



Industry Transformation: Media Industry Update & NAB Recap

April 2019

Media Drive Team
Cisco Systems

Today's Panel



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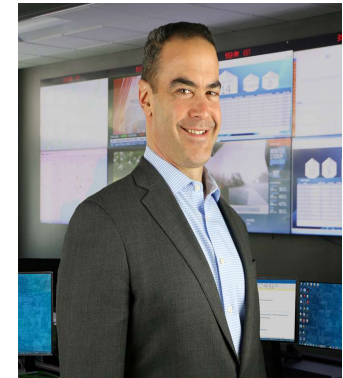
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A blueprint for how
Cisco is enabling
the move to IP &
Cloud within Media

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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

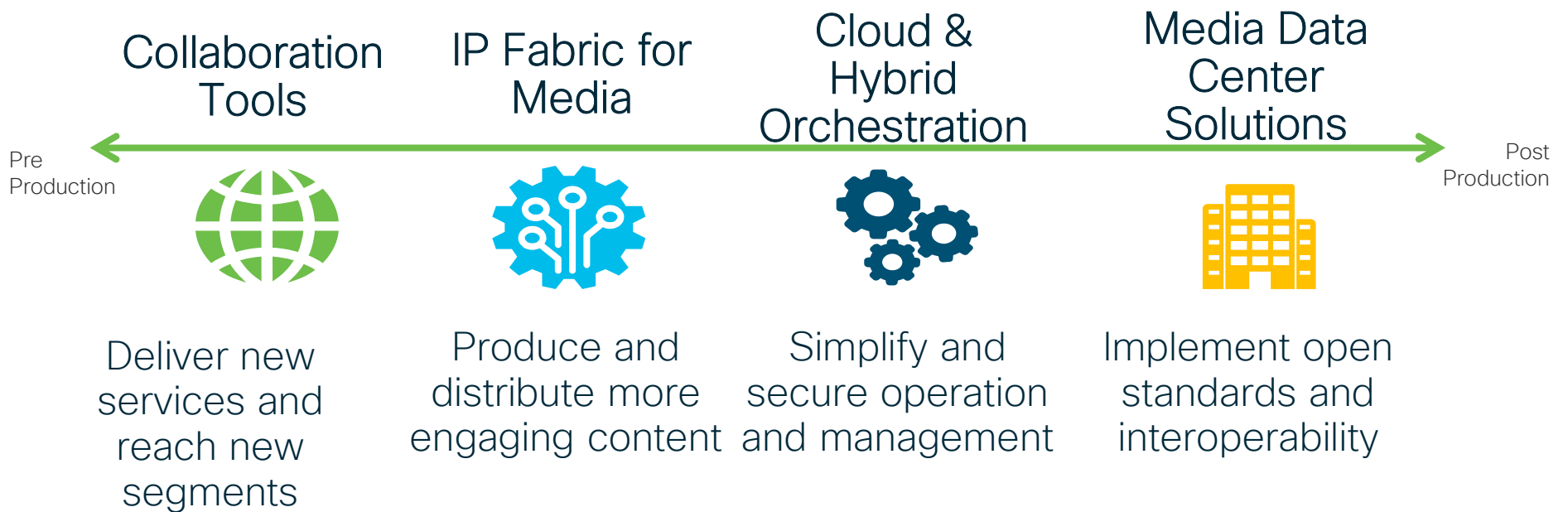
- Content can be reviewed anywhere
- Assets, data and resources that are allocated wherever and whenever you need them
- Storage and processing that are limitless
- Content workflow that's flexible and efficient through every stage of content production

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Our blueprint for IP/IT adoption within the Media Supply Chain



NAB 2019 Recap Panel

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Question #1



Describe your companies
presence at NAB?

Full Stack Application Monitoring

AppDynamics | Full Stack Application Monitoring

- APM Across Private & Public Clouds

Media Data Center in Action

IP Fabric For Media | Hybrid Cloud For Media | Security For Media | Media Data Center | Storage for Media

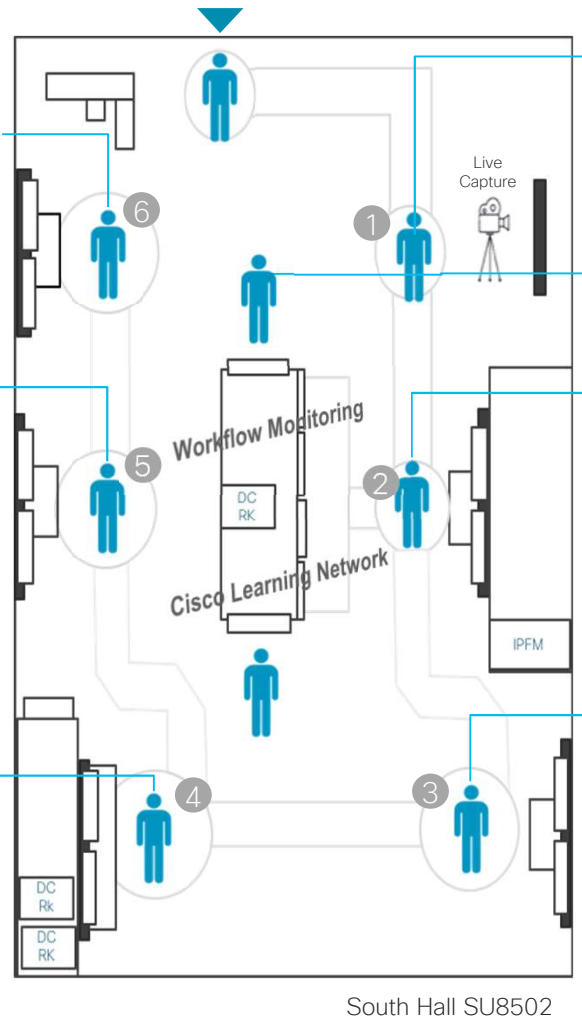
Orchestrate | Remote Production | 2110 O/P

- 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

Media Data Center | Hybrid Cloud For Media | Security For Media

- Scale-out Storage
- Virtual Playout
- End-to-end Security
- Duo
- Stealthwatch
- Hyperflex



South Hall SU8502

Content Development – Live from Las Vegas

“Reimagine your content workflows”

Collaborate Anywhere

Collaboration For Media | Webex Teams In action

- Webex Teams Board
- Webex Team App

Intelligent IP Fabric for Media

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

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

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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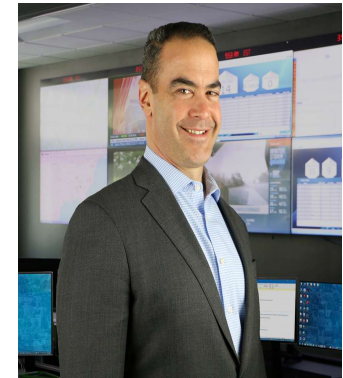
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