

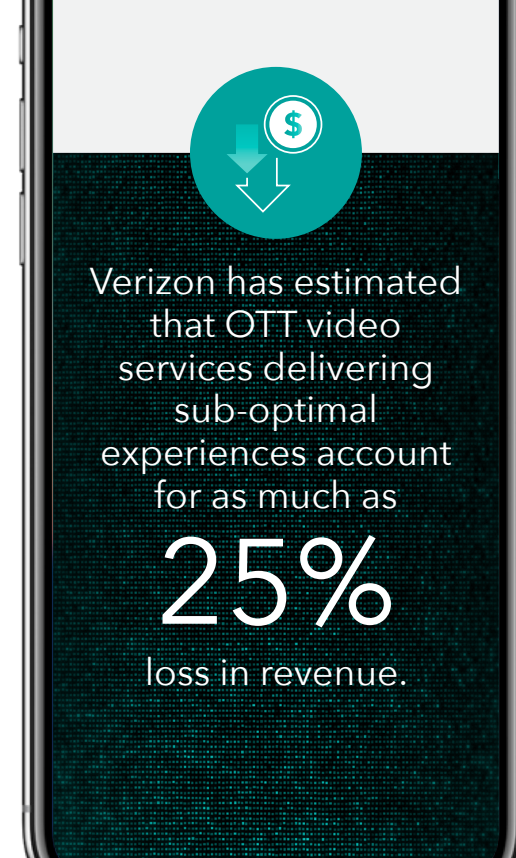
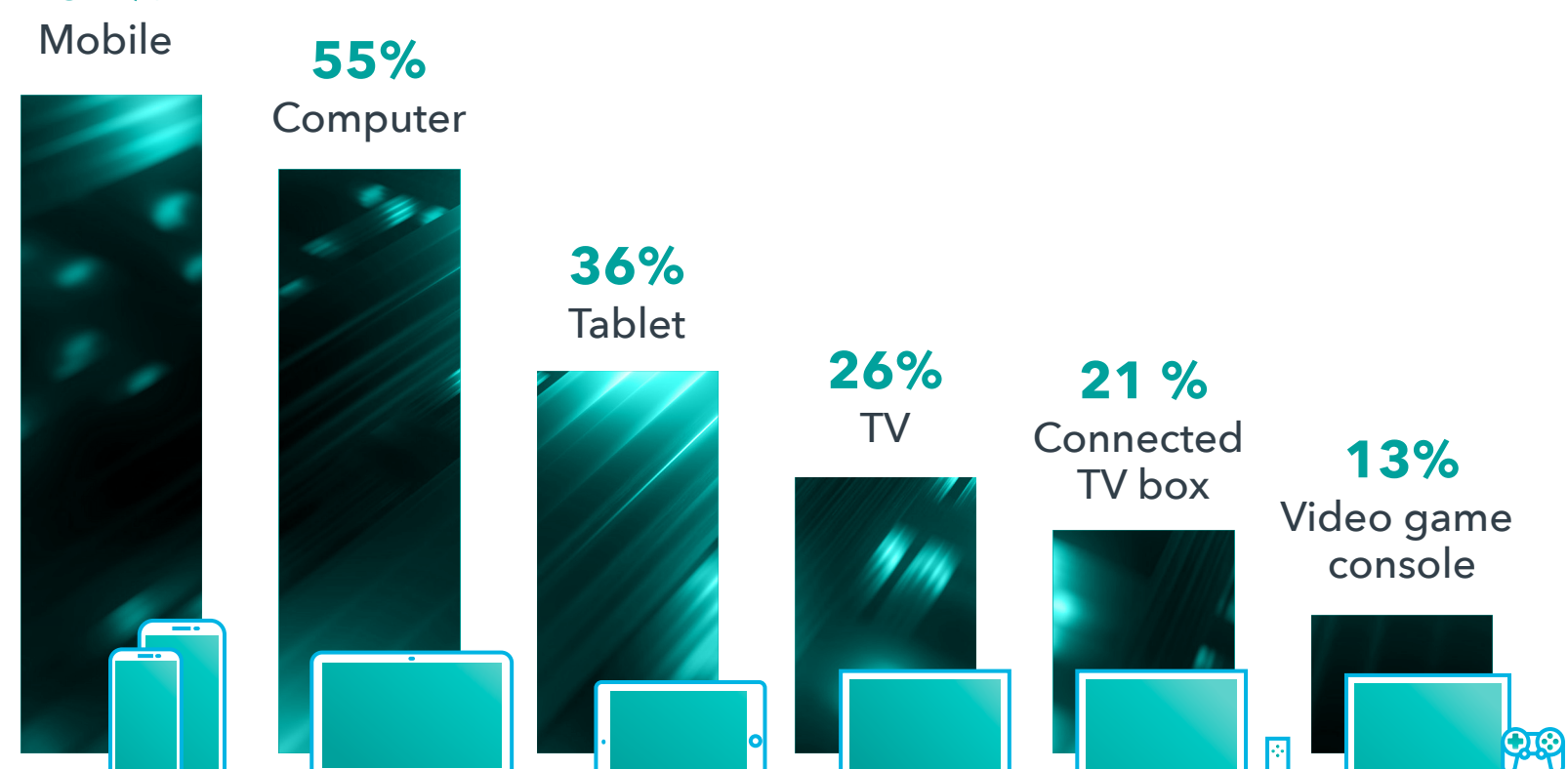
# MOBILE VIDEO STREAMING

