

Customer story

MobiTV

Delivers to Mobile and Broadband Networks the Highest Quality and Reliable Platform on the Market

MobiTV currently serves up more than 120 channels of live television and other video content to more than two million paying subscribers internationally. The MobiTV platform currently supports MobiTV in English and Spanish enabling phone, PDA, or PC to become a portable TV, and mobiradio with over 50 channels of digital radio.

To maintain its market lead and differentiation of delivering the highest quality service available, MobiTV chose Enea as its application development platform in order to deliver more features and services faster, with the same high quality.

Business Challenges Faced

As a service provider, MobiTV takes a network agnostic approach to standards. Its goal is to deliver the best quality TV experience to consumers over any transport mechanism, to any device. Its carrier partners rely on solutions like MobiTV to help monetize their existing networks and generate real revenue. There are millions of MobiTV subscribers who enjoy live television on their mobile phones at up to 30 frames per second, all utilizing the 3G or previous generation networks. Interactivity, commerce and choice are all major factors to consider in the world of mobile standards, especially as it relates to video delivery. MobiTV is dedicated to delivering a network that allows for return path delivery—a two way communication path for advertisers, networks and operators to communicate and interact with the consumer (and the other way around).

In order to meet the ever-changing demands of customers, MobiTV needed a platform that could enable the organization to rapidly and efficiently deploy services. In addition, this solution would need to provide full redundancy, as well as, authentication backhaul, encoding and video streaming.

The Solution

In order to meet a five nines standard of quality, MobiTV chose Enea. Knowing that the Enea platform resides in 50 percent of the handset in the world today, MobiTV felt confident that Enea could provide it with the scalability and flexibility necessary to maintain and exceed satisfaction of its carrier partners.

The key Enea product that MobiTV deployed was Element™, a suite of high-availability, standards-based middleware services that sits between the operating system and applications. Built atop Enea's LINX™ interprocess communications foundation, Element extends the functionality of embedded operating systems, providing advanced distributed communications and management functionality typically associated with large enterprise operating systems.

Element provided core services for synchronizing, instrumenting, monitoring and establishing communications between MobiTV applications spread across multiple operating systems and processors. Element also provided MobiTV network supervision, fault management and shelf management services that made it easier to monitor, repair, configure, provision and upgrade their live systems.

Element enabled:

- * System-wide interprocess communications, discovery and publish/subscribe services
- * Event logging and network supervision
- * High-availability shelf and fault management
- * Standards based (ATCA, SAF)
- * Scales from DSPs, to 32-bit CPUs and network processors
- * Linux and RTOS support

By utilizing the power of the Enea Element Accelerator Platform™, MobiTV was able to focus its resources on developing compelling new features and ensuring the rapid deployment of those features with high reliability.

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