

# Mobile video traffic optimization (at Telecom Italia)

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1. August 2011

## **Abstract**

The talk will provide an introduction of unique challenges bandwidth hungry applications such as file-sharing and video streaming pose to mobile networks. It will then deepen into the details of some of the most common optimization techniques today implemented (or being implemented) to mitigate the impact of HTTP-based video traffic on the user experience of mobile broadband users.

The goal of the talk, based on evaluation and deployment experience of such techniques at Telecom Italia, is to stimulate discussion among the industrial and academic worlds about the effectiveness, the possible drawbacks and the eventual evolution of such short-term solutions to what is clearly becoming and ineluctable problem.