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

- MNO-CONTROLLED SERVICE OFFERINGS
- DYNAMIC NETWORK ALLOCATION AS NEEDED
- INCREMENTAL LTE SITE UPGRADE
- STRONG 3GPP STANDARDIZED ECOSYSTEM
- NO ADDITIONAL SPECTRUM COST
- NO SEPARATE DEVICE CHIPSET NEEDED

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

LTE Broadcast Services

Content Provider
- Broadcaster
- ePublishing
- Studios
- Application Service Providers
- Internet / OTT
- FOTA / Application Updates

LTE Broadcast Infrastructure
- LTE Broadcast Provisioning Server
- Broadcast Multicast Service Center (BM-SC)
- Evolved Packet Core (EPC)
- E-UTRAN
- File Delivery Services

LTE Device
- OEM / Application Developer
- Consumers / End Points

D2C / B2B / M2M
Demonstration
Thank you

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