



# Cisco Infinite Video Platform for Content Owners

## Monetize Your Content Quickly and Efficiently

Viewer behavior is changing. More people are watching more content on more devices, with over-the-top (OTT) streaming revenue expected to increase to more than \$50 billion by the end of the decade.<sup>1</sup> As viewers are offered more choices in how to watch video, you need to move quickly to keep your existing customers happy and to capture new audiences.

OTT delivery lets you to be first to market, first to be on a new device or platform, and first to support new features. Being first strengthens customer loyalty and engagement from day one on a new device. As your viewers move from platform to platform and as the device landscape increases, you can keep the relationship with your audience. It's like moving to a new city and finding your favorite coffee shop right there on the street corner.

Customer insight is critical to this process. You need to know what they watch and how and when they watch it. Understanding their behavior will help you deliver a better service, letting you continuously improve the experience your viewers receive.

This is what the Cisco® Infinite Video Platform for Content Owners provides: fast and easy delivery to new devices and existing platforms, provided as a service from the cloud.

## Benefits

- Deliver directly to the Consumer and get immediate customer insight
- Provide all TV services, including live, linear, catchup, and on demand
- Increase audience by supporting a wide range of consumer devices
- Monetize all content through a choice of different business models
- Reduce cost and complexity with as-a-service offering from Cisco



<sup>1</sup> Source: Cisco Visual Networking Index.

## Retain and Increase Your Audience

You know that your viewers have an increasing amount of services available to them and that they expect ubiquitous access across any device. You also know that you can build a larger audience by being there first and understanding what and how they watch. Cisco Infinite Video Platform for Content Owners is a solution that lets you keep your audience engaged and entertained:

- Deliver directly to your audience, and understand how they engage with your content.
- Support a huge range of consumer devices on multiple platforms.
- Monetize your content within weeks, implementing a variety of payment models.
- As-a-service delivery gets you running quickly with no initial CapEx costs.
- Content is secured, protecting your business and its valuable assets.

By using the cloud to build and deliver Infinite Video Platform for Content Owners, Cisco is able to deliver a rich feature set across many devices, at the speed and quality we know audiences demand for their video services. Cloud services enable us to provide a low-cost, low-risk solution to allow content providers to enter the consumer marketplace without the need for large, up-front investment.

Cloud services are fundamental to Cisco, and our video and security technologies have been delivering value to our customers for decades. Our market knowledge and global footprint mean you can be sure that we know what needs to be done to support your business now and in the future.

## Next Steps

To find out how Cisco Infinite Video Platform for Content Owners can help you and to arrange a live demonstration, visit the [Infinite Video Platform homepage](#).