Buffering...

## QUALITY OF EXPERIENCE

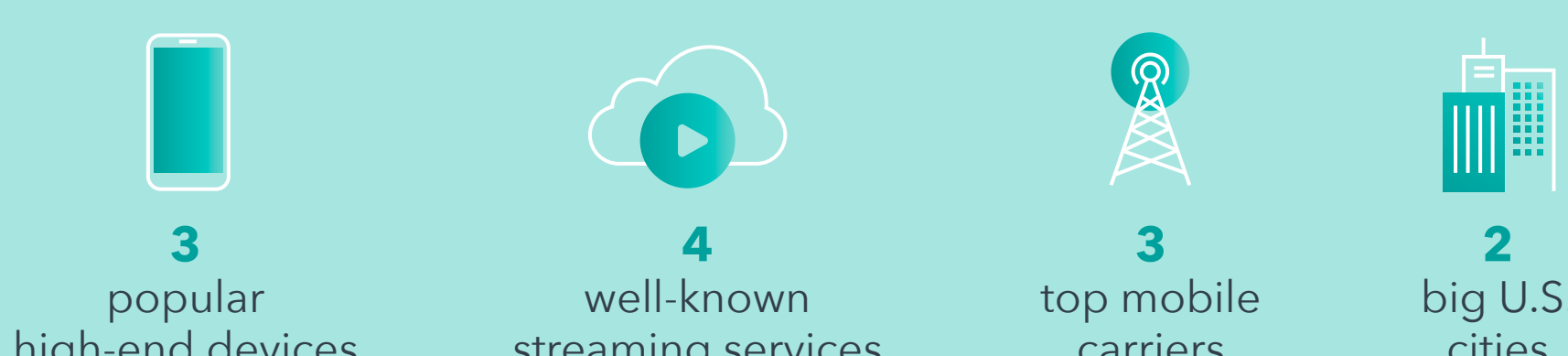
More than half of Americans prefer to use their mobile device to stream video content. With 18-34 year olds spending up to 105 minutes per week streaming video content on their smartphone.

### DEVICES USED TO WATCH ONLINE VIDEOS IN THE U.S.\*



\* As of Nov 2018

We did a study of mobile video quality.

