

# Enea Openwave's ML-based Technology Can Optimize Apple TV+ Streaming Service for Mobile Networks

---

- [RAY SHARMA](#)



Image Credit: DisobeyArt/Bigstockphoto.com

Enea announced on Wednesday that [Enea Openwave](#) has successfully optimized Apple's new streaming service, Apple TV+, over mobile networks, using unique traffic management technology.

Enea Openwave was able to achieve this in less than 24 hours after the service launched on November 1. Algorithms, which are device, resolution, codec and context aware, were used to dynamically optimize Apple's encrypted video content to deliver a higher quality viewing experience to mobile users that reduces video stalling and increases video watch time.

The streaming wars intensify when on November 12, Disney+ launches to compete with Netflix, Apple TV+ and Amazon Prime Video. With a host of other streaming services waiting in the wings for launch in 2020 including HBO Max and NBCUniversal's Peacock. Enea Openwave's Machine Learning-based technology will be able to optimize these streaming services dynamically as they go live.

Openwave Mobility recently announced the launch of the Radio Access Network - Congestion Manager, which cuts the number of congested cells by 20 percent. The company works with 8 out of the 10 largest multi-territory mobile operator groups and has a footprint of more than 2 billion subscribers.

**Indranil Chatterjee, SVP of Products, Sales & Marketing, Enea Openwave**

Within hours of its launch, our machine learning-based technology detected and optimized Apple TV+. Conventional technology is not fit for purpose, as it requires manual configuration – time operators just don't have.

## Ray Sharma

Ray is a news editor at The Fast Mode, bringing with him more than 10 years of experience in the wireless industry.