

# How OTT mobile streaming video quality impacts service providers

Video now dominates bandwidth on communications service provider (CSP) networks. Consumers are often frustrated when video doesn't play properly.

EXFO commissioned two surveys with RCR Wireless and Sapio Research to explore how this affects service provider revenue and churn, and why this problem is vexing to solve.



A quarter of consumers regularly experience mobile video streaming problems.



Even a for a small operator with 2 million subscribers, this translates to potentially tens or hundreds of thousands of subscribers.

Consumers blame service providers when mobile video streaming goes awry.

Less than 10% blame the video provider! Service providers need better tools to pinpoint and fix these issues.

4% Phone manufacturer

5% App

9% Video provider

23% Don't know



**59%**

Network performance and operator-provided WiFi equipment



## Mobile video streaming issues cause significant churn.

For a tier 1 mobile operator with 100 million subscribers, the cost of replacing customers who churn because of poor video streaming quality amounts to \$300 million annually.

Likelihood consumers will switch providers because of mobile video streaming issues.



## Most service providers struggle to pinpoint the origin of mobile video streaming issues.

Almost three-quarters (73.3%) of service providers cannot determine if OTT video impairments originate with the customer device or home network.



Over half of CSPs say customer churn and reduced Net Promoter Score (NPS) caused by poor quality OTT video experience are top threats to market share.

Operators are rightfully worried about the negative effects of streaming video issues.

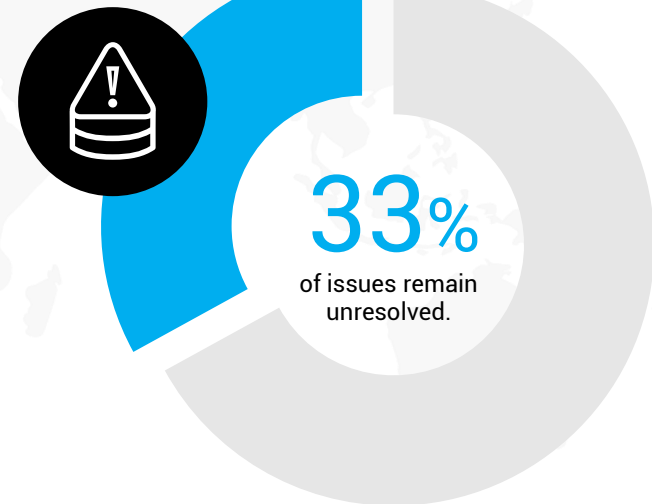


Despite their best efforts, service providers are unable to resolve a third of mobile streaming video problems.

Percent of OTT video quality problems that remain unresolved despite an average of 4 teams spending 5 hours consulting 4 tests/tools to find the root cause.



And still...



Learn how innovative new monitoring methods close the visibility gap with real-time insight into user experience, network performance, and how they relate.



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