



Enea Openwave optimises Apple TV+ for mobile



Written by CSI
06/11/19



Enea Openwave (previously Openwave Mobility) claims to have successfully optimised Apple TV+ over mobile networks, using its proprietary traffic management technology. The company says it was able to achieve this in less than 24 hours after Apple's new streaming service launched on November 1.

Algorithms, which are device, resolution, codec and context aware, were used to

dynamically optimise Apple's encrypted video content to deliver a higher quality viewing experience to mobile users that reduces video stalling and increases video watch time.

"With Apple TV+, we were able to optimise and reduce the size of some Apple TV+ shows by 2/3rds and deliver 60% data savings," Indranil Chatterjee, Senior Vice President of Products, Sales & Marketing at Enea Openwave, told CSI via email.

CSI understands that the new service uses Apple's HTTP Live Streaming implementation over HTTPS for the delivery of the video, and that encoding settings are variable depending on the device.

"However we are seeing HEVC/H.265 being consistently used across different type of devices. Dolby Vision content has been observed to be encoded at 25-30Mbps. This is slightly higher than say Netflix," said Chatterjee.

"Our Encrypted Video Manager solution can identify Apple TV+ videos, as well as the type of device accessing the service. This enables the operator to control its impact on the RAN and also preserve subscriber's QoE during congested times," added Chatterjee, who wouldn't say specifically which MNO customers Openwave performed optimisation.

According to the vendor's estimates, encrypted data accounts for over 80% of mobile data, which poses challenges for MNOs in terms of managing the QOE for subscribers and performing capacity planning.

Compared to other services, to date there are only 8 original TV shows available on Apple TV+, but it is expected to grow, and Openwave argues it is only a matter of time before operators feel the impact of Apple TV+, which launched in over 100 countries and regions for \$4.99 per month (though customers who purchase a new iPhone, iPad, Apple TV, iPod touch or Mac will receive one year of Apple TV+ for free).

MNOs will also have to contend with other new streaming services launching 2020, including HBO Max and NBCUniversal's Peacock.

In the not too distant future, as much as 90% of 5G traffic could be video, so mobile operators need to start preparing for this deluge of consumption.