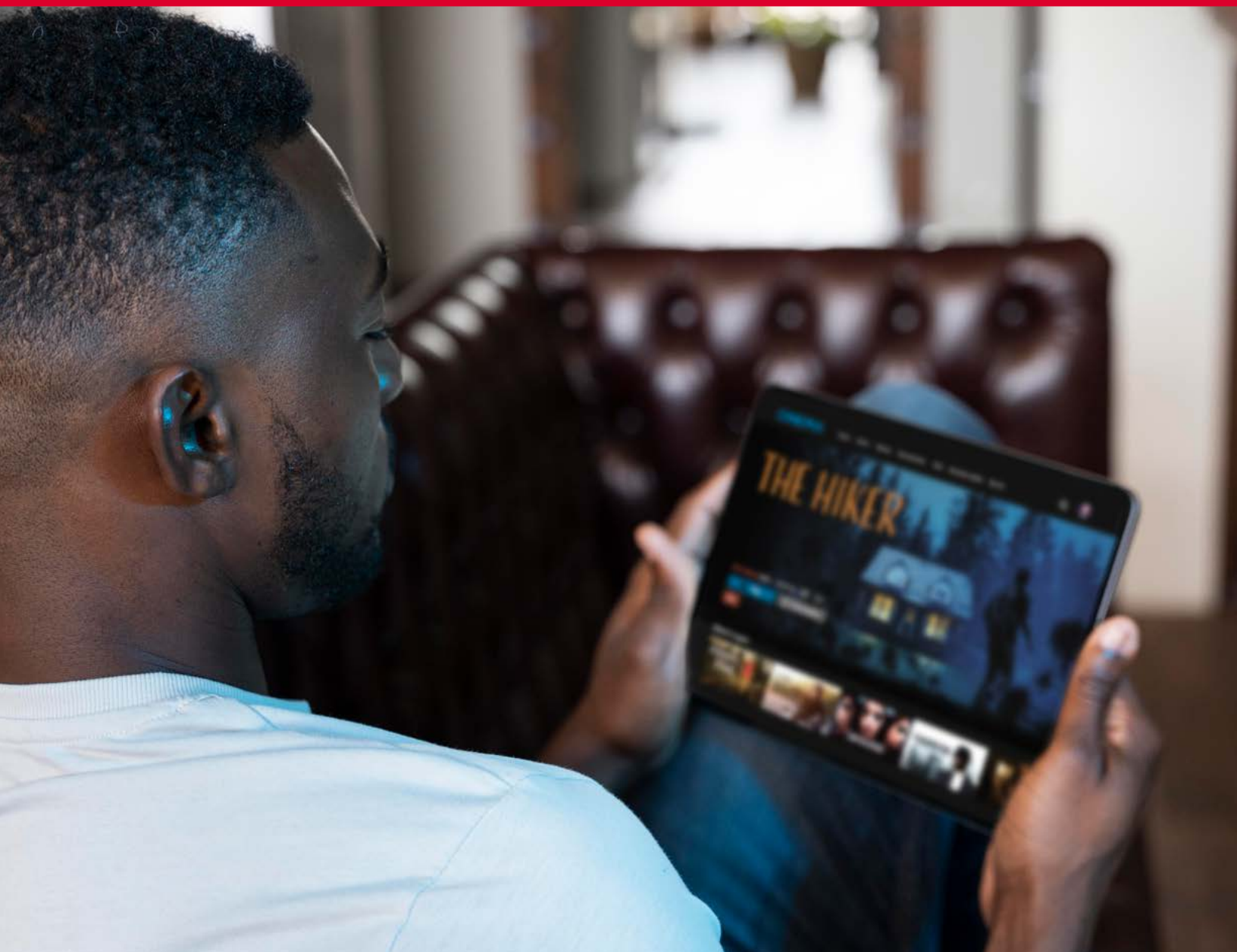


Speeding the shift from content creation to a new level of entertainment experience

How today's network APIs optimise streaming, interactivity and digital delivery





Mobile networks take centre stage for media and entertainment.

