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Netskrt

An Unparalleled Passenger Streaming Experience Is within Reach

More than ever, rail passengers are demanding a stable and robust wifi connection while onboard, especially to enable streaming of video content from the services they subscribe to.

The global passenger rail transportation market is expected to reach **$307 billion** in 2025, a CAGR of **6%**, even after the pandemic put a halt to most public transportation. As many lifestyle and work-related changes have re-defined people's expectations of connectivity and consumption of the internet, there is a significant expectation among rail passengers that train operators can match these expectations. In particular, video streaming was one activity that grew substantially during the pandemic, resulting in a spike of **58%** more time spent than prior to 2020.

With rail travel accelerating, passengers won't settle for the same old experience that train

operators delivered before the pandemic. One service metric that rail operators focus on is perceived passenger journey time, which can be dramatically improved with improved onboard wifi connectivity and service options. Prior to the pandemic, internet connectivity while onboard ranked dead last in terms of passenger satisfaction, worse even than on-time performance. For rail operators, the need to improve the existing infrastructure and provide better internet connectivity to enhance the overall customer experience has become more critical now than ever before.

Netskrt has set out to shine a light on internet dark spots by enabling streaming services in any location. To date, internet connectivity on passenger trains has typically been so poor that passengers made do with simply being able to email and perform limited web browsing. To compensate, some rail transportation operators provide walled-garden video-on-demand (VOD) systems, but too often, the options are stale compared to what

passengers indulge in at home, and take-up of these services has been poor. On top of that, the cost to rail operators of licence fees for video content can be substantial. This led to a poor passenger experience, especially as the trend towards video streaming services has grown.

Quite simply – people already subscribe to various streaming services, why should location limit them from accessing a service they already pay for?

By combining cloud-based machine learning with network-aware edge caching, Netskrt's edge content delivery network (eCDN) delivers a completely transparent and indistinguishable streaming experience compared to what users experience at home. The Netskrt eCDN improves onboard wifi performance and passenger satisfaction by enabling seamless internet video streaming from popular content delivery providers, without consuming precious train-to-internet cellular bandwidth. Once in place, passengers can use their own devices and subscriptions to

stream ultra-high-definition (UHD) video content as well as select live broadcasts, such as sporting events.

Internet connectivity is a necessity for passengers and now is the time for rail operators to bring internet video streaming to the absolute edge with Netskrt's eCDN solution.

Click or scan the QR for more information

SEAMLESS VIDEO STREAMING ONBOARD. ANYWHERE.

Despite advances in connectivity, content delivery, and adaptive streaming, there are still many locations where video streaming from the internet doesn't work the way it's expected to. Rail operators and passengers face this challenge daily, with slow connectivity and limited onboard entertainment options.

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