Cisco Videoscape Multiscreen Cloud DVR Solution

TV Your Way
While traveling on a train, a pay-TV subscriber schedules a recording of a show from her iPad. Next, she plays back last week’s episode. At her stop, she pauses the show. Once home, she turns on her TV and picks up exactly where she left off.

Cisco Videoscape™ Multiscreen Cloud DVR Solution made it possible.

Give subscribers the capability to record and playback live assets in a time-shifted or DVR format over any network, to any device and flexibly manage personalized recording schedules. Eliminate subscriber concerns over storage and tuner limitations, set top box (STB) recording failures, and accidental deletions. Instantly scale your service to meet changing requirements and subscriber demands. And do it all with the agility of a cloud-based infrastructure, reducing the expense of additional subscriber and data center hardware while greatly accelerating service time-to-market.

Cloud DVR Services

Your subscribers expect to view their favorite programs when it is convenient for them. And increasingly, they want the freedom to enjoy DVR services inside and outside of the home, without the worry of scheduling conflicts or storage limitations.

To provide the experiences your subscribers want, you will need to evolve from a service based on costly and inflexible hardware in the home, to one delivered through a flexible and scalable infrastructure in the cloud. But this presents a new set of challenges: You will need to scale video recording, preparation, and delivery to multiple devices, as well as establish complex policy management to authenticate, authorize, and entitle subscriber requests.

Personalized Content Control - Anywhere
Cisco can help you build the capabilities you need to make the next generation of DVR experiences a reality for your subscribers. Part of a broader portfolio of Cisco Videoscape solutions, Cisco Videoscape Multiscreen Cloud DVR Solution includes functions in the operator head-end, network, and client to transform an STB-based home DVR service into a user-based cloud DVR service. It is an open platform that can easily become a part of your end-to-end media service ecosystem, integrating with various components such as encoders, transcoders, content delivery networks, consumer client devices, and user interfaces.

Key advantages include:

- **Simple and automatic provisioning:** Automatically provisions DVR resources as cloud-based software applications on top of an OpenStack cloud operating system that is optimized for video.
- **Resource scalability:** Scales your infrastructure by elastically provisioning applications on demand to match requirements for content ingest, recording, and playback.
- **Flexible storage:** Supports flexible media storage options, including local recorder-based storage as well as cloud-based storage. You can optimize storage based on media attributes and metadata with adaptable storage policies based on the content attributes: popularity, content type, source, license window, etc.

Agility and Scalability: Mandatory
Digital Video Recorders (DVRs) with local storage revolutionized how subscribers watch television. But traditional DVR service is limiting. For example, to enhance services with additional storage or recording capability, it requires one or more expensive boxes in the home, costly truck rolls, and lengthy deployment and provisioning time.
• **Dynamic policy control**: Uses a flexible control plane platform, including fine-grained policy management for channel and program-based content authorizations and entitlements across recorded and time-shifted content, to support new go-to-market and business models. You can also dynamically adjust service settings to upsell storage, tuners, device access, and other resources to subscribers.

• **Open and extensible**: The Cisco Videoscape Multiscreen Cloud DVR Solution is architected around open interfaces between subsystems and components. This allows you to continually evolve your TV services with next-generation video experiences from Cisco Videoscape or other technology providers. Cisco Videoscape Multiscreen Cloud DVR Solution will integrate with your platform’s existing architecture as well as other third-party components.

**Solution Benefits**

With Cisco Videoscape Multiscreen Cloud DVR Solution, you can:

• **Reduce costs with a flexible and optimized infrastructure.** The Cisco Videoscape Multiscreen Cloud DVR Solution helps you avoid the high costs for provisioning expensive in-home hardware for new DVR subscribers or for enhancing capabilities, such as additional storage or tuners for simultaneous recordings. With scalable and agile cloud-based resources for content ingest, recording, and playout, you can deliver DVR services while reducing infrastructure and storage costs and reducing operating expenses, such as truck rolls and hard disk replacements at the subscriber premises.

• **Increase agility with a cloud infrastructure.** Rolling out new services and features over existing infrastructures can be a slow process. Cisco Videoscape Multiscreen Cloud DVR Solution helps you introduce new personalized services and capabilities faster. By remotely extending DVR services across your customer base or augmenting in-home DVRs with additional cloud-based storage and recording capacity, you can give your subscribers the features they want at the moment of need – which helps increase subscriber loyalty and improve differentiation.

• **Grow revenue with dynamic policy management and multiscreen playback.** Cloud DVR opens new revenue opportunities by transitioning from a device- or account-centric management approach to one that facilitates authorization and personalization for multiple users under the same account. You can dynamically adjust policies to upsell service tiers to subscribers, create personalized offers based on recording-driven recommendations, authenticate additional devices for recording playback, deliver new capabilities, such as content download for offline viewing, and more. Multiscreen playback of recorded content also expands the opportunities for advanced advertising, growing viewership, providing additional ad inventory, and increasing ad targeting opportunities.

• **Protect your investments.** Like other Cisco Videoscape solutions, Cisco Videoscape Multiscreen Cloud DVR Solution is built on an open platform with a rich and compelling roadmap that allows operators to continually evolve TV services with next-generation video experiences. You can be confident that Cisco Videoscape Multiscreen Cloud DVR Solution – a comprehensive, pre-tested, end-to-end solution – gives your business the foundation to address changing market dynamics quickly and efficiently with less deployment risk.

**Why Cisco?**

The Cisco Videoscape Multiscreen Cloud DVR Solution continues a Cisco tradition of pioneering advanced TV services, like multi-room DVR, for which we received a Technical and Engineering Emmy Award in 2013. Using Cisco technologies, service providers around the globe have deployed and delivered millions of time-shifted and recorded video streams supported by advanced video policies to their expansive base of subscribers. With more than 5,000 video service professionals worldwide and an extensive portfolio of open and modular video solutions, we provide the resources to power amazing TV experiences.

**For More Information**

For additional information, visit: [Cisco Videoscape Multiscreen Cloud DVR Solution](http://www.cisco.com).