By the end of 2025, video traffic accounted for approximately 75% of all mobile data traffic, illustrating how media and entertainment content is the dominant driver of mobile network demand.¹

Ensuring that the systems and applications that deliver content can access the capabilities of those networks is critical to monitor subscription-based usage, confirm identity and age and ease sign-up at live events. It is also vital to ensuring quality of service. This puts network API's at the heart of digital media and entertainment.

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Why this matters.

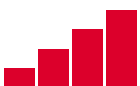
Mobile gaming, music streaming, video streaming and mobile advertising are all seeing significant demand and growth:

- Streaming reached 47.5% of total TV viewing in December 2025²
- Global mobile advertising market is projected to reach \$447 billion³
- Mobile gaming generated approximately \$103 billion in 2025; 55% of the global gaming market opportunity

To compete in this market, media and entertainment organisations must be able to deliver immersive, low-latency, high-quality experiences across devices. Their platforms need deeper control over connectivity and content delivery and the ability to identify users and monitor demand.

GSMA Fusion facilitates collaboration between media companies and mobile operators to define and launch media and entertainment APIs faster and with less risk. These APIs enable platforms to adapt network behaviour, for streaming, AR/VR, live events, and edge content caching. Content owners, creators and advertisers get predictable performance and users seamless experiences.

Using standardised APIs as a start point speeds delivery of new services and quality improvements with reduced buffering, better quality and real-time interactivity. And services can scale globally with consistency and reliability.



¹ 360iResearch: Mobile Entertainment Market - Global Forecast 2026-2032

² <https://www.nielsen.com/news-center/2026/streaming-shatters-multiple-records-in-december-2025-with-47-5-of-tv-viewing-according-to-nielsens-the-gauge/>

³ <https://www.iab.com/insights/video-ad-spend-report-2025/>

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Case study:

Easing secure access for Telekom Baskets Bonn fans

Telekom Baskets Bonn – a professional basketball club based in Bonn, Germany – offer fans news, results and video action of their team via an app. However, authentication methods, such as onetime passcodes (OTPs), introduce friction but don't combat fraud, such as SIM swap and phishing attacks. Telekom Baskets Bonn required a faster, frictionless and more secure authentication to protect user accounts while delivering premium digital services.

Telekom Baskets Bonn adopted the Number Verification API, which was integrated by BlockSport via Nokia's platform and supported by Deutsche Telekom's network capabilities. When users access the app or initiate a high-value action, the API verifies that the device and mobile number are associated with the SIM. Crucially, the API enables this SIM-based authentication to work seamlessly across mobile operators' networks and Wi-Fi connections.

Benefits:



Users no longer need to wait for or input SMS codes, reducing login time and simplifying access to services



