


**Quality on Demand API**
**Connectivity Insights API**

# Telcos team up to support international live streaming

Case study for cross border e-commerce using the CAMARA-standardised Quality on Demand and Connectivity Insights APIs - [View API Descriptions](#)

## Business Problem

Since the pandemic, there has been strong demand for live streaming services, relating to cross-border e-commerce, in the Asia-Pacific region. But content creators have primarily had to rely on traditional roaming services or local tourist SIM cards to stream live. These options are not necessarily cost-effective or don't support the low latency and high bandwidth required for live overseas broadcasts.

## Impact

China Unicom Global says the RJet solution, which provides customers with a selection of data packages and acceleration options, is targeted at 500,000 e-commerce cross-border streamers and 1.2 million entertainment and travel streamers, which each tend to use multiple phones.

## Technical Solution

China Unicom Global has integrated its API platform with CITIC Telecom's DataMall and Deutsche Telekom's Remote Packet Gateway LBO (local breakout) capabilities to deliver RJet – a mobile data solution tailored for overseas streamers and live streaming platforms. RJet utilises the CAMARA-based Connectivity Insights and Quality-on-Demand APIs to analyse the network quality on users' mobile devices and then improve it, as necessary, to deliver stable connectivity.

## Value

As a prepaid service, the solution is designed to deliver live streamers high quality and stable connectivity, while eliminating concerns about high roaming fees. The solution also allows the customer to use their existing SIM cards, rather than having to purchase temporary SIM cards overseas.

*“Through the learning process of Open Gateway API technology, we have discovered the significant potential of Open Gateway API standardisation with the application of 5G network capability. It can be applied to various application environments. Meanwhile, it allows us to integrate creativity and to complete projects in a short time. Our company has full confidence in the Open Gateway ecosystem.”*

**Dickson Ip,**  
**Chief Technology Officer of CITIC Telecom.**