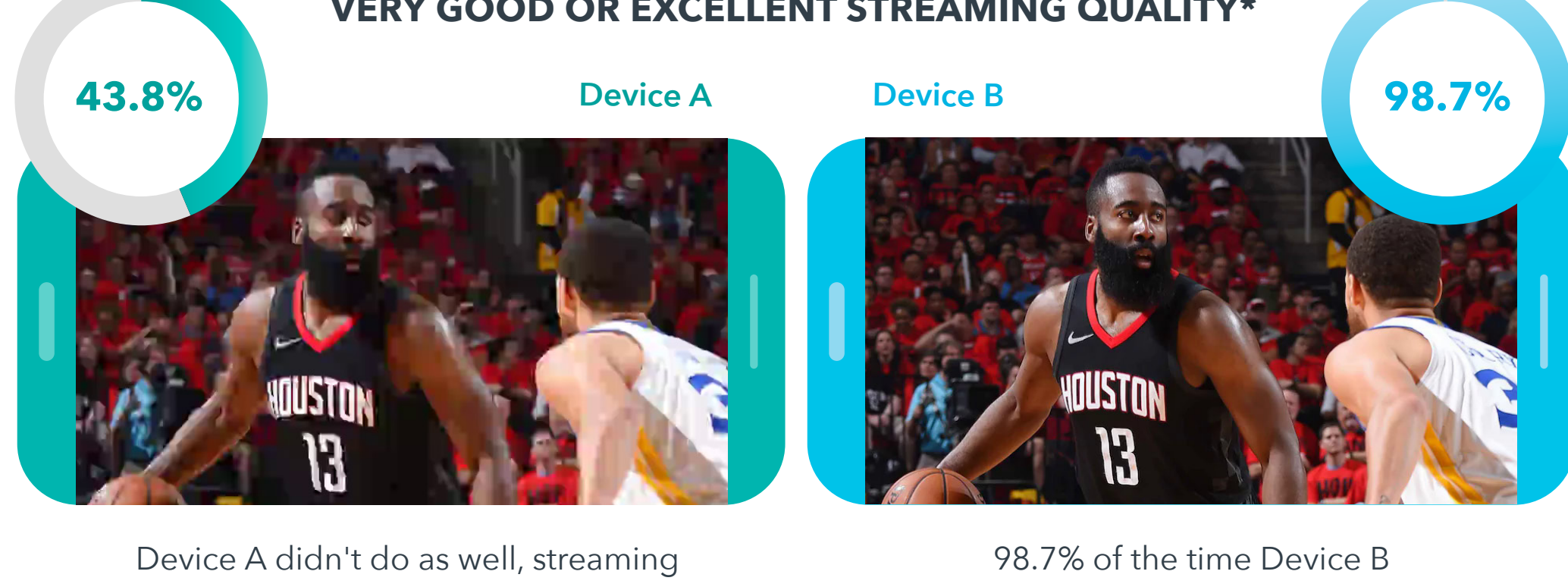


Here's what we found:  
Having the latest smartphone, the most popular streaming service, and excellent network coverage doesn't always equate to high quality ...

## COMPARING DEVICES

Even top-tier devices have room for improvement ...

### VERY GOOD OR EXCELLENT STREAMING QUALITY\*



Device A didn't do so well, streaming great video only 43.8% of the time.

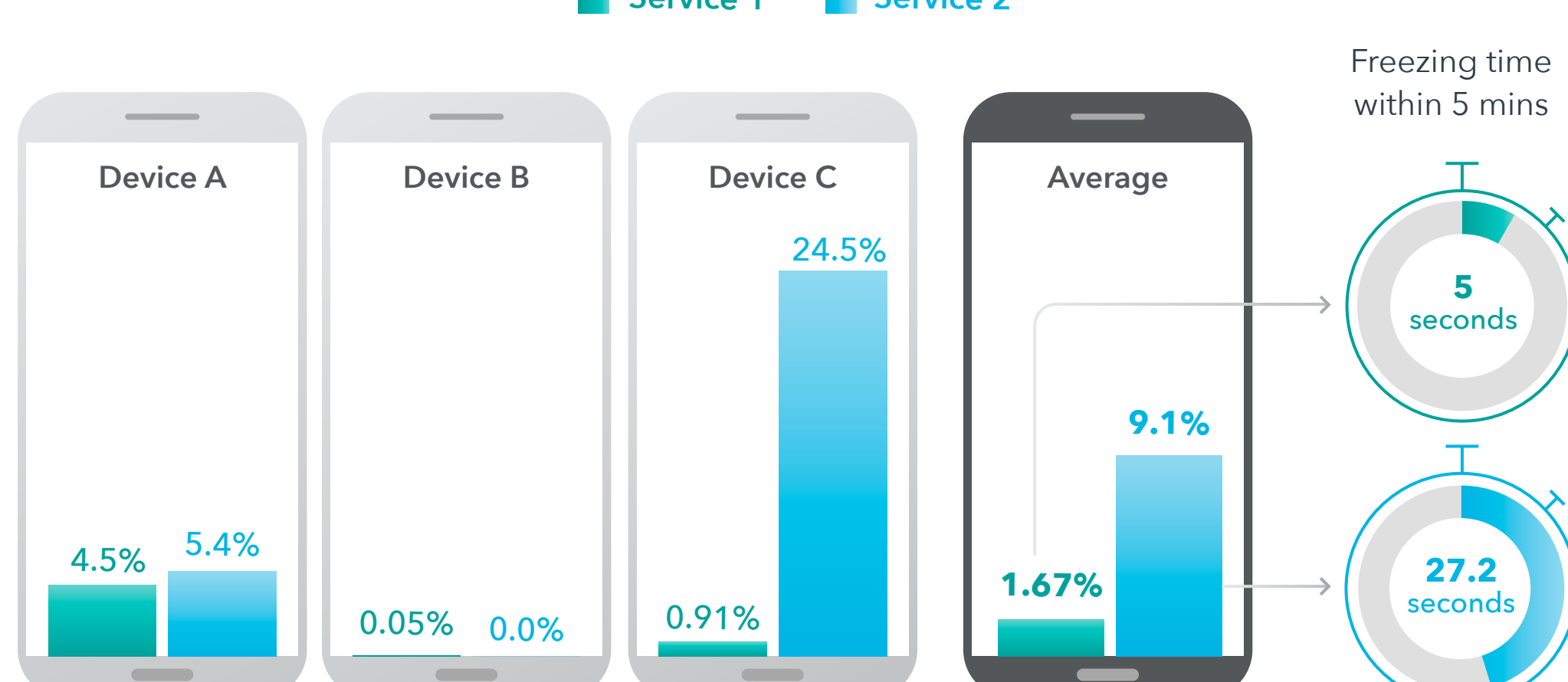
98.7% of the time Device B delivered great video.

