Industry Transformation: Media Industry Update & NAB Recap
April 2019

Media Drive Team
Cisco Systems
Today’s Panel

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A blueprint for how Cisco is enabling the move to IP & Cloud within Media

Cisco Media & Entertainment Website

www.cisco.com/go/media
Accelerating ideas to audience
Reimagine your content workflows

Cisco is broadening the limits of storytelling with cutting edge technologies that transform the content production

• Content can be reviewed anywhere
• Assets, data and resources that are allocated wherever and whenever you need them
• Storage and processing that are limitless
• Content workflow that’s flexible and efficient through every stage of content production

www.cisco.com/go/media
Our blueprint for IP/IT adoption within the Media Supply Chain

**Collaboration Tools**
- Deliver new services and reach new segments

**IP Fabric for Media**
- Produce and distribute more engaging content

**Cloud & Hybrid Orchestration**
- Simplify and secure operation and management

**Media Data Center Solutions**
- Implement open standards and interoperability
NAB 2019 Recap Panel
Question #1

Describe your company's presence at NAB?
Media Data Center in Action
- IP Fabric For Media
- Hybrid Cloud For Media
- Security For Media
- Media Data Center
- Storage for Media

Orchestrate | Remote Production | 2110 O/P
- Virtualized Production leveraging IPFM, Hybrid Cloud, Media Data Center, and Obj Storage
- Hybrid Cloud Orchestration
- End-to-end Workflow Automation
- Bare metal, VM, and Containers

scalable Hybrid Data Center
- Scale-out Storage
- Virtual Playout
- End-to-end Security
- Duo
- Stealthwatch
- Hyperflex

Collaborate Anywhere
- Webex Teams In action
  - Webex Teams Board
  - Webex Team App

Open and Flexible Workflow Virtualization
- Media Data Center
- Storage for Media
- Hybrid Cloud For Media

Media processing workflows:
- Avid VDI on HX
- GPU Enabled Workloads
- Virtualized Transcoding on HX
- Video Monitoring

Intelligent IP Fabric for Media
- Scalable 2110 Fabric
  - Controller integrations
  - SMPTE 2110 Flows
  - STMPTE 2022-6/7 PTP Monitoring
  - Mixed Workflows
  - RTP Monitoring
  - Streaming Analytics
  - Media Insights

Content Development – Live from Las Vegas
"Reimagine your content workflows"

AppDynamics
- Full Stack Application Monitoring
  - APM Across Private & Public Clouds
Question #2

What was different this year compared to other years?
Question #3

What trends or new topics did you hear at NAB?

• Hybrid Cloud
• SDI-IP
• Security
• Virtualization
Question #4

Do you sense design changes for IP Deployments now?
Question #5

Concerns and uncertainty in moving to IP? How are you addressing those concerns?
Question #6

What adjustments or advancements is your company making to help customers adopt IP/Cloud technologies in Media & Entertainment?
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