



Parental Control

Give peace of mind with content and application management for minors



PARENTAL CONTROL BENEFITS:

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 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 service providers 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.

Service providers, especially multi-access service providers 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 service providers 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 service provider as well as additional revenue opportunities.

Market Dynamics

There are several key dynamics impacting the market for parental control offerings that introduce challenges for service providers, 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 children often know how to 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

Self-management can minimize cost – by integrating parental control services with their self-management portal, service providers can minimize the cost and need for customer care agents to update services whenever parents want to make a change. With centralized control for all devices and accounts, parents can apply and customize rules and time-of-day parameters to their children's internet access as well as adapt to the latest trends on the internet.

Parental Control

AppLogic Networks' Parental Control use case delivers network-based web and application control

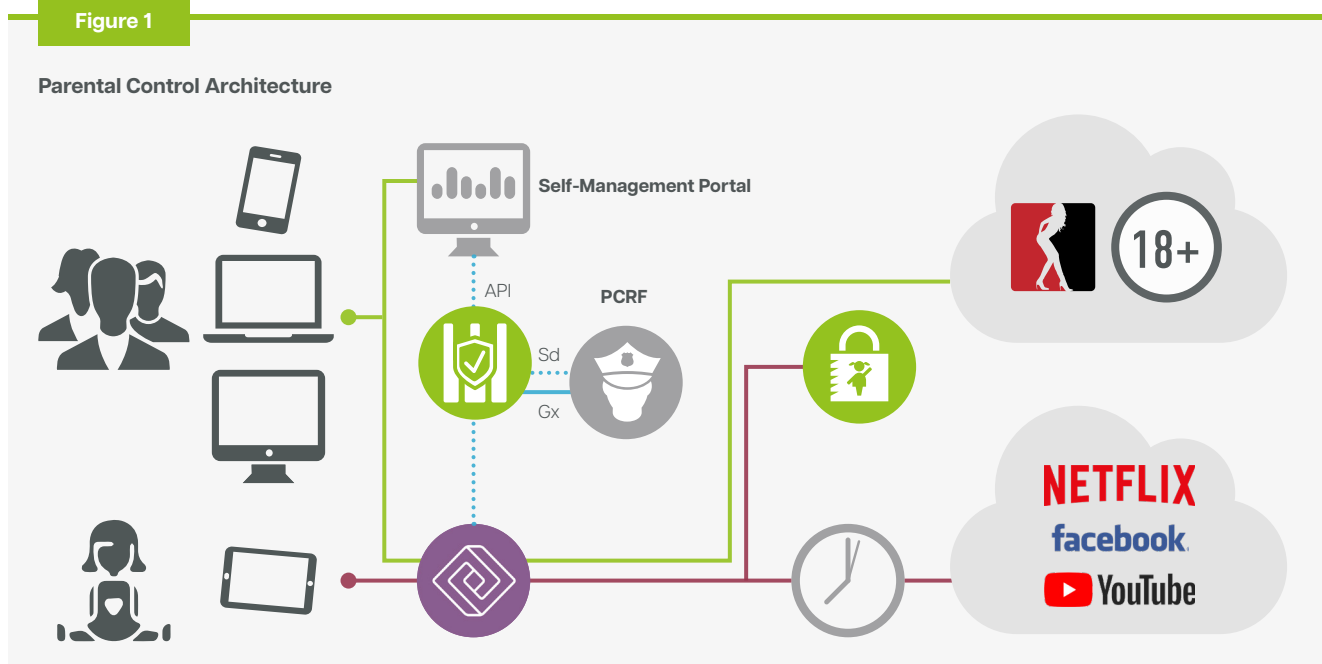
USE CASE OVERVIEW

AppLogic Networks' Parental Control use case is based on AppLogic Networks technologies that deliver a comprehensive and compelling offer for service providers.

AppLogic Networks' Parental Control Key Capabilities:

- **Inline Enforcement:** Powerful filtering platform to deliver personalized parental control services.
- **ANI Classification Engine:** AppLogic Networks frequently updates its signature library to recognize thousands of unique applications (video streaming, file sharing, etc.) to enable self-management and control of each application for a parent.
- **Third-Party Database Integration:** AppLogic Networks' 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-Management Portal:** All components integrate via APIs into the service provider's customer portal and can be dynamically configured by the end user without service provider intervention.

Figure 1



ABOUT APPLIC NETWORKS

AppLogic Networks' cloud-based App QoE portfolio helps customers deliver high quality, optimized experiences to consumers and enterprises. Customers use our solutions to analyze, optimize, and monetize application experiences using contextual machine learning-based insights and real-time actions. Market-leading classification of more than 95% of traffic across mobile and fixed networks by user, application, device, and location creates uniquely rich, real-time data that significantly enhances interactions between users and applications and drives revenues. For more information visit <https://www.applogicnetworks.com> or follow AppLogic Networks on X @AppLogic Networks.



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