\* Combined data across all carriers, all services, both markets

## LIVE TV STREAMING

It is possible to watch live TV without buffering and freezing!

### FREEZE & BUFFER

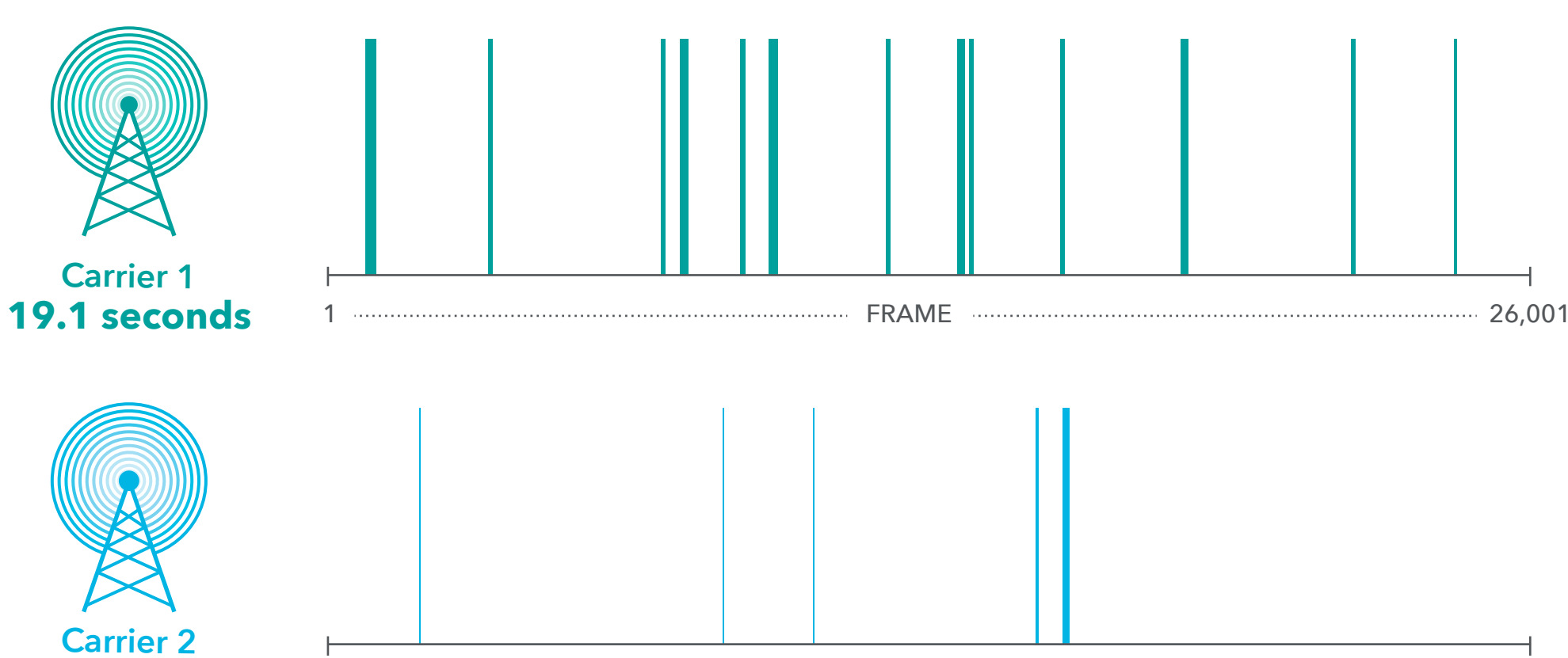


## MOBILE CARRIERS

Excellent coverage does not equate to excellent video quality!

