

# Netskrt Systems

## Is Your Onboard Experience About to Be Hit by the Streaming Video Services Perfect Storm?



Are your customers satisfied with their on-board Wi-Fi experience? Are you noticing more and more of them watching, or trying to watch, streaming video services such as Netflix, Amazon, ITV or Disney?

Customer surveys tell us three important trends: rail passengers are frequently frustrated by on-board Wi-Fi, rail passengers' choice of travel is influenced by their desire for satisfactory Wi-Fi, and consumers are turning to streaming services in droves. Put these three together and rail operators are facing a perfect storm.

Delivering a good Wi-Fi experience on trains has always been difficult. The challenge to meeting customer expectations for on-board internet access has only intensified since the pandemic. As streaming services become the norm, consumers expect to be able to stream their favourite shows wherever and whenever they choose.

Streaming – an efficient, real-time alternative to downloading media files – has exploded in popularity since the pandemic began. Virtually every passenger boarding a train carries a device capable of playing high-definition streaming video (a smartphone). Some

carry two or even three (laptop and/or tablet). Further, the **Ofcom Media Nation UK 2022** study found that 67% of passengers subscribe to a streaming video service and the average UK household subscribes to 2.3 streaming services.

Moreover, rail passenger surveys show that good quality internet access on-board is increasingly important to the overall satisfaction of travellers. Passengers now choose travel plans based on whether there will be good Wi-Fi provided – even in hard-to-reach locations such as trains. **IPSOS passenger research** suggests 41% of all adults (16–75) and 64% of young people (16–35) would be more likely to consider taking the train over other modes of transport (e.g. car, plane, etc.), if train companies provided fast, reliable on-board Wi-Fi. **Computer Weekly** reports that for business travellers, this figure rises to 79%. Blocking access to streaming services to protect internet access for other passengers browsing and doing email is no longer going to suffice.

Many rail operators have invested in higher capacity, more reliable on-board Wi-Fi backbone infrastructure (supporting 1Gbps or even 10Gbps in many cases). The primary determinant of the passenger internet experience, however, is the cellular service connecting rapidly moving rail assets with fixed network infrastructure. Today, in order to provide Wi-Fi connectivity, rail operators depend on cellular networks with limited coverage that span multiple cellular technology generations (3G, 4G, 5G). While 5G wireless holds great promise, it will be many years before coverage is sufficiently broad and, unfortunately, by that time the connectivity speed required by passengers will have evolved and even full 5G coverage may not provide the capacity levels expected by rail passengers.

To meet customer expectations for on-board internet connectivity, rail operators need a new solution, one that makes use of available bandwidth to allow passengers to stream video services, without impacting other passengers browsing or emailing, and without requiring untenable investments in wireless internet access.

Enter Netskrt, a technology innovator that has taken a page from traditional content delivery networks to solve this problem and improve video streaming performance in hard-to-reach places – from trains

and planes to rural homes and businesses. Netskrt and its partners are transforming the rail passenger experience with a first-of-its-kind content delivery network that reaches to the very edge of the network.

Combining cloud-based machine learning with network-aware edge caching, Netskrt's edge Content Delivery Network (eCDN) makes uninterrupted video streaming and reliable Wi-Fi possible onboard a moving train without the need to increase the available bandwidth. With the Netskrt eCDN, rail operators can give passengers a 'just like home' viewing experience, using today's available bandwidth.

Want to get on-board with delighting your passengers with high-performance Wi-Fi and video streaming services? Learn more about how bringing CDN approach to the very edge – that is rail cars – can help you get through this video streaming perfect storm. Read the whitepaper *Weathering the Video Stream Perfect Storm*.

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UNPARALLELED  
PASSENGER  
VIDEO STREAMING  
EXPERIENCE

IS WITHIN REACH

- ● Delight your passengers with enhanced onboard Wi-Fi performance. Enable seamless internet video streaming from popular content delivery providers, without consuming precious train-to-internet cellular bandwidth with Netskrt's eCDN technology.



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