



Videoscape Multiscreen Cloud DVR:

Flexibly Deploy Personalized Viewing Control and Experiences



Market Context

Today's multiscreen viewers continue to watch more TV than ever. But the way they watch TV is changing. Now accustomed to watching TV on their own schedules, consumers expect to enjoy the same DVR-enabled flexibility across all their devices, wherever they are: at home or on the go.

Video subscribers increasingly opt for online sites like Netflix and Hulu, because these allow content to be viewed where, when, and how they please, with easy ways to catch up on missed TV shows.

To keep subscribers loyal, TV service providers need to deliver the multiscreen and catch-up content experiences that subscribers can find elsewhere – and more.

This solution overview describes how the Cisco Videoscape™ Multiscreen Cloud DVR solution enables your pay-TV business to rapidly and cost effectively introduce compelling DVR experiences from a cloud-based infrastructure.

Business Benefits

The Videoscape Multiscreen Cloud DVR solution lets you flexibly scale cloud resources for content ingest, recording and playout to enable service delivery over any network, to any device. That means you can increase DVR uptake without the added capital expenditures and operating expenses typically required when you introduce new hardware at your subscribers' premises.

Here are the main benefits for your pay-TV platform:

Reduce costs: Avoid the high costs of providing in-home hardware for new DVR subscribers or enhancing functionality such as additional storage or multi-room services. Videoscape Multiscreen Cloud DVR provides scalable and agile cloud-based resources for content ingest, recording and playout. As a result, you can deliver DVR services while reducing infrastructure and storage costs and minimizing operating expenses.

Flexible policy controls: Scaling DVR services, whether for a single hardware device in the home or multiple users on a single account, requires more flexible policy controls. With Videoscape Multiscreen Cloud DVR, you can implement detailed, dynamic policy controls to support operator-initiated (time-shift TV) and subscriber-initiated (DVR) experiences.

Rapidly launch new services: Rolling out new services and features over existing infrastructures can be a slow process. Now you can introduce new services and capabilities faster with Cisco's Multiscreen Cloud DVR solution. By remotely extending DVR services across your customer base or augmenting in-home DVRs with additional storage capacity in the cloud, you can give your subscribers the features they want at the Internet-defined speeds to which they have become accustomed.

The Videoscape Multiscreen Cloud DVR solution lets you introduce a range of new personalized experiences for your subscribers. They can:

- Schedule and manage more hours of personal video recordings
- Play back their recorded content on any managed set-top box (STB) or unmanaged connected device – tablet, smartphone, game console, etc. – anytime, anywhere
- Restart live programs, navigate backwards on program guides to watch content, and pause live TV on the STB or any connected device
- Seamlessly switch between content stored in the home DVR and in the cloud

The Solution

The Videoscape Multiscreen Cloud DVR solution draws on a unique combination of products from the following Cisco Videoscape Suites:

- **Acquisition Suite** supports MPEG-TS and adaptive bit rate (ABR) streams for time-shift TV and cloud DVR services, including live and file-based ABR encoding, packaging, encryption and distribution.

- **Media Suite** is a full lifecycle and unified content and workflow management platform which can efficiently publish content, manage EPG schedules and enable multiscreen content discovery.
- **Control Suite** provides a framework for managing households, users, devices and preferences.
- **Security Suite** is a comprehensive conditional access and digital rights management security infrastructure for protecting TV services and premium content across multiple platforms and devices.
- **Distribution Suite** provides an open, intelligent CDN platform for delivering personalized media across multiple screens, protocols, applications and networks.
- **STB and Gateways** offers a choice of cost-effective, managed clients for delivering hybrid TV-based video experiences with cloud capabilities to TVs.
- **Client Software Suite** includes the market-leading Cisco Videoscape MediaHighway software solution for delivering advanced experiences and interactivity to STBs and clients.
- **User Experience Suite** is a branded HTML5-based soft client for offering a dynamic and customized multiscreen video experience, based on the award-winning Snowflake user interface.
- **Just-in-time encapsulation** capabilities that optimize multiscreen content delivery by transcoding and encrypting content on the fly
- A **unified infrastructure** for supporting linear, VoD, time-shift and cloud DVR services
- An **open platform** that supports new third-party applications and rapid time to market for increased average revenue per user

We can provide your platform with:

- A comprehensive, end-to-end solution
- Robust conditional access and DRM security to protect TV services and content across platforms and devices
- Expertise of over five thousand video services professionals worldwide
- Open and interoperable technology that integrates with your legacy and third-party components
- Infrastructure migration capabilities that help protect your investment
- Complete end-to-end integration services that promote fast time-to market and improve operational efficiency

For More Information

For more information about the Videoscape Multiscreen Cloud DVR Solution, visit our www.cisco.com/go/videoscape or see any of the following resources:

- [Cisco Videoscape Multiscreen Cloud DVR white paper](#)
- [White Paper: Cloud-Shifting: Enabling the Future of TV Delivery](#)

Why Cisco?

The Cisco Videoscape Multiscreen Cloud DVR solution clearly offers compelling business benefits that help you overcome the challenges posed by today's demanding consumer. As a cloud-based solution, it also provides strategic advantages for platforms of all sizes:

- A **modular architecture** for cost-effectively scaling multiscreen cloud DVR services
- **Flexible deployment** options that can support centralized or distributed architectures



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