketed over the past decade and the industry expects video consumption to increase further, fueled by the rollout of 5G networks and bigger smartphone screens from Apple and other OEMs. According to Cisco, by 2020, mobile video will increase 11x, representing more than 75 percent of the world's mobile data traffic.

The global rise of mobile video as an entertainment category has pushed operators into the intersection of the telecom and television markets where they must succeed to remain competitive. As operators manage this shift, they need access to the best user experience data and insights on video viewing.

OpenSignal's video experience metric measures exactly what consumers are experiencing when they watch videos. Built on an International Telecommunication Union (ITU)-based approach for measuring video quality, it is derived from several underlying parameters based on real-world measurements of video streams from the world's largest video content providers.

"We're measuring the full end-user viewing experience, from loading and stalling rate through to picture quality, to provide the most accurate view of what it's like for typical users to watch video on a mobile device," Gill stated.

#### About OpenSignal

OpenSignal, a mobile analytics company, is the independent global standard for measuring real-world mobile network experience. Using billions of measurements collected from tens of millions of smartphones through its own and partner apps, the company analyzes real-world mobile network experience at the largest scale and frequency in the wireless industry: by operator and by country, regionally and worldwide. OpenSignal believes measuring how the network performs directly through users' eyes is key to building better wireless networks that drive a connected world. OpenSignal's analytics products are used across the industry by mobile operators, telecoms regulators, equipment manufacturers and analysts.

More information about OpenSignal's commercial solutions is available at:

<https://opensignal.com/business-solutions>

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