SANDVINE

Parental Control

Give peace of mind with multi-access content and application management for minors

PARENTAL CONTROL DELIVERS:

URL Filtering
Block objectionable categories of content for minors across multiple access types – fixed, mobile, and WiFi.

Application Control
Restriction of specific applications that parents want to manage access to protect children – social networking, messaging applications, or file sharing.

Time-of-Day Control
URL or application management during specific times of the day (i.e., no social networking during homework time).

MARKET OVERVIEW

Consumers need help from their network operators to protect their children from objectionable content and to manage internet usage. Device-based solutions are too difficult to manage with the proliferation of devices that children have access to – mobile phones, tablets, gaming consoles, and PCs to name a few. Network operators, especially multi-access operators that offer combined fixed, mobile, and WiFi services, can offer a compelling network-based offering that requires no installation on devices, is easily manageable through a self-portal, and can cross the majority of a child's access points to the network. This is why a network-based approach is the best solution for users with the highest satisfaction rates.

There are many reasons why a parent might want to restrict internet access for their children: it could be to block websites or applications that contain objectionable material, or to help children focus on homework by limiting social media access at certain times of the day. Parents need help from operators to achieve peace of mind in knowing that their children are protected from content that they do not want their children exposed to. This service provides both a "good citizen" offering from the network operator as well as additional revenue opportunities.

Market dynamics

There are several key market dynamics impacting the market for parental control offerings that introduce challenges for operators, including:

Too many devices to attempt device-based offerings: Children today typically have multiple devices that they can use to access the internet: PCs, tablets, smartphones, smart TVs, gaming consoles, and even IoT devices with browsers. Purchasing and maintaining multiple software packages (if they are even available on all platforms) is challenging, and, occasionally, children know how manipulate device settings better than the parents do.

Parental Control is not just about URL filtering: Controlling when children have access to internet content and applications is almost as important as what they have access to from their devices. Blocking access to social networking during homework time may be desirable, as well as blocking access during sleeping hours to prevent all-night internet usage.

Self-management is a critical feature for Parental Control: The "killer feature" for Parental Control services is self-management – where the parents can go into their network settings and configure the rules that they want to apply to their children's internet access. This not only simplifies the service, but also minimizes cost for the operator by removing the need for Customer Care agents to update services whenever parents want to make a change. The self-management portal should enable configuration of specific content categories, applications, and time-of-day parameters to ensure that parents can customize their service to adapt to the latest trends on the internet.

Sandvine's ContentLogic technology scales to meet carrier-class Parental Control deployments

SOLUTION OVERVIEW

Sandvine's Parental Control solution is based on a combination of Sandvine technologies that, together, deliver a comprehensive and compelling offer for network operators. The main technology components are:

In-Line Enforcement: Right sized platform to deliver Mbps to Tbps of personalized Parental Control services to millions of subscribers.

Application Intelligence Engine: Sandvine frequently updates our application identification engine to recognize thousands of unique applications (video streaming, file sharing, etc) to enable self management and control of each application for a parent.

ContentLogic: Sandvine's ContentLogic database supports tens of millions of URLs and includes phishing and malware URLs to increase protection from security risks.

Policy Control: Per-user configuration of Parental Control services including not only URL categories, but also applications and time-of-day parameters.

Self-Care Portal APIs: All components integrate via APIs into the operator's customer portal and can be dynamically configured by the end user without operator intervention.

Figure 1

Parental Control architecture
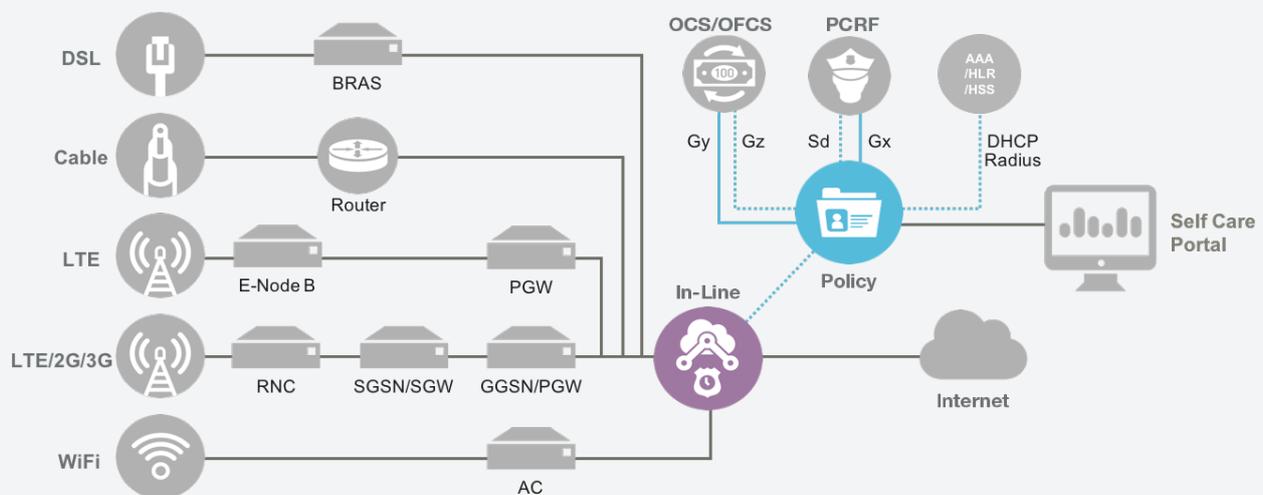
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ABOUT SANDVINE

Sandvine helps organizations run world-class networks with Active Network Intelligence, leveraging machine learning analytics and closed-loop automation to identify and adapt to network behavior in real-time. With Sandvine, organizations have the power of a highly automated platform from a single vendor that delivers a deep understanding of their network data to drive faster, better decisions. For more information, visit **sandvine.com** or follow Sandvine on Twitter at **@Sandvine.**

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