

Cisco Videoscape Unified Channel Map

If you're like many service providers today, you want to expand your consumer TV services from traditional platforms to IP and over-the-top (OTT) services by connecting more and more devices in the home to TV services.

Yet adding and modifying linear TV services and channel lineups requires you to manage multiple headends - which is a complicated task to accomplish on traditional and IP platforms. Manually configuring the hundreds of national and regional channel maps in your headend across new platforms is tedious, time consuming, and error prone, as systems often go out of sync. Business and security rules have to be applied multiple times without transparency across multiple control planes. And without centralized management, external departments, such as sales and marketing, do not get reliable channel map information.

Cisco Videoscape™ Unified Channel Map allows you to more rapidly and simply build synchronized services across multiple platforms so you can rapidly and more efficiently deliver new TV experiences to your subscribers.

Overview

Cisco Videoscape Unified Channel Map, part of the Videoscape Control Suite, is a cloud-based, scalable, centralized management application that abstracts multiple headends to configure services, streams, and channel maps. It allows you to access, track, store, and manage thousands of lineups, channels, and device types from a single screen graphical display.

The main features of the Unified Channel Map are shown in Table 1.

Table 1. Cisco Videoscape Unified Channel Map Features

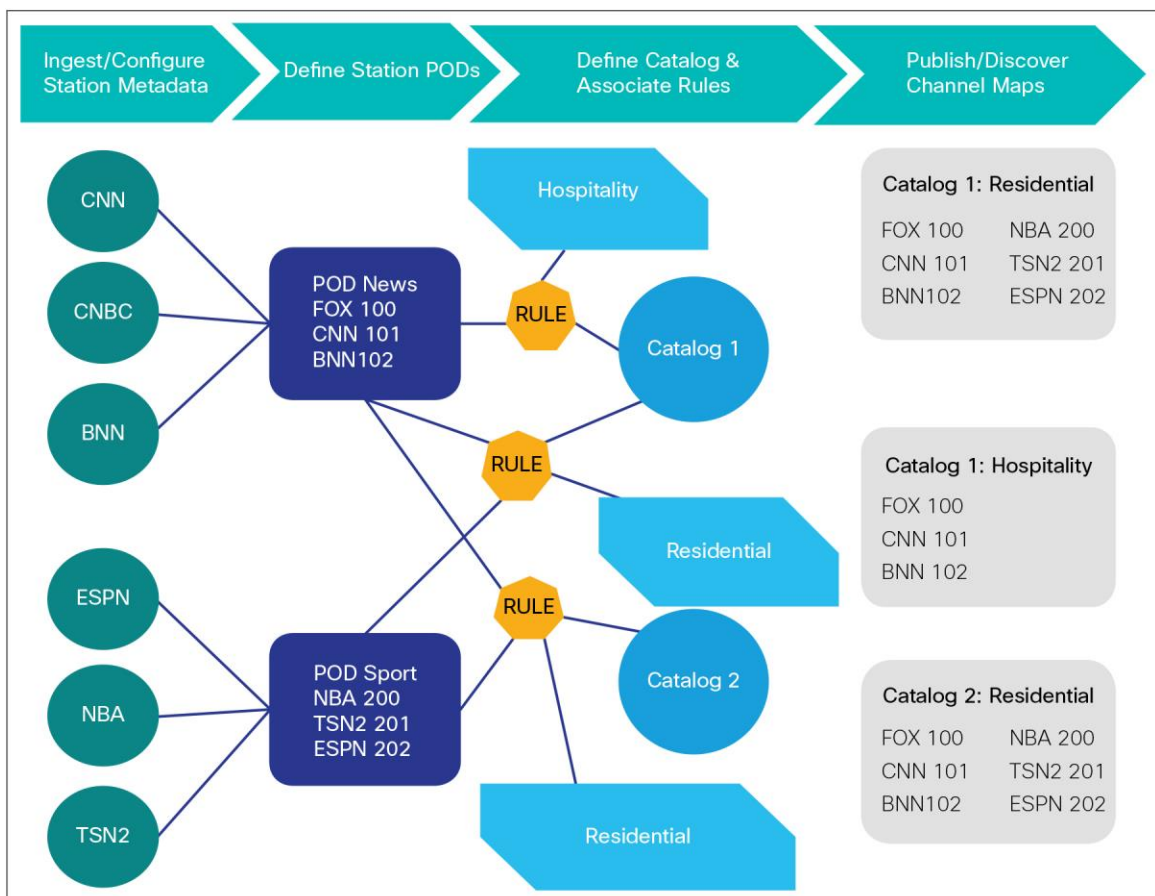
Feature	Description
Station and stream provisioning	Configure stations with descriptive metadata and multiple origins (e.g., SD, HD, MPEG2, MPEG4, ABR). Override default values (or call signs) for stations. Resolve streams in real time based on segmentation and location attributes.
Channel Map Management	Manage thousands of lineups across regions. Add, modify, and delete channel maps. Manage channel number conflicts. Manage selection rules for channel maps. Compose reusable service PODS and virtual channel maps by grouping stations and services with a unique display channel number. Build a hierarchy of service PODs to ease the operations of building channel maps. Manage national, regional, and market-specific channel maps.
Topology	Build virtual topology by segmentation of hubs/locators and tags. Manage physical topology.
Import/Export	Ingest station and source information from third parties. Export station information to third-party systems for delivery. Export physical channel maps. