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Netskrt

Make Way for Uninterrupted Streaming Media Everywhere with the Netskrt eCDN

t is not news that customer experience plays a dominant role across industries and can be an important determiner of the success or failure of products or services.

In the highly competitive and technologically driven world, many industries are experimenting with multiple platforms with an ambition to offer exceptional services to their customers.

A similar trend can be witnessed in the railway industry which is expanding its service offerings to meet the emerging demands of its customers and deliver a memorable passenger travel experience. The players operating in the space are required to adopt a passenger-first approach, in order to emerge successfully during these challenging times.

Unveiling the New Aspect of 'Customer Experience'

The Covid-19 pandemic has impacted us all in one way or another. With people restricted to their homes during the lockdown, we have adopted several habits

that are here to stay for the long term. The successful implementation of work-from-home culture has allowed people to reduce their commute time and use it to indulge in their favourite pastimes like outdoor activities, fitness, individual hobbies and so on.

Besides, owing to recent lockdowns, there has been a tremendous surge in video streaming/viewing. Recent research revealed that among all over-the-top (OTT) capable homes, streaming video accounted for **25%** of the total television viewing minutes in 2020, up from 19% in the fourth quarter of 2019. The cumulative weekly time spent on streaming video in the second quarter was 142.5 billion minutes, an increase of a whopping 75% from the 81.7 billion minutes recorded during the second quarter in 2019. The stats hold a validation to what defines the emerging needs of the consumers today.

Even though people indulge in various activities while being online, video streaming occupies a major chunk of that time. Due to the soaring demand in video consumption expecting a steady internet connection on the go for uninterrupted video viewing is not too much to ask for. Therefore, for railway companies/operators, the need to improve their existing infrastructure to provide better internet connectivity and enhance the overall customer experience has become even more critical.

Netskrt eCDN: Giving Passengers What They Really Want

Though most of us enjoy seamless high-quality internet connectivity at our homes and offices, it becomes difficult to have a comparable experience while travelling. Even the latest 5G technology is not able to meet the soaring demand for video

streaming, particularly in mobile environments. To meet this requirement and passenger preference, railway operators are compelled to rethink their existing offerings and provide stable internet infrastructure to the passengers onboard.

Though most railway operators already offer internet connectivity to their passengers, the internet capacity on trains or in mobile environments is restricted and not up to the mark. Consequently, railway operators are forced to block streaming video sessions. As an alternative, the passengers are offered walled-garden video-on-demand (VOD) systems. However, since these are obsolete and compare poorly with the plethora of video content available online, they fail to satisfy the growing

video appetite of the passengers. To address this, Netskrt Systems has developed the eCDN (edge content delivery network) with a promise of enabling streaming video, everywhere. The advanced technology augments existing CDNs, enabling them to reach unserved or poorly served locations. It combines edge caching with cloud-based analytics and dynamic network adaptation. The cloud analytics and edge software are positioned at the "absolute" edge, to allow users to leverage their existing internet video subscriptions at speeds faster than they get at home. Furthermore, the Netskrt eCDN cloud is capable of learning consumer preferences over an extended footprint, allowing it to efficiently ingest, transform, and prioritise content for distribution.

Today, as the needs of the passengers have evolved, smooth and flawless internet connectivity has become an indispensable part of the rail travel experience. Netskrt eCDN has been developed with a vision to offer the best content delivery network to the passenger onboard. With a commitment to provide a connected future to passengers, this incredible technology decreases congestion on 5G rollouts and offers unlimited entertainment choices to passengers, thereby delivering on the promise of internet video streaming, EVERYWHERE!

GIVE PASSENGERS WHAT THEY REALLY WANT

With increasing demand for ultra-high-definition streaming internet video, it is critical to give passengers access to the content they subscribe to. Maximize the value of your internet service with the Netskrt edge Content Delivery Network (eCDN) and let your passengers experience uninterrupted video streaming just like they enjoy at home.

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