

# ISPs grapple with astronomical video streaming growth on the internet

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Many internet service providers (ISPs) are faced with massive data-usage growth from their subscriber base due to the fast adoption of the internet for streaming voice (Skype) and video (YouTube) applications. Just a few years ago, streaming video accounted for 30% of all usage whereas it now dominates at more than 60%, with subscriber usage having increased more than 500% in the past six years.

The current internet usage trend demands higher throughput from ISPs with a solid upgrade path to facilitate projected growth. Subscriber requirements have evolved from bursts of high-bandwidth throughput to much more sustained sessions. Finding a solution that provides a high-capacity, scalable and cost-effective upgrade path for growth in the future, is the key.

## Shatters the bandwidth barrier

Cambium Networks' Point-to-Multipoint (PMP) 450 platform shatters the bandwidth barrier that can keep service providers from maximising their network's potential and competitive advantage. By delivering up to 90Mbps of throughput per access point utilising a 20MHz channel, the PMP subscriber module provides scalable throughput ranging from 4Mbps to unlimited. It effectively allows PMP 450 to deliver the speed subscribers need for triple play voice, video and data services, with exceptional Non Line Of Sight (NLOS) capabilities.

The PMP 450 is designed to enhance both the technical and business case for internet Service Providers that serve areas with low or high subscriber module to access point ratios and, due to its exceptional NLOS capabilities, provides a great offering to service providers typically looking for small cell backhauling.

A key enabler is the AP PMP 105 access point, which provides affordable deployment in low SM/AP ratios. It is also scalable to adapt to the network's growth cycle. Once each AP reaches the point of more than 10 registered SMs, its capacity can be increased to support up to 200 SMs per access point via a simple software upgrade.

## Integrate with existing infrastructure

It goes without saying that any upgrade a service provider undergoes has to integrate with its existing infrastructure. Cambium Networks PMP 450 provides the perfect solution in that it interoperates with Canopy PMP 430 series and PMP 100 Series SM via a separately purchased downloadable licence key. It provides a cost-effective avenue that service providers can utilise to enhance the overall capacity delivered to their business and residential access networks by allowing more users and/or higher rate plans. The solution effectively future-proofs a network by allowing the service provider to add new features as they become available due to the PMP 450's software defined radio.

Cambium Networks strives to improve reliability, reduce maintenance costs and improve customer satisfaction, which is underscored with the PMP 450 solution.

## ABOUT THE AUTHOR

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