

Cisco Videoscape Cloud DVR and Time-Shift TV



ENJOY MULTISCREEN VIDEO EXPERIENCES ANYWHERE, FROM THE CLOUD

What Is the Value of Cisco Videoscape Cloud DVR and Time-Shift TV?

Your subscribers want it all. They want to watch whatever they choose – linear TV and video-on-demand (VoD) – wherever and whenever they want, from any device they choose. Now you can give them a better video experience.

Cisco Videoscape™ Control Suite Cloud DVR and Time-Shift TV (TSTV) lets subscribers find the content they want across all sources, schedule and store recordings in the cloud, and play them out on TV or personal mobile devices. It also delivers new TSTV experiences, such as the ability to restart a live program in progress or navigate backwards on the program guide to find content, on any screen.

Video experiences like these give subscribers a new reason to choose your service over competitors. They also open up new possibilities for multiscreen advertising. But they require some unique control-plane capabilities. Whether you need a few modular elements to tie into your existing infrastructure or an end-to-end solution, Cisco gives you what you need to deploy and profit from cloud DVR.

What Problems Does It Help Solve?

To roll out a successful cloud-DVR service, you need to:

- Integrate multiple content sources – linear TV, VoD, and TSTV – into a unified experience
- Support set-top boxes, smartphones, gaming consoles, and other devices from a single system
- Provide intuitive content discovery across all content and device types
- Integrate unified channel maps and third-party metadata for both legacy set-top boxes and new subscriber devices
- Deploy a system that can scale dynamically with demand
- Build a solution that integrates easily with your existing infrastructure

Cisco Videoscape Control Suite Cloud DVR and Time-Shift TV

Cisco Videoscape Control Suite Cloud DVR and TSTV provides what you need for a complete, cloud-based video discovery, recording, and playout solution. It lets you give subscribers:

- Any type of content – linear, on-demand, and TSTV
- On any platform – TV, smartphone, iPad, and more
- Operating from a private or public cloud
- Anywhere, anytime operation – with consistent, personalized, and synchronized content discovery and control

The solution includes the following elements:

- **Scheduler and personal planner** controls everything users need to schedule recordings, manage season passes, and set bookmarks and reminders.
- **Recorder manager** intelligently distributes recording load across your video-streaming infrastructure to optimize resources.
- **Asset manager** manages the lifecycle of all recorded cloud assets.
- **TSTV policy manager** manages copyright policies, recording limitations, and other rules for each linear broadcast channel.
- **Cloud DVR entitlement manager** enforces rules for cloud DVR users (for example, making sure users are authorized to record from a specific channel and have not reached their cloud-storage quota).
- **Authorization manager** validates that the subscriber's device is authorized for the requested function (for example, whether a specific linear channel can be viewed on a smartphone).

You can deploy these elements as part of a preintegrated cloud-DVR solution or in a modular fashion, adding specific cloud-DVR control-plane functions to your existing video infrastructure wherever it makes sense.



Whether you deploy individual elements or an end-to-end solution, Cisco Videoscape Control Suite delivers all these services through web-services interfaces, using open application programming interfaces (APIs). That means your video system can invoke and scale these applications in the same ways used for any other service in the data center. That similarity holds true whether you are using Cisco video solutions end to end or integrating the Cisco Videoscape Control Suite with an existing streaming infrastructure.

What Are the Benefits of Cisco Videoscape Control Suite Cloud DVR and TSTV?

Cisco Videoscape Control Suite Cloud DVR and TSTV helps you:

- **Increase revenues** because you can bring advertising to more screens in more ways
- **Reduce operational expenses** by simplifying the management of content and metadata and unifying operational silos
- **Provide a better customer experience** with personalized, multiscreen content and control
- **Deploy a complete solution or integrate smart control-plane elements** with your existing infrastructure

Why Cisco?

Your subscribers want more choices and greater control over the content they love. You can stay ahead of the competition by giving them the ability to browse, schedule, and consume linear and on-demand content on any screen. Cisco gives you comprehensive cloud-DVR and TSTV capabilities as part of a web services-based cloud solution. And Cisco provides these capabilities using open APIs, giving you more flexibility and investment protection.