

## Differentiate IFEC Offering with High Performance, Low Bandwidth Streaming Video Solution for IFEs and Airlines

### Streaming Video in the Air: The opportunity and the threat

Consumers are increasingly cutting the cable, and turning to streaming video for movies, shows, live sports events.

Video streaming comes with tremendous bandwidth demand, a demand that's not economically feasible to meet if every passenger chooses to watch streaming video.

What if there was an affordable solution to take advantage of this growing opportunity, without breaking the bank on bandwidth?

Over the last 5 to 10 years, consumer entertainment viewing trends have been putting pressure on traditional inflight offerings. On the ground, consumers are increasingly cutting the cable, and turning to streaming video for movies, shows, and now, live sports events. And with ever more capable mobile devices, they're expecting to enjoy these services wherever they go. At the same time, content producers are shortening the early release content window, making it harder for airlines to satisfy passengers with early access to blockbuster movies. The advent of satellite services of air and the profusion of streaming services, with direct to consumer offerings from Disney, Warner, NBC Universal, ITV, and more, and presents an opportunity for both airlines and content providers let passengers to watch streaming video onboard, opening a new market for content providers, and providing a better IFE experience for passengers.



But this also presents a threat for airlines, as the figure here illustrates. Video streaming comes with tremendous bandwidth demand, a demand that's not economically feasible to meet if every passenger chooses to watch streaming video. And as more passengers watch streaming services, those preferring to catch up on email or browse will suffer poor connectivity, due to the video streaming bandwidth demands. And this at the same time as IFEC experience is a key criterion in passengers' air travel decisions. Airlines, content providers, and their IFEC partners, need an affordable solution that lets them take advantage of this growing opportunity, without breaking the bank on bandwidth.

### Netskrt eCDN: Edge caching presents the win-win solution

Netskrt edge Content Delivery Network (eCDN) for Air solves this dilemma, and lets airlines take advantage of this growing opportunity.

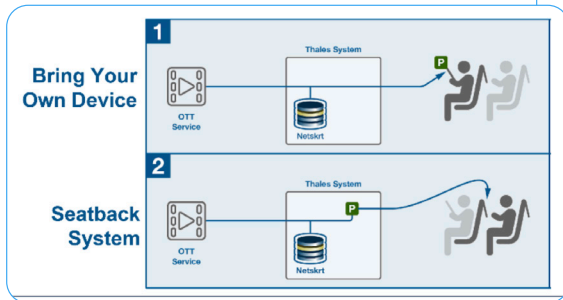
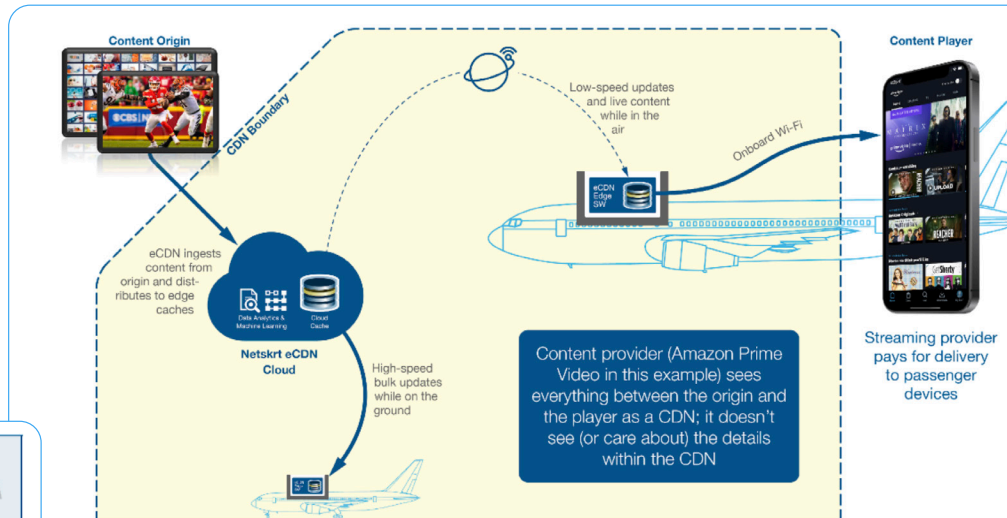
Netskrt eCDN integrates with IFECs to deliver high performance video streaming. By intelligently caching titles, even live events, IFECs with Netskrt embedded can support hundreds of on board passengers streaming content, and at the same time, minimize internet bandwidth requirements.

