



RESEARCH ARTICLE

Investigation on Mobile Phone Video Streaming

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Abstract

Mobile phones are among the most popular consumer devices, and the recent developments of 3G networks and smart phones enable users to watch video programs by subscribing data plans from Tune-up providers. Due to the ubiquity of mobile phones and phone-to-phone communication technologies, data-plan subscribers can redistribute the video content to nonsubscribers. Such a redistribution mechanism is a potential competitor for the mobile Tune-up provider and is very difficult to trace given users' high mobility. The Tune-up provider has to set a reasonable price for the data plan to prevent such unauthorized redistribution behavior to protect or maximize his/her own profit. Study the optimal price setting for the Tune-up provider by investigating the equilibrium between the subscribers and the secondary buyers in the content-redistribution network, the behavior between the subscribers and the secondary buyers as a non cooperative game and find the optimal price and quantity for both groups of users. Based on the behavior of users in the redistribution network, we investigate the evolutionarily stable ratio of mobile users who decide to subscribe to the data plan. Such an analysis can help the Tune-up provider preserve his/her profit under the threat of the redistribution networks and can improve the quality of Tune-up for end users.

Keywords —Tune-up; mobile video streaming; pricing

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