

# PERCEPTION™

the TVCDN

**POWERING GLOBAL MEDIA CLOUD OPERATORS**

**A WHOLESALE WHITELABEL PRIVATE CDN & E-COMMERCE PLATFORM**

**Enabling multi-regional MVNE, ISP and TELCO operators  
to expand into any-media cloud operation:**

**GAMING, SOCIAL MEDIA, TV ENTERTAINMENT & TV-COMMERCE**

**Perception TVCDN™** cloud solution was designed from the outset to empower global Content Brands, Telcos, ISPs, and MVNE wholesale operators. It provides them with centrally or regionally controlled service instances, powered from the same cloud infrastructure. This design allows for easy scaling at the industry's best price-to-performance ratio.



# SUSTAINABLE CDN SOLUTION

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- “One streaming hour equates to about 100 grams of CO2 equivalent and we're streaming for almost 12 hours a day, that's still extensive: 1,200 grams of CO2 equivalent per day. That's the equivalent of driving three miles or charging 146 smartphones”  
<https://brightly.eco/blog/environmental-impact-streaming>
- **Perception's advanced data algorithms reduce data replication by over 50% while increasing delivery efficiency by over 25%, thereby consuming less energy and significantly reducing our carbon footprint.**
- Legacy CDNs are constructed with outdated server technology, consuming over 50% more power and cooling electricity. Perception TVCDN, initiated its cloud operation in November 2022, is powered exclusively by the latest green server and network switch equipment.
- Perception's CDN streaming operates at port wire speeds and is approximately 25% more efficient than competing servers, resulting in around 25% less energy consumption. This efficiency enables the most sustainable CDN operation available in the global media cloud marketplace.

# USER TV FEATURES

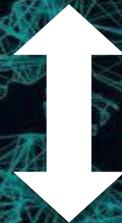
- 14-day interactive EPG
- 7-day automated catch-up with Live TV rewind
- Ultra fast channel change time
- Live TV player timeline preview
- Cloud PVR
- Video on demand
- Platform wide search
- Multi-lingual
- Multiple user profiles
- Friendly TV-commerce



# Perception TVCDN

NEXTGEN UNIFIED WHOLESAL IPTV CLOUD PLATFORM

Isolated private service instances running on private cloud



WHOLESAL B2B SERVICE OPERATOR

powering whitelabel multiregion B2C clients:

MVNOs, HOTELS, CONTENT BRANDs, ...

- All global service instances can be centrally controlled
- Each whitelabel client can run unlimited number of custom branded subservices
- Colocated CDN servers inside each whitelabel partner's home network

# MULTI-TENANT PRIVATE TVCDN



**WHITELABEL B2C USERS**  
Service access via 14 native apps

When user in home network video streaming from on-network servers



Smart TVCDN MW selects best delivery servers



When user in roaming video streaming from Perception CDN servers



Data requests to whitelabel instance in our private cloud



# WHITELABEL CUSTOMISATION

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- UI branding
- 3<sup>rd</sup> party app integration
- Content line up
- Content packaging
- Commercial models
- Global Payment integrations
- Global Ad serving partners



# ALL MAJOR APP STORES SUPPORTED



Roku, Xbox and PlayStation apps are planned for release in Q2-24.



## ADDING VALUE TO WHOLESALE PARTNERS

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- Offer branded HDMI STB stick
- Runs customized Android TV OS
- Enables operators to create their own internet TV app store ecosystem
- Build loyalty and revenue
- Perception can organize supply

# PERCEPTION SUPER-APP EVOLUTION

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- Liner TV channel AI ployout
- 3<sup>rd</sup> party app launcher
- Digital TV commerce
- Targeted ads with interactive contextual TV commerce overlays