With Netskrt, airlines can delight their customers with diverse entertainment options while controlling downlink bandwidth costs, all with an affordable investment in onboard systems.

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**How Netskrt eCDN works:**

the eCDN cache stores content on board. It's updated both when the plane is on the ground, and in the air. Passengers stream content from the onboard cache. The Netskrt CDN Cloud manages the whole process, including using intelligent caching to minimize the need for in-air updates.



**Deployment Options:** Airlines can choose between Bring Your Own Device (BYOD) and integrated Seatback deployment. Both models allow the airline to move away from content acquisition. They can work with the content providers to allow current subscriber to view the content on the Airlines network, to offer featured content at no charge, or to offer promotions to gain new subscribers.

**Netskrt eCDN saves internet bandwidth**

The Netskrt eCDN cache performs two vital functions to deliver high performance and reduce bandwidth requirements:

**Dynamic caching of on-demand streaming content.** Typically, over 90 percent of streaming video requests can be instantly served from the local Netskrt eCDN Cache without consuming any bandwidth over backhaul facilities.

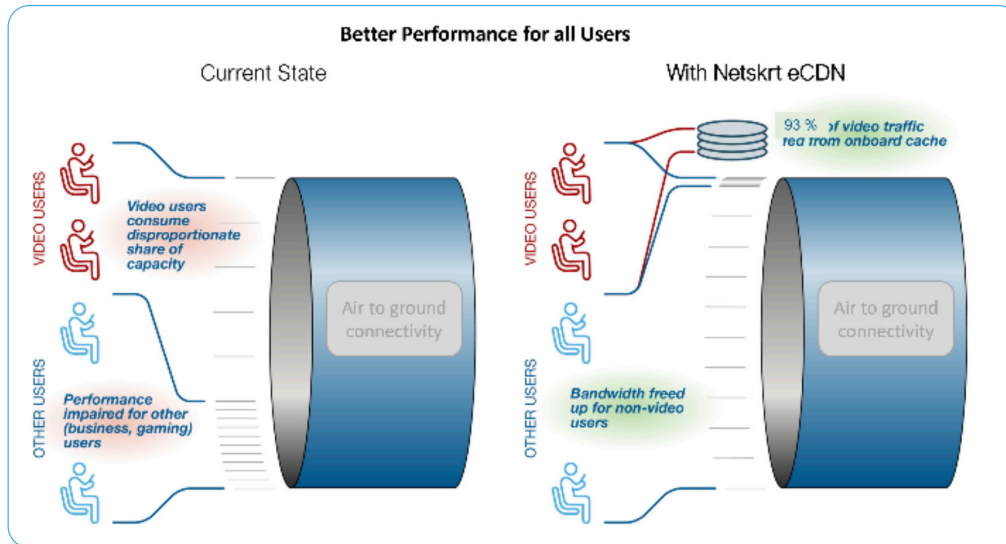
**Replicating live streaming content.** Critical for live feeds such as sporting events, stream replication enables all subscribers to simultaneously watch live events while dramatically reducing and synchronizing bandwidth consumption over constrained backhaul facilities. Each subscriber is still able to independently pause, rewind, and fast-forward live content.

Netskrt uses dynamic caching and livestream replication to create a superior viewing experience for all subscribers, while reducing bandwidth demands.

## Netskrt eCDN ensures better IFEC performance for all passengers

By reducing video traffic on the backhaul, Netskrt eCDN also improves the performance of all applications on the IFEC. Whether passengers are catching up on email, chatting with friends or colleagues, or shopping, their experience won't be degraded by video traffic.

Netskrt eCDN improves the performance of all applications on the IFEC—optimum experience is provided across all passengers' internet activities.



Contact Netskrt to learn how you can ensure your IFEC has the bandwidth it needs.

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