

DataHop
datahop.network

Redefining mobile content distribution

Mobile video will dominate the world

Mobile Traffic Grew 17 times in 5 years
It is expected to increase 7 times by 2022

Everything turning to Video
Internet is becoming a Video Delivery Platform

Mobile Video Dominates
*Over 79% of the world's mobile data traffic
will be video by 2022*

Each day people watch over 1 billion hours of video and 70% of that is on mobile devices.

Internet Content Distribution Problem

Poor scalability and costly for content providers

BBC had £500K content distribution costs for streaming one episode of The Bodyguard



"We live in a disconnected & battery powered world, but our technology and best practices are a leftover from the always connected & steadily powered past." <http://offlinefirst.org>

Despite mobile being the future, distribution is not mobile adapted

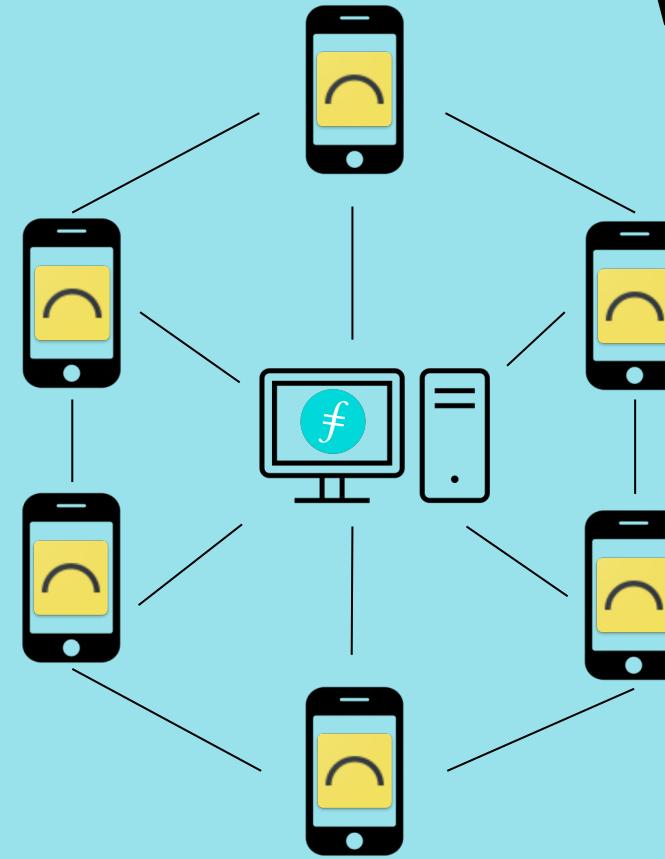
Leading to poor mobile QoE, playback disruptions and consumer frustration

Decentralised & mobile content distribution network

Powered by:



