

Netskrt Edge CDN

High quality streaming video at the extreme edge

ISPs operating beyond densely populated urban and suburban geographies face a challenge: poor subscriber satisfaction with streaming OTT video, especially burgeoning live streaming. But their ability to invest in these networks is constrained by high costs and low density, removing any potential ROI.

The problem

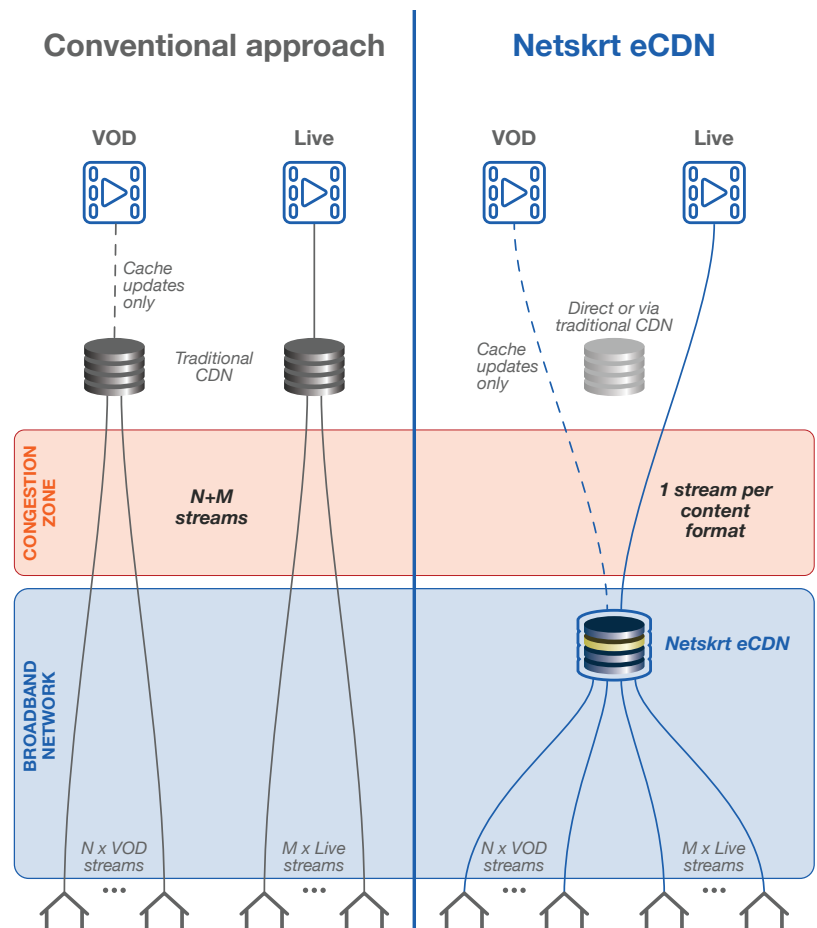
The growth in streaming video has produced an explosion in the volume of traffic on ISP networks. *But a new trend that is only in its infancy and portends massive additional traffic increases on these already overburdened networks is the streaming of live content, particularly sporting events.* While “at scale” tools exist beyond peering points, or even within larger ISPs, few options exist within the lower density network edges.

CDNs are the primary platform used by content owners to distribute their offerings. This is true even in dense urban areas with large amounts of fiber—*it is always better to distribute content as close to the edge as is technically and economically feasible.* The problem in rural and exurban areas is twofold:

- CDNs do not scale down to environments with low user counts, often anything under 50-100K subscribers.
- The reach of CDNs means they can't provide network or streaming efficiencies to downstream viewers of live content.

Introducing the Netskrt eCDN

Netskrt is a CDN specifically targeting these challenges with a radical new class of CDN, the Edge CDN (eCDN) which is able to cost effectively reach deep into broadband edge networks and fully address the demands of large scale on-demand and live streaming. And Netskrt does this in a manner that is fully compatible with all parts of the streaming video ecosystem: content owners, existing CDNs, ISPs, and consumer playback devices.

