**Team 1: Content Centric Networking**

**It is our belief that the future of the Internet is based on content centric networking (CCN &/or NDN or COAST)**

**Efficiency:** CCN was designed to work in many environments, from high-speed data centres to resource-constrained sensors.

**Security:** In traditional networks, most security mechanisms focus on protecting routes over which information travels (similar to the strategies used in early ­circuit-switched telephone networks). In contrast, CCN protects individual packets of information, no matter where they flow.

**Flexibility:** CCN uses names to communicate. Names can be location independent and are much more adaptable than IP addresses. As a result, network elements can make more advanced choices based on the named requests and data.

**Scalability:** CCN enables the network to scale by allowing caching, enabling native multicast traffic, providing native load balancing and facilitating resource planning.

**References:**

Edens, G. and Scott, G. (2017). *Full Page Reload*. IEEE Spectrum: Technology, Engineering, and Science News. Available at: https://spectrum.ieee.org/telecom/internet/a-better-way-to-organize-the-internet-contentcentric-networking [Accessed 23 Jul. 2021].

<https://en.wikipedia.org/wiki/Content_centric_networking>