

Business →

**TV Globo's
real-time
multiscreen
service**

Technical →

**Any
source, any
destination—
one simple
workflow**

Content Viewers Crave On Any Screen

TV Globo wanted to feed viewers' insatiable appetite for its programs on new devices. Virtualized video technology made it easy.

“We intend to continue offering the best content no matter where our audience is.”

— Marcelo Souza, Digital Media Technology Director



Case Study | TV Globo

Size: 12,000 Employees

Location: Rio de Janeiro

Industry: Media



“ We are working to transform the way we deliver a variety of content to millions of viewers on traditional and new media. ”

– Raymundo Barros, CTO, TV Globo

From Broadcaster to Multiscreen Digital Media Company

Virtualized video platform brings real-time content to new screens and partners.

Challenge and Results

Brazilians can't get enough TV Globo content, but their viewing habits are changing. With Cisco virtualized video solutions, Brazil's leading broadcaster comes to smartphones, tablets, and smart TVs.



99.6% of homes

Globo reaches almost every household in Brazil.



53% stream digital video¹

There are now more mobile phones in Brazil than people.²

Solution

Real-time video from any source to any destination

Cisco Virtualized Video Processing (V2P) makes multiscreen media easy. TV Globo can give viewers the content they crave anywhere—web, smartphones, smart TVs, new media partners—in minutes.

Next Steps

Ready for the future

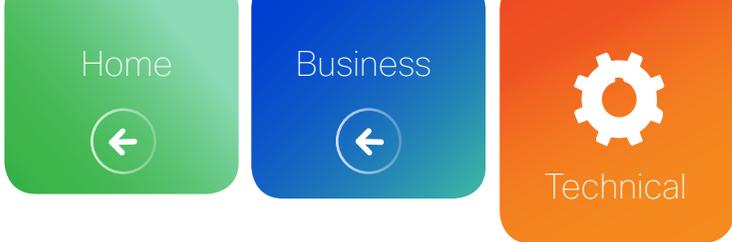
Media trends change fast. Whatever screen people want to watch, TV Globo can deliver.



Learn More

GLOBO **PLAY**

The new Globo Play app launched in fall 2015. Within 2 weeks, 2 million viewers were watching on Apple and Android devices.



“ With the amount of content we produce and manage, we are consistently working to improve the efficiency of our operations. ”

– Raymundo Barros, CTO, TV Globo

Any Content Source. Any Destination. One Workflow.

Challenge

TV Globo needed to unify all of its video assets for delivery to multiple distribution channels—Internet, mobile apps, smart TVs, pay TV, and licensing partners. It needed a solution that could scale to serve a vast, demanding nationwide audience. And they needed to publish digital content much faster with much less complexity.



Time to publish digital clips went from days to minutes.

Solution

An open, agile media platform

Today, TV Globo streams live TV and on-demand highlights to diverse connected devices. It can manage dozens of forms of content and metadata from a centralized network.

Cisco V2P virtualizes and orchestrates functions that used to require intensive manual effort. No matter where content is delivered, everything is automated, highly reliable, and secure. And the Cisco platform can easily integrate new workflows for tomorrow’s multiscreen media offerings.

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