

Verizon Wireless News Center



Featured Story

The Next Big Thing: LTE Broadcast

Mobile video continuing to grow.

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Video has been hailed as the killer app on 4G LTE, and mobile video is expected to [grow rapidly](#) over the next several years. The speed and capacity of the 4G LTE network will allow content providers to deliver more video – video that consumers will look at in a whole new way.

One innovative solution being developed by Verizon to stay ahead of this demand is called LTE Broadcast. Based on evolved Multimedia Broadcast Multicast Service (eMBMS) standards approved by 3GPP, a telecommunications standards group, the technology allows for a very efficient use of LTE spectrum and network, delivering the highest quality, always-on video for everyone without buffering.

LTE Broadcast could allow students on satellite campuses to see a lecture from a star professor, transforming higher education and making it available to more people. Sports leagues could provide additional or exclusive content to their fans who attend live events, enriching their experience at the venue. Municipal governments could reach all their citizens in a specific geographic area with messages important to them.

LTE Broadcast is engineered to efficiently use spectrum, there are no capacity issues or bottlenecks associated with delivering the video. Verizon, with its leading 4G LTE network now in 470 markets in the United States, is developing LTE Broadcast with an eye toward the future and meeting customer demand for innovative video solutions.

On display at the 2013 International Consumer Electronics Show (CES) (LVCC, South Hall, #31400), Verizon is collaborating with several other companies for this technology demonstration. [Ericsson](#) provided the LTE network infrastructure and [Qualcomm](#) is providing prototype handheld solutions. Numerous other companies including [MobiTV](#), [Media Excel](#) and Thompson Video Networks have helped create the application and content that will deliver the richest and most exciting video experience to consumers.

Check out more from Verizon at [CES](#).

<http://news.verizonwireless.com/news/2013/01/verizon-wireless-4G-LTE-broadcast.html>