

An aerial view of a dense city skyline, likely Hong Kong, featuring numerous high-rise buildings and a harbor. The scene is captured from an elevated position, showing a mix of modern skyscrapers and residential blocks. The background includes hazy mountains and a clear sky. The overall tone is bright and clear.

# **Solving the Data Crunch**

## **LTE Broadcast Services and Opportunities**

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# Opportunities and Benefits

## Drive ARPU and Reduce Cost



### Deliver Live Events

- Live sporting events
- Breaking news
- “Must-see” live events
- Venuecasting



### Distribute eMedia

- Catch-up TV
- Print media delivery
- Digital signage
- Targeted advertising
- eLearning



### Offload Data

- Firmware Over the Air (FOTA)
- Featured applications
- Popular application updates
- Live tickers

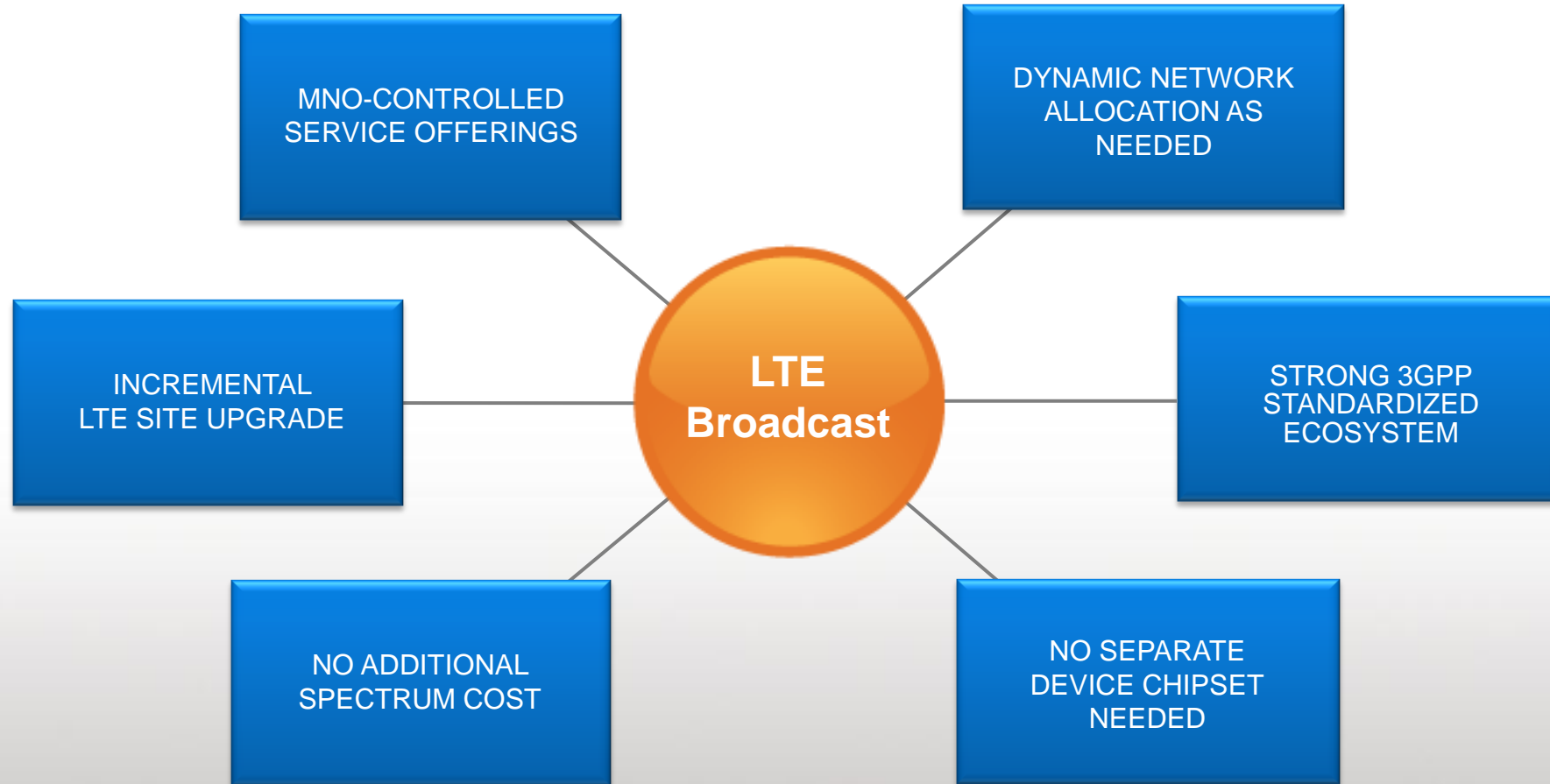


### Manage Congestion

- Breaking news triggered media content
- Top YouTube video clips
- Machine-to-machine

