

## THE CRITICAL ROLE OF PRIVATE AND SUSTAINABLE CDNs IN SAFEGUARDING NET NEUTRALITY AND INTERNET FREEDOM FOR PRIVATE AND GOVERNMENT OWNED BUSINESSES

For nearly a century, states regulated television for the benefit of public interests through licensing and regulation of broadcast frequencies. This model allowed governments to safeguard non-biased independent public media distribution. Today, however, this control is being challenged by the rise of "over the top" (OTT) internet TV. Any company/user can now act as broadcaster, leveraging global cloud platforms beyond the reach of any single government. Viewers can access content from any device, streamed by any willing provider. Unfortunately, most public internet content delivery networks (CDNs) are controlled by big tech companies, shifting power from governments to corporate boards. **The solution lies in diversifying internet infrastructure ownership, including government-operated CDNs. By doing so, states can reclaim their role in safeguarding net neutrality and internet freedom, ensuring public interests are prioritized over corporate profits.**

In this changing landscape, Perception provides rapidly deployable advanced solution with the expertise to build cost-effective, independent private CDN infrastructure, optimised for TV content distribution (TVCDN). A private TVCDN equips owners with cutting-edge video streaming technology which can be rapidly scaled up in line with audience growth. Compared to outsourcing the same service from big tech, this approach also delivers increased security and dramatic operational cost savings.

Key benefits include:

- **Advanced Services:** Perception offers the most modern TVCDN platform, rivalling international outsource providers, while significantly reducing delivery and operational costs. It enables services such as linear TV, catch-up TV, cloud PVR, video on demand, podcasts, games, and integrated e-commerce. Monetization includes targeted advertising, pay-per-view, and flexible subscription plans. Unified OSS/BSS API is available for integration with telcos and mobile/online payment services.
- **Community Benefits:** Governments can use the platform for public communication, telemedicine, e-learning, and other governmental services, ensuring self-sufficiency.
- **Independence:** Owners regain control over content distribution and business models. Owning CDN infrastructure provides independence from big tech networks, ensuring content delivery without the risk of censorship or shutdown.
- **Environmental Impact:** Video streaming is energy-intensive, with each hour generating 100 grams of CO2. Perception's TV CDN excels as the greenest CDN solution, reducing data replication utilising its efficient algorithms. Compared to legacy infrastructure, the network is over 25% more energy-efficient.

*For any addition information, please contact – [info@perception.tv](mailto:info@perception.tv)*