## Custom Options:

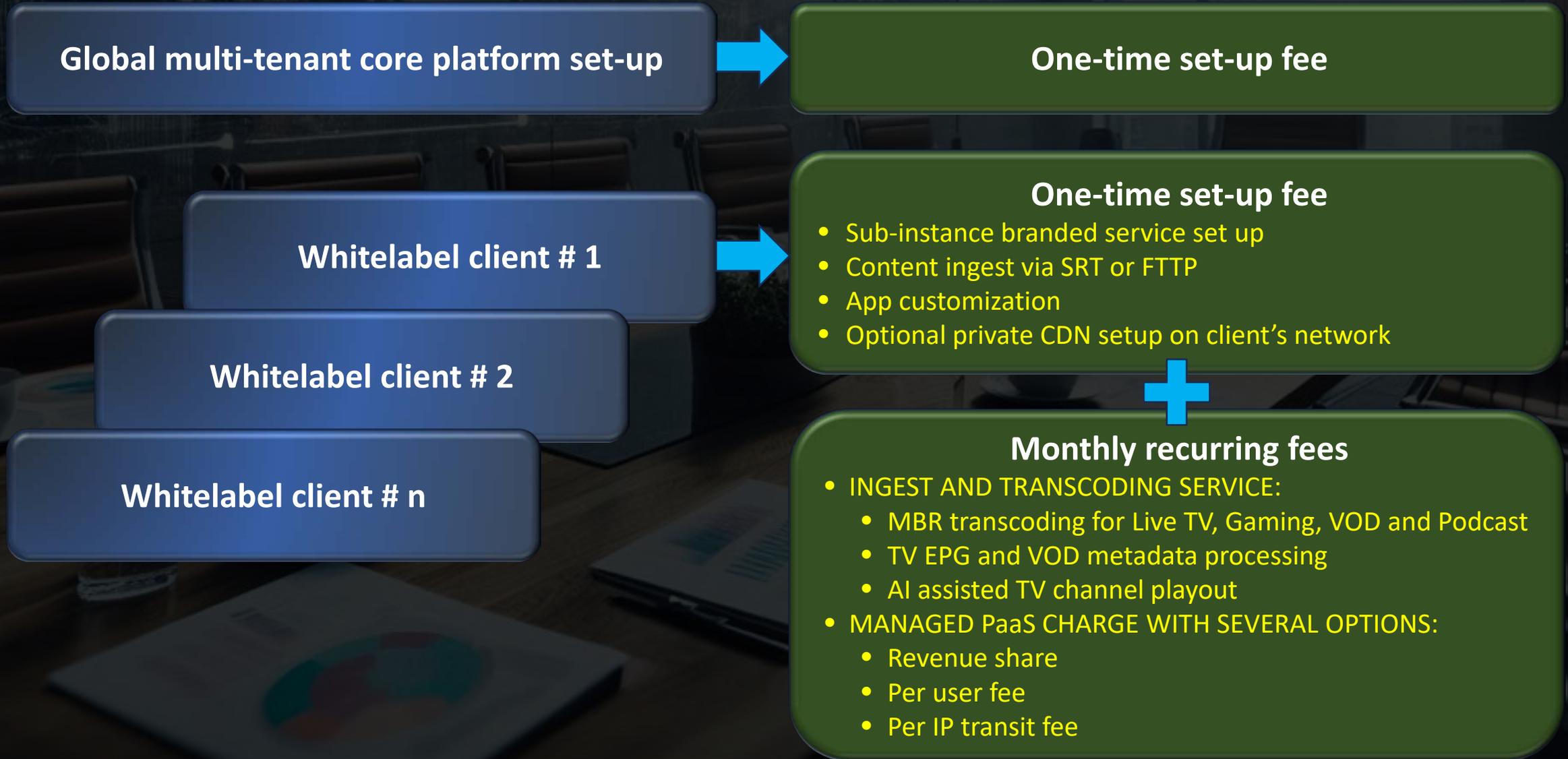
- User content and live streaming uploads
- Integrated social messaging via Mastodon Fediverse ActivityPub or other frameworks
- AI generated personalized channels



# PERCEPTION TVCDN PRIVATE CLOUD END TO END SERVICE PLATFORM



# INDICATIVE COMMERCIAL STRUCTURE



## PRIVATE AND SUSTAINABLE CDN CLOUD

### it is equally important for governments as it is for large multinational private enterprises

For the first 100 years of television, sovereign states played a crucial role in TV through their control and licensing of limited spectrum for terrestrial, satellite broadcasting, and more recently, mobile data networks. This control not only provided financial benefits to the state but also enabled governments to exert influence over media distribution within their borders.

However, this model is being challenged by the rapid growth of "over the top" internet TV and video delivery. Users have transformed into broadcasters, utilizing platforms that exist in the cloud, beyond the reach of any single government's jurisdiction. Viewers can now access content on any connected device from any service willing or able to stream to them.

In this new landscape, Perception offers governments an opportunity to regain control by establishing their own sovereign TV content distribution network (TVCDN) platform, both domestically and internationally, to cater to the needs of expatriate communities.

In essence, a private TV CDN platform equips states with cutting-edge video streaming infrastructure and in-built software for the orchestration and delivery of ultra-advanced TV services. These services include linear TV channel delivery, automated provision of catch-up TV, a full interactive electronic program guide, cloud PVR services, video on demand, podcasts, games, and e-commerce solutions integrated with video. The infrastructure supports streaming across the internet and direct peering with in-country telcos or ISPs via layer 2 connections, eliminating the need and cost of public internet streaming. It also features in-built monetization platforms for advertising and subscription, along with APIs for integration with existing telco and mobile money services.

The strategic benefits of this platform are significant:

- **Control:** Instantly, a state-owned, neutral TV delivery platform emerges, offering control over content availability and business models to cater to the local population online. With Perception, there's no need to rely on major American streamers. The technology surpasses that of most international service providers. For free-to-air channels, IP delivery costs are much lower, and targeted video adverts replace the traditional one-size-fits-all model. The platform can also host third-party premium content and app operators, offering various subscription or payment options.
- **Communication and Digital Service Delivery:** Beyond entertainment, governments can utilize the platform for communication via video. Integration of interactive services like telemedicine and e-learning is possible, and pairing such content with a robust free-to-air TV service ensures higher visibility and engagement.
- **Freedom:** Much of the world's internet TV infrastructure, including CDN or cloud infrastructure, is American-owned. By expanding the private TV CDN globally, governments can transmit content without fear of "cancellation" on a network under their physical control.
- **Environmental:** Data center operations, especially for video delivery, are significant electricity consumers, with every streaming hour estimated to produce 100 grams of CO2. Perception's advanced data algorithms reduce data replication inside the CDN by up to 50%, and our proprietary video servers are at least 25% more efficient than the market leader, making Perception the greenest CDN solution available.

*For any addition information, please contact John Mills, CEO – [john@perception.tv](mailto:john@perception.tv)*