PenTeleData®

THE
NetworkGuy

What's Inside...

Problem Solvers Wanted!

PenTeleData has deployed nearly 10,000 miles of fiber-optic cabling and we provide fiber solutions to the largest hospitals, banks and universities in the region. In fact, we have over 400,000 customers. But, we need something else: problem solvers!

We're hiring full-time Technical Support Representatives for our 24/7 Call Center. If full benefits, including medical, vision and dental coverage; paid time off; pension and 401K (YES, we still offer a pension!!); paid training, life insurance, employee discounts, tuition reimbursement, and opportunities to grow with an established tech company sound good to you, learn more and apply at www.ptd.net/careers.

Learn from The Network Guy

UFC Fan: I enjoy watching UFC events, but can no longer order the fights from my local cable company. How can I watch the big events?
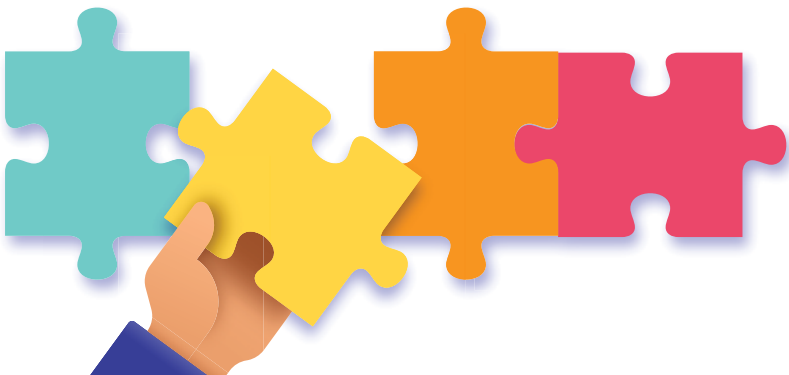
The Network Guy:

UFC and ESPN+ (whose parent company is Disney) have forged an agreement to offer the UFC fights via pay-per-view (PPV), but only to ESPN+ subscribers. These type of subscription services are exceedingly popular. ESPN+ is the home for UFC Pay-Per-Views and live events. You can stream the events on your Roku, Fire Tv, Apple TV, iPhone, iPad, Android devices, Xbox One, and various smart tv platforms.

The Network Guy Quiz Challenge

PenTeleData is giving one lucky winner a $150 Amazon Gift Card. Just visit **www.ptd.net/network-guy-quiz-challenge** by **October 31, 2020** to answer the question below. We will select a winner at random from all correct entries. **Good Luck!**

What company plans to introduce new advertising and privacy features that could affect free content on the Internet?

In the News... Apple Plans to Make it Harder for Apps to Track Data

Next year iPhone users will start seeing a new question when they use many of the apps on their devices: Do they want the app to follow them around the Internet, tracking their behaviors and patterns? It's a simple question with potentially significant consequences to the business community.

Apple plans to make it harder for apps to track users' data without their consent. Consumers have become increasing aware of being a "product" and are demanding the option of more privacy. The change will mean that companies will no longer be able to collect a person's advertising identifier without permission. It was originally scheduled for the recent rollout of iOS14, but has been postponed until early next year. Facebook says that Apple's planned privacy protections will severely impart part of its business, namely its Audience Network ad network, with revenues reduced by up to 50%. Audience Network is just one part of Facebook's broader ad businesses and the company said the changes would also hurt businesses that use it. In fact, it could affect any publisher or developer who uses ad technology to monitor what their apps are doing on the Internet.

At stake is your online privacy — and the advertising system that underwrites an endless supply of free content. There aren't any clear-cut winners or losers, depending on perspective, but here are a few key factors:

> Apple can attack intrusive advertising tech because they have consistently argued that they value privacy. It's worth mentioning that Apple doesn't have much of an ad business of their own.