Two live TV services were tested in the same area against two carriers. Both claim excellent wireless coverage in the tested area:

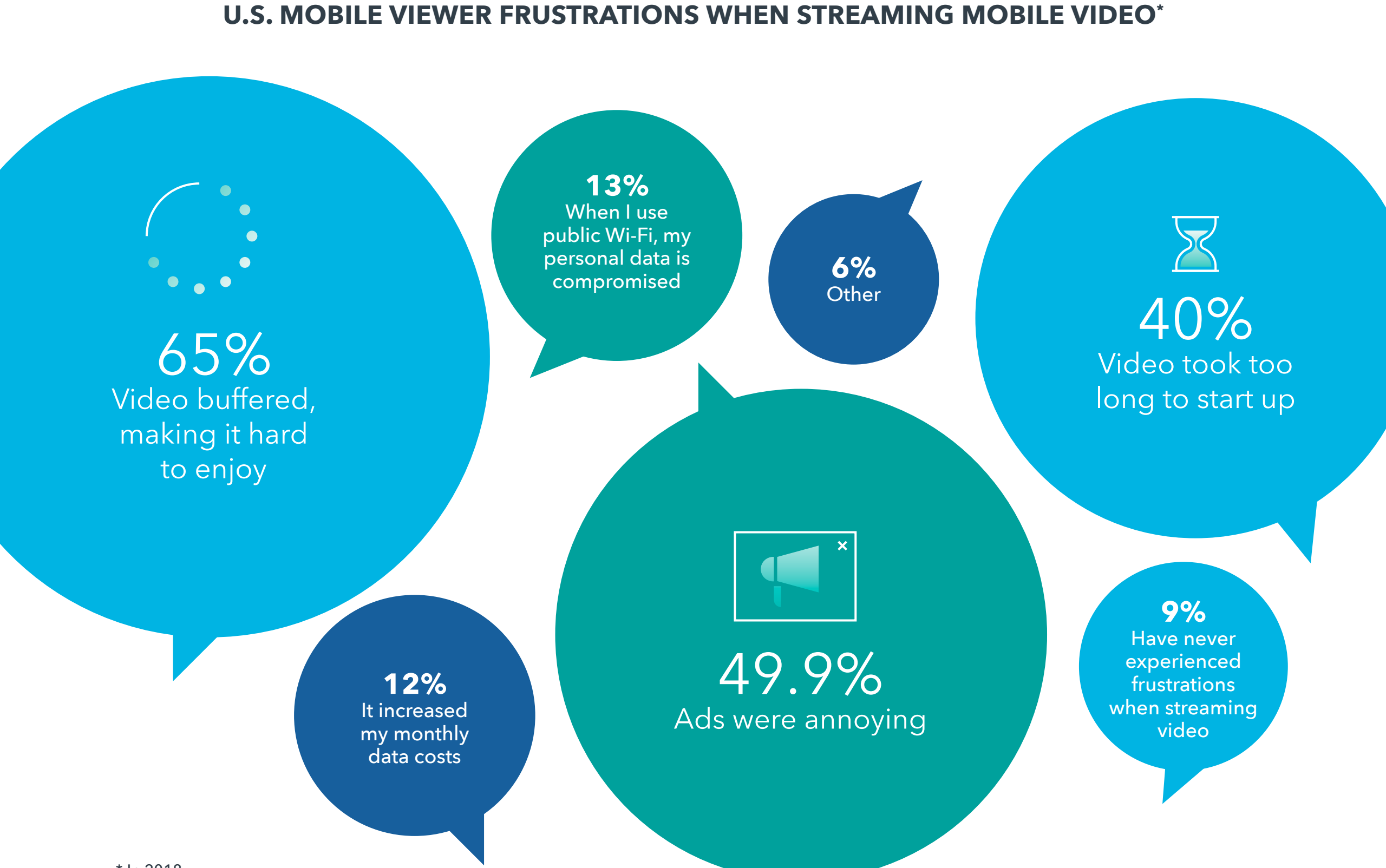
### HOW MUCH FREEZING OCCURRED WITHIN A 5 MINUTE PERIOD?



## WHY IT MATTERS?

Poor streaming quality can impact far beyond consumer enjoyment.

### U.S. MOBILE VIEWER FRUSTRATIONS WHEN STREAMING MOBILE VIDEO\*



\* In 2018



**2-3 SECONDS**  
Key threshold in initial buffering delay. After this, the number of viewers clicking away sharply increases.

## HOW CAN SPIRENT HELP YOU?

Assuring video quality can be complex. Spirent provides expert test methodologies, solutions and services to help companies assure what matters most - the user experience.