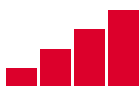
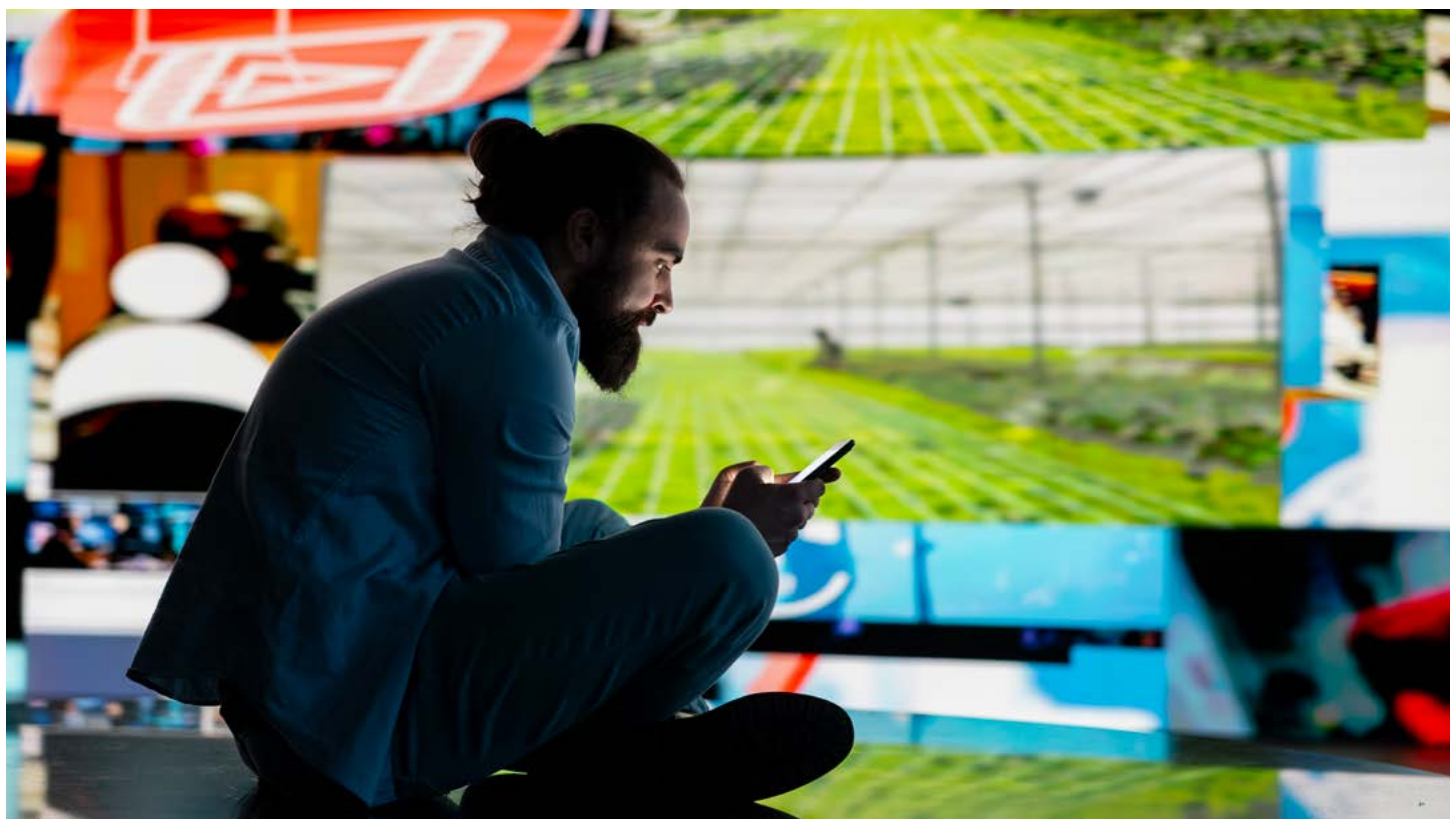
Network-based SIM verification mitigates OTP interception, phishing and SIM swap fraud



Lower operational costs



Improved conversion rates across key user journeys, long-term retention and fan loyalty



A range of standardised APIs are addressing the key issues for financial services organisations

There are already a number of standardised APIs available, and some of those most relevant to media and entertainment include:

- **Location Retrieval:** Provides the location of a device
- **Quality on Demand (QoD):** Reserve network performance to maintain smooth streaming and live interaction
- **Know Your Customer (Age Verification):** an effective and privacy-compliant solution for digital platforms
- **Number Verification:** Verify a customer's phone number instantly to prevent identity fraud.
- **Know Your Customer Match:** Allows Service Providers to validate user information with operators to speed onboarding and improve security while meeting regulators requirements.

To learn more about these APIs, how to access, develop and integrate them, and how to take part in Fusion, read more at: <https://www.gsma.com/solutions-and-impact/gsma-open-gateway/>

