There are various types of multimedia traffic, from streaming movies on Netflix to playing highly interactive MMO video games like World of Warcraft. Multimedia traffic is a bandwidth hog when compared to other types of traffic such as email, SMS, and resolving text-based web pages. With the proliferation of cell phone usage and the many customers accessing multimedia services on their cell phones, the scope of multimedia traffic looms large. According to one report, “Although only 9 percent of wireless customers are using their devices for video at any given time, that group is already generating 38 percent of all mobile data traffic” (“IMB & eMBMS: Wait-and-See Mobile TV”, September 23, 2011). A solution that internet carriers are considering to offset the growing demand for multimedia data transfer is offloading their video traffic to Integrated Mobile Broadcast (IMB) and evolved Multimedia Broadcast Multicast Services (eMBMS). The reason that this has not happened, however, is that neither the internet carriers infrastructure nor the cell phones themselves are compatible with this new technology with each side waiting for the other to begin the migration process. Considering the rate at which multimedia traffic is growing, it is in everyone’s best interest to move forward on integrating IMB and eMBMS technologies.

References

“IMB & eMBMS: Wait-and-See Mobile TV” (September 23, 2011) Light Reading: Networking the Telecom Community. Retrieved from <http://www.lightreading.com/ethernet-ip/imb-and-embms-wait-and-see-mobile-tv/a/d-id/690148>