

# GIVE PASSENGERS WHAT THEY REALLY WANT

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With increasing demand for ultra-high-definition streaming internet video, it is critical to move content closer to the end user. Maximize the value of your internet service with Netskrt eCDN and help your passengers experience uninterrupted video streaming through your existing Wi-Fi system.

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# Netskrt



## Give Passengers What They Really Want with the Netskrt eCDN

Let's take a pause and reflect on how our lives have been transformed since 2019.

Pre-Covid, did you expect that the world would be hit by a massive pandemic that would usher in a 'new normal' for everyone? The current situation has altered many lifestyle habits that will impact our preferences for years to come. Clearly, given the dramatic reduction in commuting time imposed by work-from-home edicts,

people have been able to spend more time on personal indulgences such as fitness, cooking, safe outdoor activities etc.

But research shows that a majority of our newly spare time during the lockdown has been spent watching streaming video. According to a recent report, 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 2019. These statistics are proof enough that the video streaming trend is accelerating.

### Need for Improving the Passenger Travel Experience

It's no surprise that providing a seamless streaming video experience is difficult without stable

internet connectivity. Although most are equipped with fast internet connections in our homes and offices, there is an enormous connectivity challenge when we are on the move. Even the rapidly expanding 5G connectivity does not provide enough capacity to fulfil the rising video streaming demand, especially in mobile environments.

While a majority of rail operators provide onboard Wi-Fi to their passengers, the internet capacity is insufficient, by orders of magnitude, to support streaming video to all passengers. Because of this, most rail operators explicitly block streaming video sessions. To compensate for this shortcoming, many transportation providers offer walled-garden video-on-demand (VOD) systems; but these typically have limited, infrequently changing libraries that pale in comparison to the infinite trove of content already available from streaming video providers. This puts transportation providers/rail operators in a challenging position as limited internet connectivity and

outdated entertainment choices result in high expense levels but poor customer satisfaction.

## Netskrt eCDN: Delivering on the Promise of a 'Connected Future'

Delivering on the promise of streaming internet video everywhere, Netskrt Systems has developed the groundbreaking eCDN (edge content delivery network) that extends CDN technology, which has been part of the internet landscape for decades, to the train. eCDNs combine cloud-based machine learning with network-aware edge caching to deliver a streaming video experience similar to what passengers enjoy at home. The cutting-edge eCDN technology shines a light on internet dark spots and delivers on the promise of the ubiquitous streaming video. With eCDNs, rail operators can fulfil the increasing demand for streaming internet video and enhance the

capabilities of their existing onboard Wi-Fi services.

The Netskrt eCDN technology has been developed with a futuristic vision to give passengers what they really want: unfettered access to ultra-high-definition streaming video content they already pay for. By providing them the ability to stream video from their favourite providers using their own subscriptions, rail operators can now offer passengers a memorable travel experience and help reduce perceived journey time. And by adopting the eCDN innovation, they can set a new benchmark for passenger entertainment on the go.

Please visit our [website](#) for more information.

