

Standing Out in Fierce 3G Competition

Etisalat (UAE) rolls out high-quality mobile TV service



Customer Objective

- To offer best-quality mobile TV&MMS service
- To rapidly expand 3G user base

Huawei Solutions & Strengths

- HUAWEI Mobile TV solution
- HUAWEI MMS solution
- Proven commercial experience replication

Benefits

- Rapid 3G user growth and increased profitability
- A bigger market share
- Fast growing MTV Service

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tisalat is one of the biggest operators in the Middle East, with the most advanced networks in the world. UAE Etisalat is the largest carrier in UAE, occupies 4.5m subscribers.

Mobile TV service captures customers' eyes and money for Etisalat

UAE has a highly mature mobile market with a 130% penetration rate by 2006. Etisalat began to construct 3G network in UAE in 2003, but till the end of 2006, there were only 150,000 3G subscribers. Etisalat faces fierce competitions. However, leading 3G service offering could introduce good opportunities.

In February 2007, the most eye-catching news was about the Mobile TV programs of 12 channels including news, sports, and entertainment with 39Dh month fee. The programs were firstly provided by Etisalat's 3G network based on Huawei's video streaming platform. It is regarded as the most advanced HSPA network. Furthermore, the service attracted more than 8,000 users within only one week because of its low costs, various channels and user-friendly functions.

Replicate mature experience of launching mobile TV service on 3G network to Etisalat

Huawei has mature experience of launching Mobile TV service based on 3G or HSPA network, for example in PCCW Hong Kong and STC Saudi Arabia of Kingdom. According to the large volume of Mobile TV service,

Huawei did its best to optimize both Etisalat's 3G core network and wireless network. Live encoder provides robust, reliable, and fault-tolerant encoding to convert audio and video for guaranteeing high definition live content.

On the other hand, on the end to end MTV solution which not only provides streaming server but also supports content management and charging function. Etisalat Mobile TV service will allow Etisalat's Prepaid & Postpaid customers the capability to view live selected television channels on their 3G handsets in the third quarters of 2007. At the same time, Huawei Mobile Data Service Platform (MDSP) provides several charging modules such as by time, by content for monthly fee for Etisalat to satisfy different users.

By the end of
of MTV
70,000

April 2007, the amount
subscribers has reached
and max concurrent
sessions in busy
hour up to 800.
Thanks to the
killer service the
3G subscribers
grows so
rapidly



that the total 3G users up to 200,000.

Strong Innovation and Enhanced service bring sustained growth of Etisalat.

Huawei helped Etisalat to own a new revenue growth point via the broadcast technology CMB or MBMS to reduce TCO (Total Cost of Ownership).In Oct 2005, CMB solution achieved commercial use in Hong Kong. And CMB technology supports the simultaneous provision of the mobile phone TV service to up to 256 users per cell, while the ordinary broadcasting technology provides service to 6-8 users per cell only.

The other step was the MBMS service that the IOT (Interoperability Test) test between Huawei and Qualcomm on 23 January 2007, during which the high data service speed of 256kpbs came true.

Milestones

- May 2007: UAE Etisalat awarded Huawei the MTV expanding LOI (a letter of intent) for additional 8 channels and 1000sessions.
- Feb. 2007: UAE ET launched the Mobile TV programs of 11 channels including news, sports, and entertainment etc.
- Jan. 2007: Huawei started to help Etisalat to construct MTV service.
- September 2006: Huawei was chosen to construct and HSPA commercial network in UAE, which is the largest one in the Middle East and North Africa.