

## Disrupting Content Delivery

Compira Labs (CL) is changing the way content is delivered over the Internet. Building on **groundbreaking academic research**, CL applies **machine learning** to last-mile service delivery, **dramatically improving user quality of experience (QoE)** for mass-market and emerging digital services, including VoD, live sports, VR, Telehealth, and autonomous cars.

### The Need

Today, there is a **mismatch** between what Internet **services need** and what Internet content delivery provides. Despite huge investments in network infrastructure, fast access networks (fiber-to-the-home, 5G) do little to improve user QoE. For instance, in the US, even users with premium Internet access (fiber-to-the-home) view Netflix and Prime content in HD less than 40% of the time (on average). This is further aggravated for real time, latency-sensitive, and interactive services.

### Our Innovation

The root cause for bad QoE is today's one-size-fits-all content delivery, which is inherently incapable of adapting to the service (e.g., low latency for live streaming vs. high throughput for VoD) and to the network (e.g., wired vs. LTE vs. 5G). We **employ machine learning to automatically customize** content delivery logic to the service and network environment, yielding **substantially better QoE**. In 2022, CL was awarded the highly competitive **European Innovation Council grant**.

### Patented Technology

**Compira Lab's patented, software-only solution** is seamlessly deployed at the service's edge (video cache, gaming/VoIP server, etc.), and is continuously customized by an AI/ML-powered cloud engine.

### Go-to-Market

The company's initial focus has been on massive video and entertainment (both subscription and ad based), where bad QoE has dire consequences for user satisfaction and, therefore, for content providers' key economic metrics, including churn, ARPU and CAPEX. Potential customers are content providers (like Netflix, Disney, Meta, TikTok), and content distributors (CDNs). CL is currently expanding to additional markets (gaming, automotive).

### Field-Proven

Compira Lab's technology has been tested at scale in the wild by large service providers, spanning multiple use cases (TV, Sony PlayStation game downloads, social apps) and geographies (USA, Europe, South America, Asia). In all cases, CL's solution substantially improved users' experience and the providers' KPIs.

### Vision

By introducing a new paradigm for Internet content delivery, Compira Labs will radically improve the coverage and quality of digital services for many millions of users around the world and serve as an enabler for new and emerging services.