

# Channel Partner Program Announcement



Announcement date: April 9, 2018

## Announcing the IP Fabric for Media Authorization Program

Effective April 9, 2018, Cisco is announcing the launch of the IP Fabric for Media Authorization. The media industry is going through a major change right now. For years, broadcasters have been using out of date technology to create and deliver videos. Today, customers want and expect more. Creating video using Serial Device Interface (SDI) technology is limiting. Moving to Internet Protocol (IP) based workflows puts broadcasters back in the control seat.

However, they can't make this change alone. They need you, our partner.

### What's in it for you?

- Expand into a \$1B new market opportunity.
- Build customer confidence. Show them you're an expert.
- Build your brand and become a Cisco Authorized Partner.

By **invitation-only**. To learn more, contact your [partner account manager](#).

For more detailed information, please refer to the [Cisco IP Fabric for Media Authorization](#) page.