Faster communications

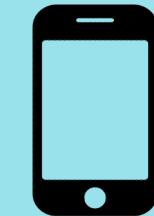


Decentralised storage & web



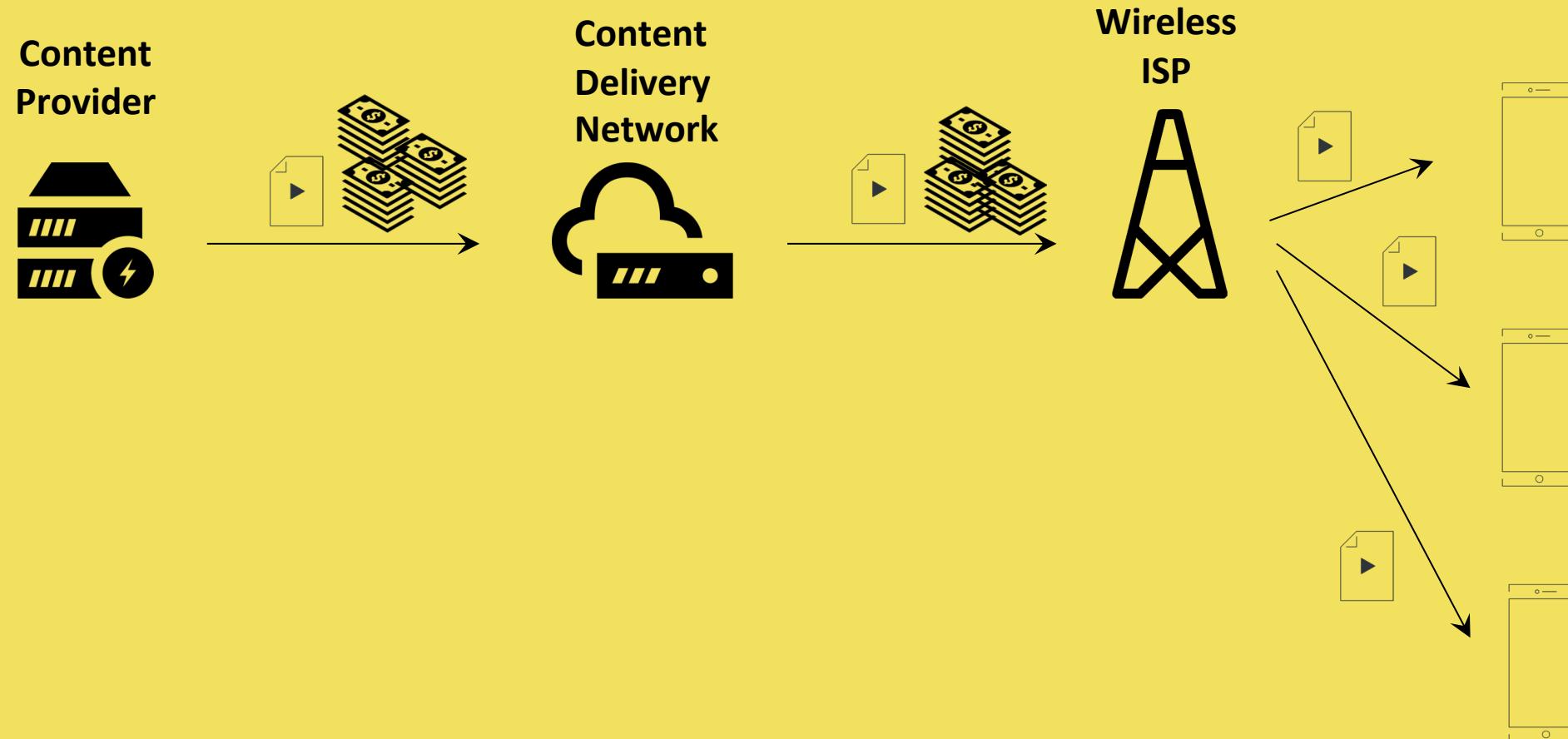
What do we propose?

- Use end-user devices as potential micro-datacentres.
- Reward users based on contribution.
- Using peer-to-peer communications and also device-to-device.
- Mobile- and data-centric solution

