



# 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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# Netskrt

## Deliver Uninterrupted Streaming Media Everywhere with the Netskrt eCDN



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

A compelling customer experience is paramount for any industry and has the potential to determine the success or failure of products and services.

In today's technologically driven world, many industries are

experimenting with multiple platforms to offer world-class services to their customers. Similarly, the railway industry is also evolving its service offerings to fulfil the emerging demands of its customers and deliver a memorable passenger travel experience.

Adapting a passenger-first strategy and dealing with their sophisticated

needs, especially during challenging times like today, is critical to ongoing success.

### Unfolding the New Facet of 'Customer Experience'

Covid-19 has impacted us all in many ways. With a new normal redefining our lifestyle, we have embraced

several habits that are here to stay. Owing to the successful work-from-home culture, people have been able to cut down on their commute time and utilise it for personal indulgences like outdoor activities, fitness, individual hobbies, etc.

One of the consequences of recent lockdowns has been the 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.

As video streaming comprises a major chunk of our day-to-day online activities, expecting a stable internet connection on the go for uninterrupted video viewing is not too much to ask for. Consequently, 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 have access to seamless high-quality internet connectivity in our homes and offices, it becomes challenging to have a comparable experience when travelling. Even the latest 5G



technology is not able to fulfil the soaring video streaming demand, particularly in mobile environments. To meet this requirement and passenger preference, railway operators need to rethink their existing offerings and provide stable internet infrastructure to their passengers onboard.

While a majority of railway operators already offer internet connectivity, the internet capacity on trains or in mobile environments is limited. Owing to this, 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 outdated and compare poorly with the plethora of video content available online, they fail to satisfy the growing video appetite of the passengers.

In order 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.

Seamless internet connectivity has become an essential part of the rail travel experience and has the potential to influence passenger travel decisions. The Netskrt eCDN technology offers the best content delivery network and has been developed with an aim to provide a ‘connected future’ to passengers onboard. By reducing congestion on 5G rollouts and offering unlimited entertainment choices to passengers, the Netskrt eCDN truly delivers on the promise of internet video streaming, EVERYWHERE!