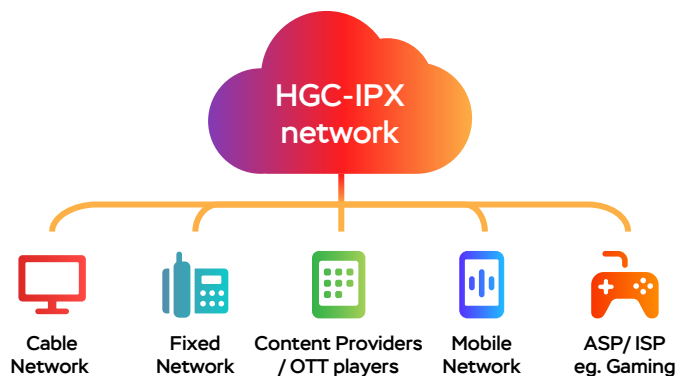# HGC-IPX Service for OTT Content Providers

A highly secured, quality-based solution for IP Interconnect

HGC-IPX has been developed with reference to specification of GSMA IR34. It is a single private IP network that interconnects fixed and mobile network operators, application service providers and content providers for the provision of multiple services such as data roaming, BlackBerry, voice and video traffic, LTE roaming and mobile signalling. Leveraging MPLS technology, the highly-secure HGC-IPX service provides QoS for multiple traffic types, allowing operators to categorise their traffic into different classes and prioritise across the IPX network to its roaming and inter-working partners.

HGC-IPX service also provides a platform for Over-the-top (OTT) players and Application and Content Providers (ACPs) to directly connect to mobile network operators and capture eyeballs. This not only improves the end-user experience but also
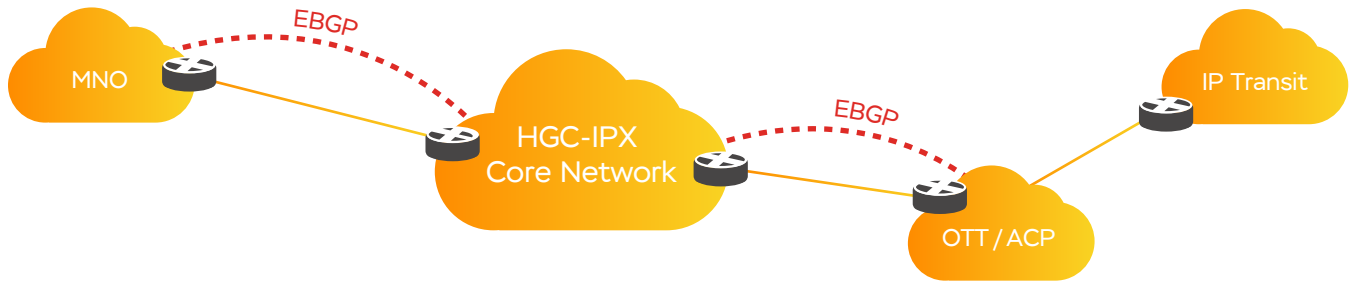
IP services across networks

HGC-IPX provides an open connectivity platform that allows OTT players/ACPs to connect to mobile operators or other fixed and cable network operators to exchange IP content and application traffic. This enables mobile end-users to access content and applications directly without going around the global internet.

HGC-IPX network

| Cable Network | Fixed Network | Content Providers / OTT players | Mobile Network | ASP/ISP eg. Gaming |

Converged Services Offering to OTT and ACP players

HGC-IPX is designed to support the following services:

- Direct interconnect via EBGP to MNO on same platform

- Just one or max. two hops count reach represent shortest path provisioning
- Guaranteed quality over private network
- Prioritisation of different traffic types with CoS over secure connection
- Guaranteed bandwidth

Class of Service	Traffic Type	Service Examples
Platinum	Conversational	Voice, Video Conferencing
Gold	Streaming	Video Streaming, Video Sharing, Online Gaming
Silver	Interactive	Web Browsing, Instant Messaging
Bronze	Background	Data Storage

- Hosting and collocation service available at data centre next to platform
- Optional IP Transit enables access to internet backbone over secure connections for other traffic
- Support other multiple services including voice and video traffic, data roaming, BlackBerry, signaling, LTE roaming, VoLTE if needed

Features	Benefits
Direct interconnect over	Capture mobile eyeballs directly for specific marketing campaign IPX to MNOs Fewer hop counts for improved quality
Performance guaranteed over MPLS' network	Enables set up of secure network Enables customers to categorise their traffic into multiple classes and prioritise throughout the IPX network to inter-working partners Provides strict SLA commitment to improve end-user experience
Bundled Hosting solution	Wide range of data centres to choose from Flexible hosting arrangements and tailor-made solutions to accommodate different needs Cloud solutions available
Optional IP transit network	Enables access to internet backbone over secure connections