



Video Footprint: Global

Cisco Monetization and Optimization Index

MONETIZATION

Cloud video
ARPU uplift
\$10.87

Cloud DVR ARPU
\$4.08

TAM

New video services
\$136 B

Rental and
purchase
\$17.0 B



CDN, SLA, analytics
\$92.0 B

Subscription
\$13.0 B

OPTIMIZATION

11% Overall savings

Virtualization
14%

Average
cost per GB
\$1.74

Source
of savings

- Virtualization of CDN, CMS and transcoding
- Media gateway
- EPN, ESP

EPN: Evolved programmable network
ESP: Evolved services platform
TAM: Total addressable market
ARPU: Average revenue per user
CDN: Content distribution network
SLA: Service level agreement
OMS: Content management system