\* For illustrative purposes only

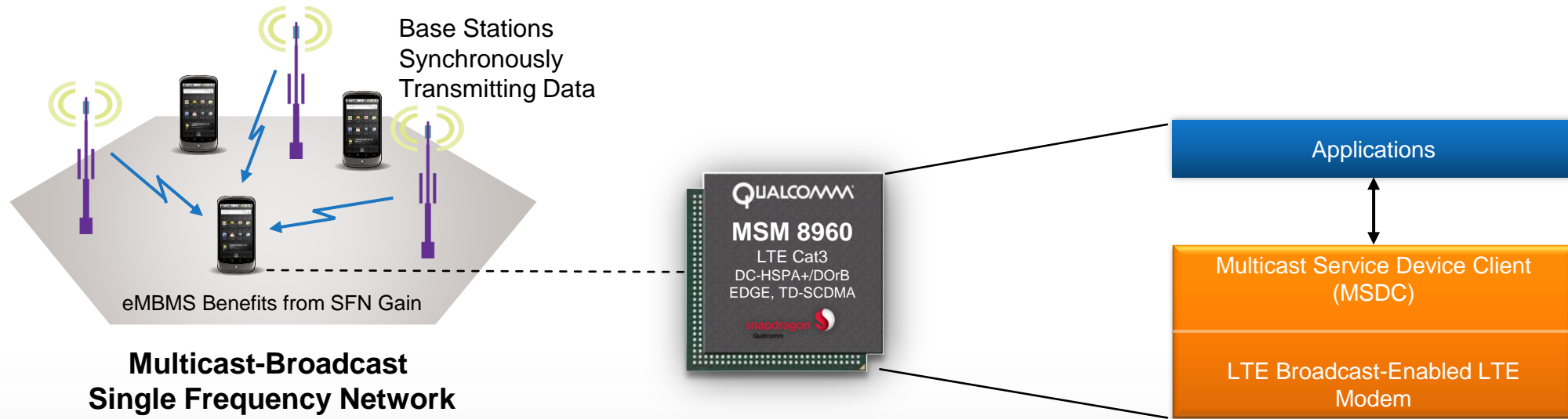
# Efficient, Low-Cost Solution for MNOs



LTE BROADCAST DEPLOYMENT COSTS ARE SIGNIFICANTLY LOWER THAN OTHER BROADCAST ALTERNATIVES

# LTE Broadcast (eMBMS) Overview

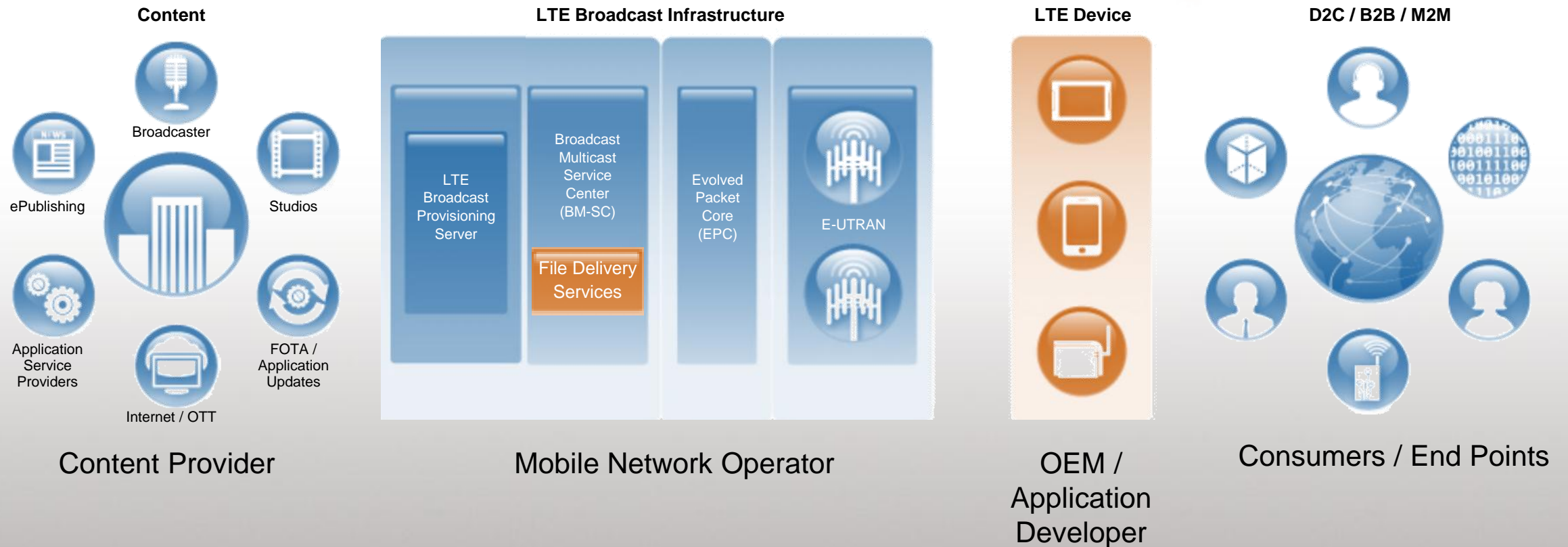
## Evolved Multimedia Broadcast Multicast Service



- ▶ Specified in 3GPP Rel-9, enhancements planned in Rel-10 and beyond
- ▶ Efficient “one-to-many” LTE broadcast solution (designed for unlimited number of users)

- ▶ Reduces delivery costs and offloads content from unicast
- ▶ Flexible capacity sharing between unicast and broadcast
- ▶ Integrated with LTE infrastructure and Qualcomm UE chipsets



# Broadcast Services Ecosystem



# Demonstration

# Thank you

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