# Setting a Benchmark - What Should QoE Metrics for OTT Applications Look Like?

**Presentation Abstract**

Mobile operators have traditionally concentrated their efforts on measuring KPIs in isolation of their customers. We are now at the stage where we can start to understand the experience of users themselves using billions of real world measurements from mobile devices themselves. In this session we will examine how traditional metrics like download speed and latency relate to experience of real world application usage but also take a look at a new generation of metrics measured directly on OTT applications such as video. We will take a look at the video experience currently being delivered in live networks around the world, how this compares to traditional network experience metrics and consider what benchmarks we should look for as we transition from 4G/LTE to 5G.