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## Telefonica Movistar Argentina Creates 30% More Video Network Capacity with Enea Traffic Management

Tier 1 operator enjoys capacity expansion of 30% and latency improvements of 25%

Telefonica Movistar Argentina has deployed a complete Traffic Management solution from Enea to effectively manage the rapid demand for mobile data, video streaming and the subsequent rise in levels of Over-The-Top (OTT) service encryption. With a subscriber base of over 27 million[1], Telefonica Movistar Argentina has one of the largest footprints in South America. Like many operators globally during the lockdown, the network provider is experiencing high mobile data consumption as video streaming increases to unprecedented levels.

The exponential rise in mobile data traffic and increasing levels of OTT encryption go hand in hand – and this is now a major challenge for operators. Protocols such as HTTPS and Google QUIC have darkened networks, restricting their visibility and opportunity to enhance subscriber quality of experience (QoE) with conventional traffic management and optimization products.

Alejandro Ghianni, Director of Technology Design, Telefonica Movistar Argentina said: “We evaluated a number of different solutions as our network has experienced a rise in encrypted traffic along with the growing demand for data, primarily video. The innovative solution from Enea has proven notable. They have demonstrated their expertise and backed it up with excellent levels of service.”

In order to ensure that subscribers do not suffer from poor QoE - such as buffering and degraded video quality – Enea’s [Encrypted Video Manager](#) – part of the Traffic Management Suite originally developed by Openwave Mobility - enables transparent classification of encrypted video flows to balance picture and playback video quality in real time. By managing encrypted video in this way, Telefonica’s network now delivers 30% more video volume using the same infrastructure and at a consistent quality across subscribers. The overall increase in network capacity has been complemented by a 25% reduction in latency with Enea’s [TCP Acceleration](#).

Indranil Chatterjee, Chief Customer Officer, Enea said: “Our solutions are tailored to meet each operator’s network requirements. During the lockdown, we noticed a 25-30 per cent increase in demand for mobile data across South America, largely driven by video and live streaming. Our technology helped Telefonica Movistar Argentina scale quickly and manage this increase in peak throughput traffic effectively.”

*Enea's traffic management solutions were originally developed by Openwave Mobility.*

*The solutions alleviate radio network congestion, accelerate video delivery, and improve subscribers' quality of experience. The portfolio supports 5G and includes the Encrypted Video Manager, RAN Congestion Manager, and TCP Accelerator. Enea's open and cloud-native products are used by network operators worldwide, including eight out of the ten largest mobile operator groups in the world.*

### References

- Enea Encrypted Video Manager

<https://owmobility.com/traffic-management/mobile-data-optimization/encrypted-network-traffic-management/>

- Enea TCP Accelerator

<https://owmobility.com/traffic-management/mobile-data-optimization/tcp-optimization/>

### Contact

Erik Larsson, Senior Vice President of Marketing and Communication

E-mail: [erik.larsson@enea.com](mailto:erik.larsson@enea.com)

### About Telefónica Movistar Argentina

Telefónica is one of the largest integrated communications operators in the world. It has a presence in 14 countries, with an average of 113,819 employees, a net amount of turnover (income) of 48,422 million euros and more than 344.3 million total accesses as of January 2020.

In Argentina, it operates under the Movistar trademark.

Movistar Argentina has more than 21 million customer accesses in 2020, which include fixed and mobile lines and connectivity, and a fiber optic transport network with a length of more than 35,000 kilometers, in addition to television service.

The company offers the means to facilitate communication between people, providing them with the most secure and cutting-edge technology, so that they live better and achieve everything they set out to do.

Under a constant and growing investment strategy, Movistar leads the development of 4G and FTTH communication networks to bring new and better connectivity experiences to customers.

## About Enea

Enea is one of the world's leading suppliers of innovative software for telecommunication and cybersecurity. Focus areas are cloud-native, 5G-ready products for data management, mobile video traffic optimization, edge virtualization, and traffic intelligence. More than 3 billion people rely on Enea technologies in their daily lives.

Enea is headquartered in Stockholm, Sweden, and is listed on Nasdaq Stockholm.

For more information: [www.enea.com](http://www.enea.com)

[1] Telefonica Argentina subscribers