

Network Traffic Management Policies

What is network traffic management?

Data usage is growing in Canada and in an effort to ensure that our customers receive a consistent user experience, we manage the traffic on our wireless networks. This means that we use advanced network management technology such as reduced speeds for the Public Mobile unlimited data plans and video experience optimization for all Public Mobile users.

Our Public Mobile network traffic management policies are explained below.

Unlimited Data plans

If you are using wireless data on one of Public Mobile's unlimited plans we may reduce or "control" your speeds when your data usage exceeds a specific range of use or threshold.

Why is Public Mobile implementing reduced speeds after my plan's full-speed data threshold?

Unlimited plans allow you to use as much data as you like while in Canada and never be charged data overages. After your plan's full-speed data bucket is exhausted, Public Mobile will reduce the maximum speed for the remainder of your subscription cycle. This allows us to minimize the impact on the experience of our overall customer base of a small number of users with uncharacteristically high usage. As a result, Public Mobile can maintain an exceptional network experience for all of our customers.

How does it work?

When total usage exceeds the full-speed data bucket included in your rate plan during your subscription cycle, your data speeds will be reduced to a maximum of 512 Kilobits per second (Kbps) for downloads and uploads for the remainder of your subscription cycle. Your data speeds will reset back to full speed on the first day of your next subscription cycle if you still have an active rate plan on your account.

Who does reduced speeds apply to?

All customers who are on Public Mobile unlimited data plans and who reach their full-speed data threshold during their subscription cycle, will experience reduced speeds for the remainder of that subscription cycle.

What is the impact of reduced speeds?

Reduced speeds should not affect any applications that require less than 512Kbps of download bandwidth or 512Kbps of upload bandwidth, but could affect the performance of applications that normally require greater bandwidth. This means you'll still be able to browse the Internet and use email but video quality will be reduced and other high-bandwidth applications will take longer to load. Reduced speeds apply to all types of data traffic, except Voice over LTE (where available) and it does not apply to Circuit-Switch based voice services (including 911).

Wireless Video Experience Optimization

Why is Public Mobile implementing Video Experience Optimization?

The radio spectrum in Canada that is needed to support data use is limited and the networks that rely on this spectrum are rapidly becoming congested. At Public Mobile, we want to make the best use of the spectrum available to us by ensuring fair access for all customers. As a result, we've implemented Video Experience Optimization throughout our wireless network to encode streamed videos at all times. This allows them to have a smaller impact on the network with minimal impact to quality. Please note that this only affects video streaming and not any Wi-Fi usage or home Internet service.

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How does it work?

Our Video Experience Optimization equipment looks at the technical characteristics of the video content that you are trying to stream as well as the type of device you're using. If the format has not already been fully optimized for delivery over a wireless network to your specific device, our equipment optimizes the file before sending it. The equipment continuously evaluates videos to determine the best balance of viewing experience and optimization.

What types of Internet content will be optimized?

Only Internet videos (eg. Flash and MPEG4) that are streamed on a wireless device will be optimized. Optimization doesn't apply for files that are downloaded, streaming over Wi-Fi, video conferencing, Face Time, live chat, gaming, or videos saved to your device. The level of optimization will differ depending on the video being streamed. For example, videos delivered to a device with a high resolution screen will not be optimized, in order to ensure the quality of the video remains the same. Streaming videos delivered to a device with a low/medium resolution screen will benefit most from optimization.

Who does Video Experience Optimization apply to?

Video network optimization applies to all Public Mobile users. All devices connected to the Public Mobile network will be optimized. This includes smartphones, tablets, Internet keys, and smart hubs. The level of optimization will automatically adjust based on the display capabilities of each device and the type of video being streamed. In this way, each video is delivered at the rate that the device is capable of displaying it.

What is the impact of Video Experience Optimization?

The end result is that videos load faster, without noticeably taking away from the viewing experience. You also use less data which can save you money.

Is Video Experience Optimization common in other countries?

As a response to global network data congestion, more than 500 wireless operators in the United States, Europe, and around the world have adopted Video Experience Optimization. User experiences with these providers show that users enjoy the benefits of optimization, including faster video loading, less buffering and stalls, lower data usage, less network congestion and no noticeable reduction in image quality.