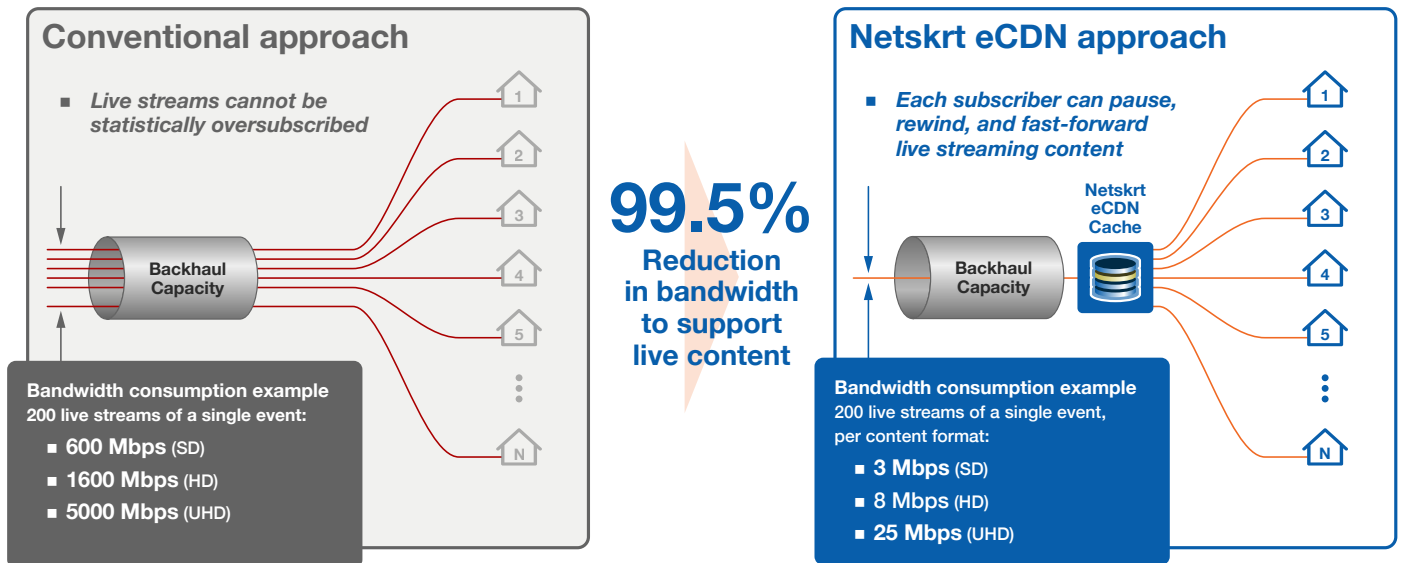


The Netskrt eCDN is especially well suited for ISPs with footprints extending beyond network cores, delivering the following benefits.

- **Higher customer satisfaction.** It is an unfortunate fact that broadband ISPs bear the brunt of consumer ire when it comes to streaming video. With Netskrt, ISPs can directly target network constraints with a purpose built, cost effective solution.
- **Reduction in backhaul bandwidth.** By placing caches directly within remote sections of ISP networks, streaming occurs directly between the local cache and the subscriber, i.e., streaming traffic on the backhaul portion of the network is dramatically reduced, if not eliminated.

- **Non-buffering, synchronized, HD/UHD delivery of live streaming services.** The Netskrt eCDN uniquely replicates live content, allowing an arbitrarily large number of downstream subscribers, potentially hundreds of thousands, while addressing variable backhaul and related buffering and synchronization issues across all subscribers. By itself, **content replication can deliver backhaul bandwidth savings greater than 95 percent.**

The Netskrt eCDN alters conventional economics in the most remote parts of ISP networks, enabling them to make cost effective, ROI-enabled investments in technology that maximizes the utility of capacity already in place.



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