

# 'Cisco will monetise internet and desktop video in India'

For Cisco, video is the next big thing. And the recent \$3-billion acquisition of video gear provider Tandberg is the icing on the cake that will boost its telepresence strategy and help it sell more routers and switches. Its video drive is also fuelled by video-on-demand and peer-to-peer file sharing (P2P), which will account for over 91% of global consumer traffic by 2013, according to the company's Visual Networking Index. Elaborating on Cisco's strategy in India, the networking giant will monetise consumer video in the country, **Rajesh Chainani**, senior vice-president of service provider vertical, Cisco India and SAARC region, told *DNA Money's Shilpa Phadnis* in an interview. **Excerpts:**



## How does Cisco plan to enhance its video strategy with the internet growing fourfold by 2013?

Video is the most experiential medium that will change the way people live, work, play and learn. Video is one of Cisco's key areas of focus as the company believes that there will be a video explosion in homes and businesses. Organisations want to implement new video solutions easily, using expertise that streamlines processes, and ultimately maximises their returns on investment (RoIs).

Cisco is extending WebEx beyond its web conferencing roots into a 'shared workplace' that will manage a user's realtime and time-shift communication and collaboration needs entirely—from text and graphics, through to audio and video. The other areas for business video include desktop-video conferencing and video surveillance among others. In the consumer segment, Cisco expects great demand for video-based services. For instance, Cisco is enabling consumers to watch internet videos on the TV and in the future, have a TelePresence chat with relatives and friends.

## How will Cisco optimise video in the B2C space when social media is still grappling to arrive at a sound monetisation model?

With the expected rate of growth, video will spur new demands for network bandwidth. For example, in the consumer space, gaming, network-based personal video recorders, video on demand (VoD), Wi-Fi home networks, and mobility are growth areas. Service providers, today, are looking for innovative, converged infrastructure to improve delivery of current services and facilitate tomorrow's new, bandwidth-intensive services. This is where IP NGN technology has a key role to play. It enables service providers (SPs) to move from a basic "highway" service structure to a "toll-way" service structure

The retail space is one of the fastest growing areas for IP video. IPTV will bring services not yet delivered such as on-demand video content, network-based DVRs, where the content is potentially stored on the network and streamed to the device wherever it might be.

**-Rajesh Chainani**

to reap the benefits of their broadband investments. Cisco is accelerating service provider's transition by evolving their network to a medianet, which refers to an intelligent network optimised for rich media play that can help drive video strategy for enterprises, consumers and SPs.

## What are the revenue streams Cisco is exploring around consumer video in India?

The demand for video will open a new market and revenue stream by bringing Cisco directly into the home market and providing multiple means of addressing that market.

## Cisco bought Scientific Atlanta and set-top box maker Arroyo to boost video-on-demand services. Are you looking acquisitions in the consumer video segment?

At this point in time, we would not be able to comment on future acquisitions.

## Are you working on a new architecture to handle issues related to bandwidth or buffering delays?

Cisco is embracing the 'medianet' network to respond with a new generation of reliable, personalised, rich media experiences anywhere, anytime, to any device. The end-to-end, video-enabled network solutions in medianet combine intelligent video technologies in the home, business, and service provider networks. Enterprises, consumers and service providers, can all ben-

efit. This is the ideal time to incorporate video intelligence into the internet protocol (IP) infrastructure to meet current expectations and prepare for the coming wave of video on networks.

## Cisco is looking to bring virtual capabilities to power desktops. Considering the cost arbitrage, TelePresence sales may take a hit. How is Cisco positioning its new product?

Each end point, like desktops, nettops, handsets, TP, etc requires a certain versatility and suitability to a customer's video experience. We have also seen that users demand video capabilities across boundaries of enterprise, SMBs and consumers.

## What are the challenges in driving video adoption in India?

Transfer and delivery of video is complex with many networks, formats and standards working together to produce high quality visual data. To deliver an immersive video experience, greater collaboration is required between service providers and network infrastructure providers.

## Which are the growth drivers fuelling demand for video services?

In the Indian market, we are already witnessing a prolific increase in online distribution and consumption of video content. With the advent of 3G, consumer demand for a rich video experience will further grow. According to an IMAI report, revenues from are slated to reach Rs 16,520 crore by June 2010 and video will be instrumental in driving revenues. The retail space is one of the fastest growing areas for IP video with IP video-on-demand especially important in this sector. Further, IPTV will bring services that have not been delivered so far such as on-demand video content, network-based DVRs, where the content is stored on the network and streamed to the device. shilpa\_p@dnaindia.com