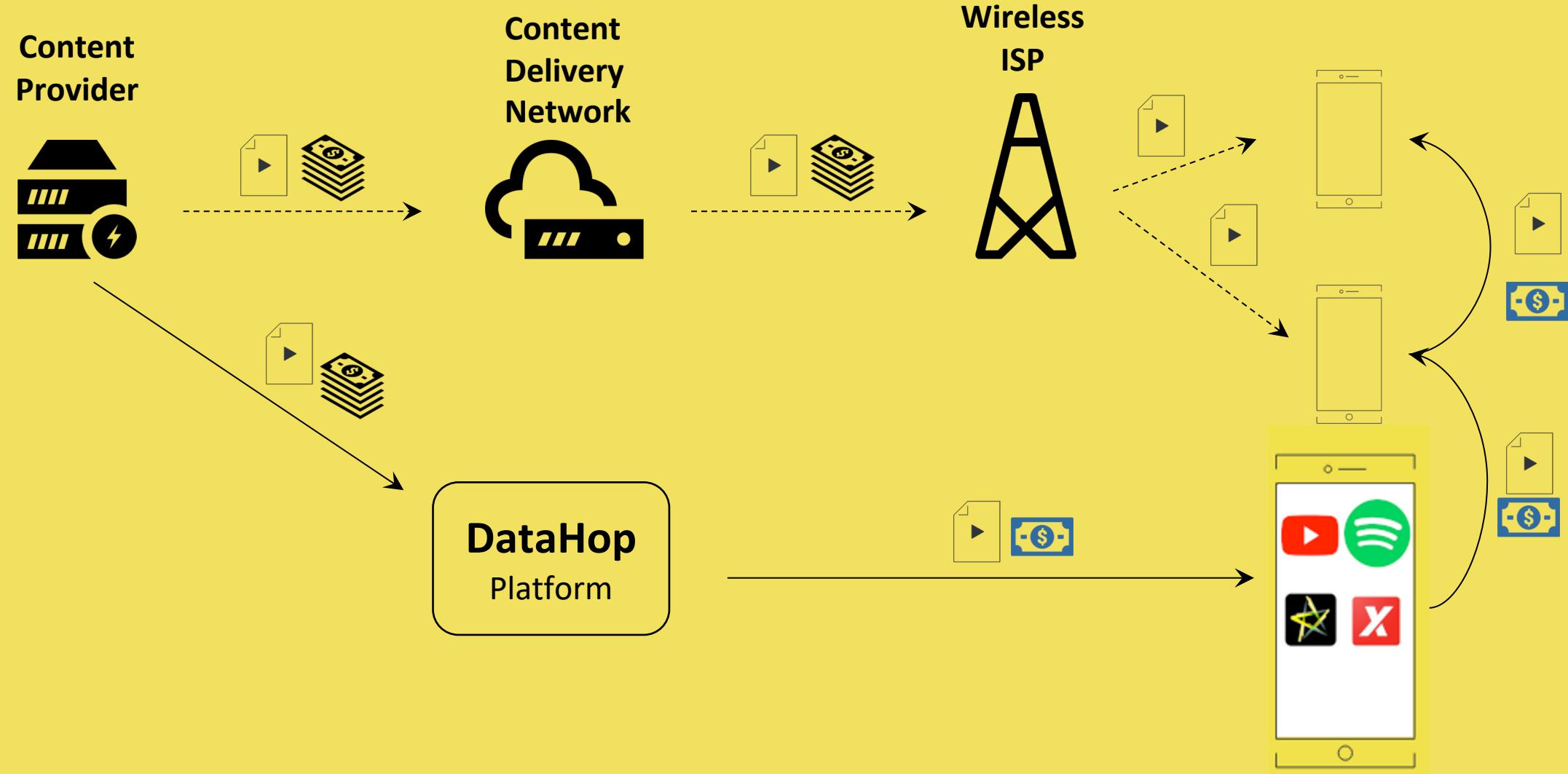


Powerful end-user devices

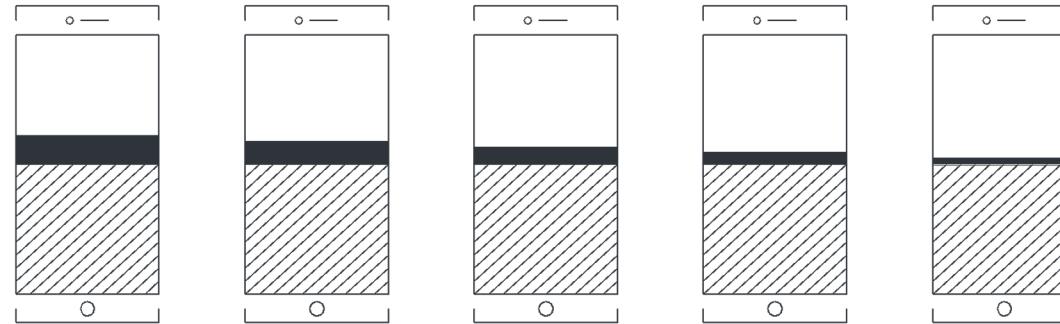
Infrastructure Costs Lead Distribution Cost