> Facebook and other big ad players make billions of dollars tracing the detailed digital footprints their users leave. That ad money also generates the revenue to allow people free access news, entertainment, and other content.

> In general, Internet users say they value privacy, but it's unlikely most have any idea how much personal data they give when they read a story or click on a link. Ultimately, the question may be "Is the free content worth the trade off?" Stay tuned for updates in the coming months.

School is Open! How Has that Changed PenTeleData's Network Traffic?

The answer to that question may surprise you! Not much has changed. In fact, it's quite remarkable how much has stayed the same over the past two months.

At peak time, our network processes over 1 Tbps of traffic in and out of the network: still just barely squeaking over 1 Tbps, with virtually no increase.

Our busiest time of day is around 9 pm every day of the week, but even at our least busy time of day, 5 am, we're still processing over 250 Gbps of traffic: still the same peak and off-peak times and traffic patterns.

Friday nights tend to be the busiest, but the difference between our busiest day and our least busy day, Wednesday, is less than 10% - people are always online during prime time!

At peak time, we see the same types of traffic with just some slight changes. In the grand scheme of things, the changes are hardly noticeable, but there has been an increase in Google Hangouts and Zoom meetings during the day as compared to four weeks ago.

When we compared Wednesday, September 16th with 4 weeks prior, Wednesday, August 19th, we found that usage during the day at noontime has remained roughly the same at 600 Gbps. In August, would take most of the morning for traffic to slowly ramp up to that level, whereas in September, traffic has already started increasing by 8 am and levels off around 9 am. Regardless of school being in session, though, peak traffic still doesn't really start taking off until 5 pm and spikes around 9 pm every night.

Social Media Alternatives

You're probably familiar with Facebook, Twitter, Instagram and Snapchat, but are you aware that there are also other social media platforms? Each one attempts to distinguish itself from the others, and although PenTeleData does not promote or endorse any of them, here are some that may be of interest to our customers:

Parler describes themselves an unbiased social platform focused on open dialogue and user engagement that allows free speech and does not censor ideas, political parties or ideologies. They claim to protect privacy and never sell personal data.

CloutHub touts itself as a Next-Generation Social Network for social, civic, and political networking. They believe in everyone making a difference by having their voice heard on non-biased platform that supports free speech and protects privacy.

Mastodon and **Diaspora** run on open-source software. This means anyone can contribute to software to make it better or download the code to modify it for their own use. Open source does not make it more or less secure than proprietary software that runs private social networks, but anyone who has technical knowledge can see exactly how Mastodon or Diaspora work. Both companies emphasize that they have no interest in user data and do not advertise or sell user data in any way. That doesn't mean that user data is private, so it's important not to think of these as encrypted messaging.

Steemit is a cross between Reddit and Quora, where you can publish your posts which can be voted up or down depending if people like them or not. Users get upvotes and receive Steem crypto tokens which lends itself well to those cryptocurrency and open source enthusiasts. Users can choose when to post and or get involved with conversations related to specific interests. They have only about 10 million visits per month, which is not much in comparison to Facebook, but say they don't sell personal data to third parties.

Minds is a community-owned social networking platform that rewards users for their online activity, similar to what Steemit does. They do this with paying users in crypto, paid according to daily contribution to the community. A Daily Reward Pool of tokens is paid by percentage across network and divided accordingly. Minds distinguishes itself as "built on a foundation of freedom, transparency, privacy and democratization."

Raftr calls itself a "civilized social network." It launched in 2017 by Sue Decker, a former Yahoo executive. Her vision for the platform is to create a place for conversations and unfolding stories. They call themselves "A place where you can connect to the communities who share the same or similar interests that you have."

Mastodon launched in 2017 and made quite an impact on the social network scene. Mastodon is a free, open-source social network. When it launched it was presented as an open source Twitter competitor but is especially known as an alternative to Facebook. Mastodon is a decentralized alternative to all the commercial social network platforms, which means that no single company owns it or can monopolize your communication.