

# Cisco Videoscape Catalog Management

SYNCHRONIZE CONTENT DISCOVERY ACROSS SCREENS



## What Is the Value of Cisco Videoscape Catalog Management?

Service providers are offering more content and services than ever before, providing linear TV, video-on-demand (VoD), and online content. They are also now offering related content, such as behind-the-scenes videos, music, and ebooks, across multiple screens and devices. But for customers, finding exactly what they want amid all this diversity can be frustrating.

The complexity challenges service providers as well. Attempting to pull together a consistent catalog of linear channels and content from multiple sources, for display in multiple user interfaces on different devices, is time-consuming and expensive. This manual effort is also slow, so service providers cannot deploy new channels or offers as quickly as they would like.

Cisco Videoscape™ Catalog Management, part of the Cisco Videoscape Control Suite, provides a complete platform for consistent, synchronized, and personalized content discovery across all sources and screens. It integrates metadata across all TV services – including linear, VoD, time-shift TV (TSTV), and digital video recorder (DVR) – and provides a consistent search-and-discovery interface from any subscriber device.

## What Challenges Does It Help Meet?

To provide personalized content discovery and recommendations across all services and devices, you need to:

- Support robust back-office integration with third-party metadata services, recommendation engines, and app stores
- Transparently combine cross-service search results (i.e., linear TV and VoD) with content recommendations
- Efficiently manage and aggregate a broad range of metadata formats and protocols
- Efficiently manage national, regional, and local channel maps
- Support advanced catalog services such as recommendations, wish lists, and promotions

## Cisco Videoscape Catalog Management

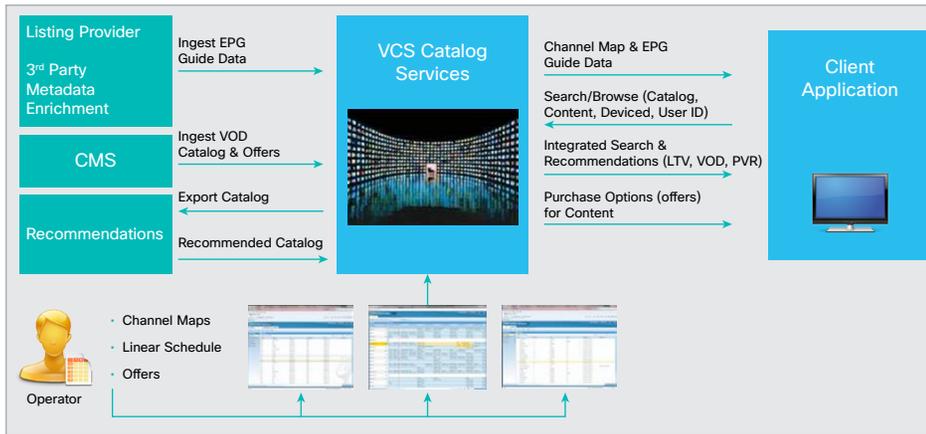
Cisco Videoscape Catalog Management creates a unified operational plane to manage all content metadata, channel maps, and recommendations from a single interface. It also provides an open platform to support integration with third-party recommendation engines and other advanced catalog services (Figure 1).

The solution provides:

- **Integrated search and metadata** across all content types, including main video titles, supporting video content, and related products (songs, digital comics, and more)
- **Consistent search and discovery** interface across all devices, including TV, PC, and mobile devices
- **Dynamic, customizable content recommendations**, even if you don't use more-advanced third-party recommendation engines
- **Personalized wish lists** that let subscribers search by title, actor, director, and category and receive notifications about new wish-list programs
- **Customizable promotions** so you can offer special offers and discounts for VoD content
- **Unified catalog management**, with the ability to manage the VoD catalog, linear channel maps, and service discovery information from a single interface
- **Open back-office APIs** to integrate with any third-party service, including metadata providers (Rovi, Rotten Tomatoes, IMDB, etc.), recommendation engines, app stores, and more
- **Open client-facing APIs** to integrate with virtually any type of subscriber device
- **Integrated personalization features** such as dynamic catalog recommendations and wish lists, based on industry-leading open-source frameworks



Figure 1. Cisco Videoscape Control Suite Catalog Management Architecture



Cisco Videoscape Catalog Management is a cloud-based solution, designed to scale in even the most complex public cloud and data center environments. As you continue evolving your back-end systems to a cloud-based model, you will be able to call on and scale all internal and third-party metadata and recommendation services as needed to support new applications. As a result, you can take advantage of the same kind of flexibility and scale as web companies, with the ability to develop, test, and scale new offers and services quickly and easily. No matter what kind of content you're offering and no matter which devices subscribers are using, you can make it easy for subscribers to find exactly the right content as part of a consistent, personalized experience.

## What Are the Benefits of Cisco Videoscape Catalog Management?

With Cisco Videoscape Catalog Management, you can:

- **Increase subscriber loyalty** with consistent, intuitive, and personalized content discovery across all services and devices
- **Personalize the video experience** with content recommendations, wish lists, and customizable promotions
- **Differentiate from competitors** with the ability to integrate popular web- and cloud-based content and recommendations into the user experience
- **Improve operational efficiency** with the ability to manage all channel maps, metadata information, and recommendations for all services from a single interface

- **Increase revenues** by making it easier for subscribers to find relevant content and products
- **Enhance scalability** with content search and discovery services that are built to operate in cloud environments and can scale with your services as they grow and change
- **Increase business agility** with open and extensible catalog services that use open-source frameworks and integrate with third-party services

## Why Cisco?

Yesterday's catalog services are based on monolithic systems tied to specific services and device types, with slow, manual processes for making changes or adding content. Cisco Videoscape Catalog Management provides a bridge to a modern, cloud-based vision of catalog services. Here, metadata information and recommendations for all content types function as services that can be invoked by any application and scaled dynamically as needed. The result is a consistent, intuitive, and personalized content-discovery experience across all services and device types, along with a more efficient model to grow services and revenues.

## For More Information

To find out more about Cisco Videoscape Catalog Management and the Cisco Videoscape Control Suite, contact your local Cisco representative or visit <http://www.cisco.com/go/videoscape>.