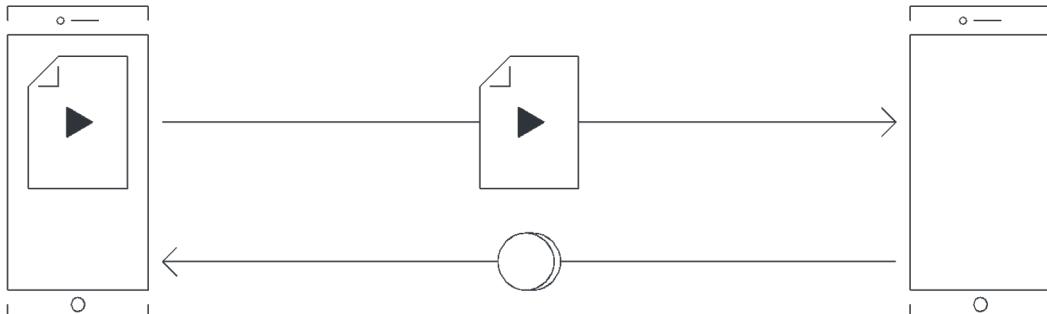
DataHop navigates by making consumers an active part of the network



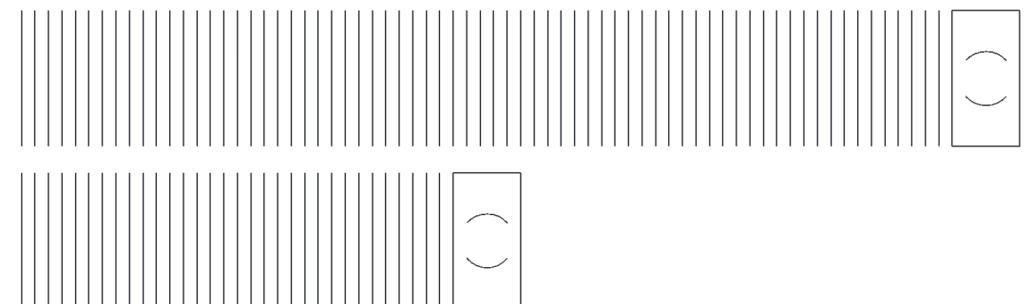
1. Share smartphone memory



2. Connect opportunistically & share content



3. Get Rewarded based on Contribution



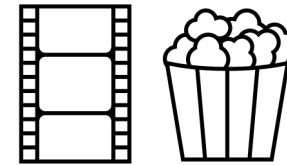
Content providers Benefits

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Reduce CDN costs



Reduce churn rate

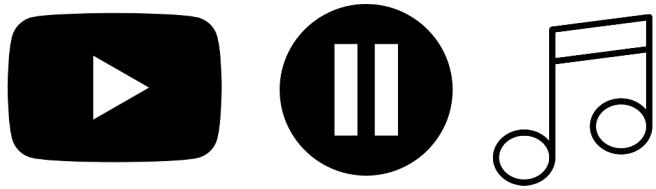


Improve QoS/QoE

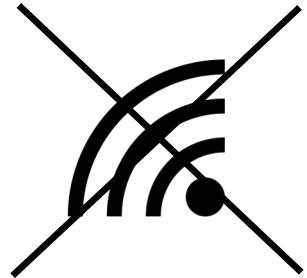


Increase users' consumption

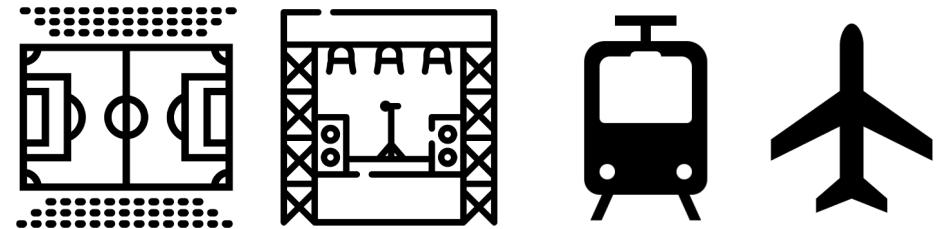
End-users Benefits



Increased content consumption



Free traffic off-load



Improved User Experience



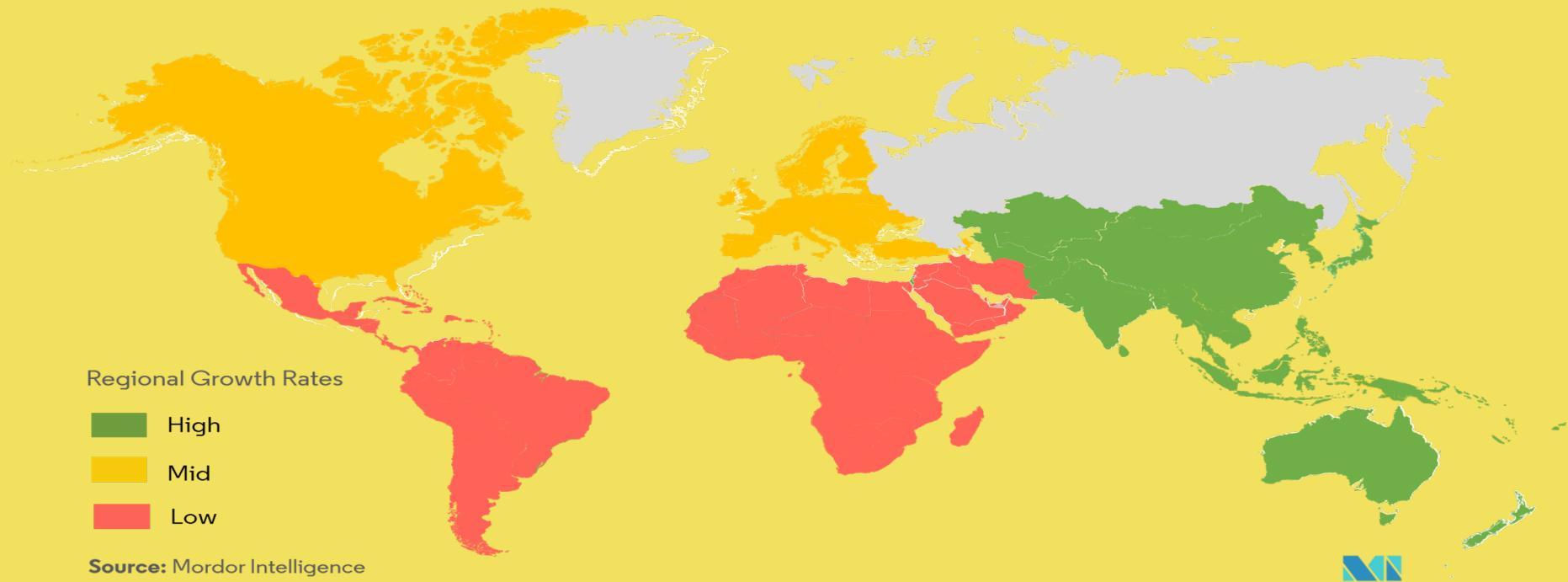
Minimum Battery Consumption

Big Market, growing at different speeds

Global mobile CDN market growing fast

2018: \$12.87Bn 2025: \$90.23Bn CAGR 44.5%

Mobile Content Delivery Network Market - Growth Rate by Region (2019 - 2024)



