

**Title: “Smartphone based active testing for OTT service QoE evaluation and benchmarking with native services”**

**Abstract:**

OTT applications have changed the behavior and expectation of mobile subscribers by introducing messaging, voice, streaming and content sharing services. Typically, degradation in OTT service performance is first associated with the performance of the mobile network. In addition, operators offer their own services that compete directly with similar OTT services. The presentation discusses QoE evaluation for OTT services using Smartphone based active testing. This testing method provides insights into QoE from the subscriber’s perspective and can also be used to benchmark OTT services and native services offered by mobile operators. Results from QoE testing campaigns in live networks are presented and discussed.