

## **Allot Launches New Mobile Trends Report: Factors Influencing Video Experience on Mobile Networks**

*Report Finds that Bandwidth Allocation Does Not Match Video Requirements, Device Matters, and Appropriate Video Container Can Improve the Subscriber's Perceived QoE*

February 19, 2014 – Hod Hasharon, Israel – [Allot Communications Ltd.](#) (NASDAQ: ALLT), a leading supplier of service optimization and revenue generation solutions for fixed and mobile broadband operators, today announced the availability of its [February 2014 Allot MobileTrends Report, "Measuring the Mobile Video Experience,"](#) which explores the factors that impact video delivery quality over mobile data networks. The report examines how download bandwidth, duration, resolution, mobile operating system (iOS, Android) and video container (3GP, MP4) affect stalling, as well as how they interact to influence the overall video viewing experience.

Mobile subscribers tend to evaluate the overall quality of their mobile network based on their video viewing experience, and industry studies have concluded that video stalling has significant impact on user engagement and quality of experience. As demand for video content grows, video delivery quality continues to be an important challenge for operators. The report illustrates how video analytics can be used to address these challenges.

The statistical information presented in the report includes a randomly selected sample of 300,000 representative video detail records (VDRs) from hundreds of millions of unmanaged mobile video transactions during a given week. The source data was extracted anonymously from a mobile service provider in a developed country during December 2013.

### **Mobile Video Delivery - Key Findings:**

- Actual bandwidth allocation by the network has no correlation to the video stream requirements.
- Laptops with dongles experience more video stalls than smartphones, however laptop users will continue to watch the video for longer durations, regardless of stalls.
- The video delivery container directly affects the mobile viewing experience.
- Insufficient allocated bandwidth for the video session will result in video stalls.
- Videos watched for longer durations are likely to have more stalls.

"Since customers tend to judge the quality of their mobile network based on the quality of their video viewing experience, it is crucial for mobile operators to be able to accurately measure the experience and better understand the factors that affect it," said Andrei Elefant, VP Marketing and Product Management at Allot Communications. "This report clearly demonstrates that video analytics together



with video management and optimization tools can help mobile operators improve the video experience, thus making them more competitive.”

The full **February 2014 Allot MobileTrends Report**, complete with statistical graphics and charts, can be downloaded [here](#).

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### **About Allot Communications**

Allot Communications Ltd. (NASDAQ, TASE: ALLT) is a leading global provider of intelligent broadband solutions that put mobile, fixed and enterprise networks at the center of the digital lifestyle and workstyle. Allot's DPI-based solutions identify and leverage the business intelligence in data networks, empowering operators to analyze, protect, improve and enrich the digital lifestyle services they deliver. Allot's unique blend of innovative technology, proven know-how and collaborative approach to industry standards and partnerships enables network operators worldwide to elevate their role in the digital lifestyle ecosystem and to open the door to a wealth of new business opportunities. For more information, please visit [www.allot.com](http://www.allot.com).

### **Forward Looking Statement**

This release may contain forward-looking statements, which express the current beliefs and expectations of Company management. Such statements involve a number of known and unknown risks and uncertainties that could cause our future results, performance or achievements to differ significantly from the results, performance or achievements expressed or implied by such forward-looking statements. Important factors that could cause or contribute to such differences include risks relating to: our ability to compete successfully with other companies offering competing technologies; the loss of one or more significant customers; consolidation of, and strategic alliances by, our competitors, government regulation; lower demand for key value-added services; our ability to keep pace with advances in technology and to add new features and value-added services; managing lengthy sales cycles; operational risks associated with large projects; our dependence on third party channel partners for a material portion of our revenues; and other factors discussed under the heading "Risk Factors" in the Company's annual report on Form 20-F filed with the Securities and Exchange Commission. Forward-looking statements in this release are made pursuant to the safe harbor provisions contained in the Private Securities Litigation Reform Act of 1995. These forward-looking statements are made only as of the date hereof, and the company undertakes no obligation to update or revise the forward-looking statements, whether as a result of new information, future events or otherwise.

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