DataHop will unlock opportunities that will speed up market growth significantly by reducing CDN costs for content providers and users' network access cost using P2P and off-line communications

Open-core business model

Open source Features

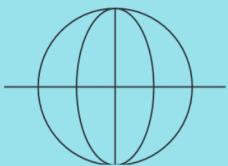
- ✓ Decentralized CDN SDK
- ✓ Basic analytics
- ✓ Security

Extended premium Features

- ✓ Multi-CDN
- ✓ Infrastructure (AP integration)
- ✓ Extended analytics
- ✓ AI context-based prefetching
- ✓ Tokenized users' rewards
- ✓ Inter-app sharing

DataHop is the only/UNIQUE decentralized mobile CDN

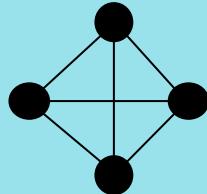
Fixed CDN



- Home TV
- Desktop computers
- Fixed network



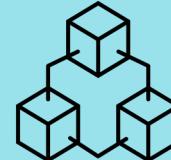
P2P CDN



- Offloading CDN traffic
- Borrows users' bandwidth
- Fixed network (no good for mobile)



Decentralized CDN



- Decentralized CDN
- Users' rewards
- Fixed network
- Reduced cost



THETA



Myel

Edge & Mobile CDN



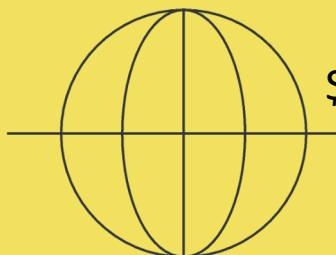
- Decentralized CDN
- Wireless last mile
- Mobile enabled
- Rewarding users
- Off-line communications
- Smart prefetching

DataHop

Beyond Infrastructure

Go-To-Market

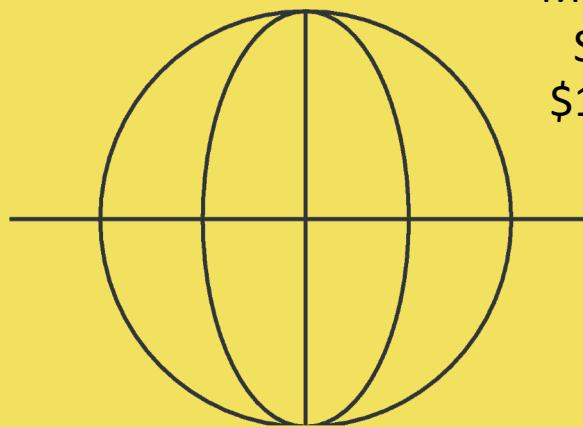
Market
Size
\$1Bn



Target Customers:
Local Content Providers
in poor connected areas

Features:
Limited SaaS Features
Smart connectivity

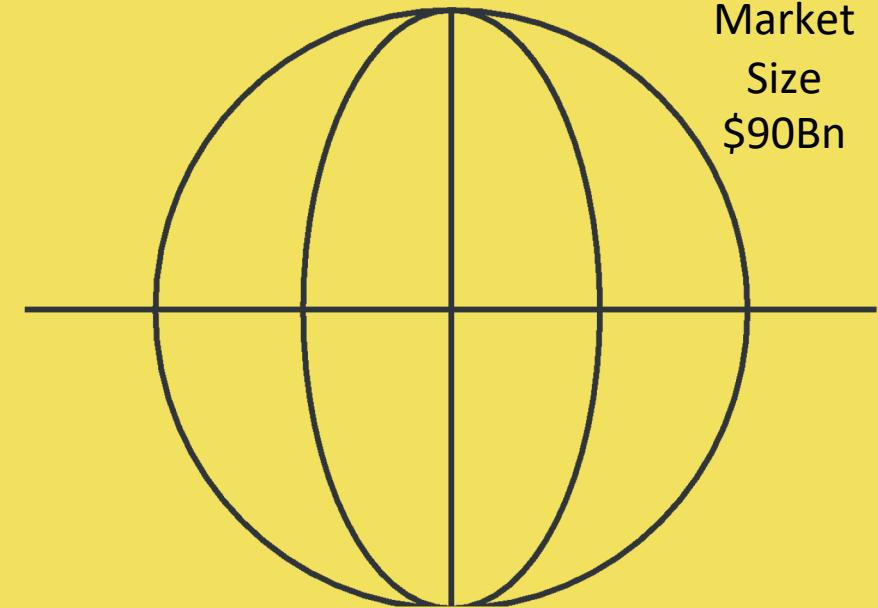
Market
Size
\$10Bn



Target Customers:
Local Content Providers
(BBC, The Guardian)

Extra Features:
Complete SaaS
Smart prefetching

Market
Size
\$90Bn



Target Customers:
Global Content Providers
(Spotify, YouTube)

Extra Features:
Optimised SaaS
Token Platform

Today

2022

Team: Rock Solid



Dr. Sergi Rene has been a Research Scientist at UCL with consulting business experience.



Dr. Michal Krol is a Lecturer at City University and previous postdoc at UCL.



Excellent team of developers, sourced out of UCL MSc students.

All of our core team members are PhD graduates with extensive background in research, development and implementation of networked systems.

Roadmap

2018 - 2019

2020 - 2021

2022 – 202X

- ✓ Innovate UK Research Funding
- ✓ Device-to-device content distribution for Android
- ✓ Extensive Lab Tests
- ✓ Outlier Ventures backed

- ✓ NGI (European Commission) Research Funding
- IPFS and Filecoin Integration
- iOS development
- Real-world tests

- CDN Integration and analytics
- Rewards mechanism scheme
- Traction & Go to market

**Connected to the network
Active part of the network**

datahop.network

contact: contact@datahop.network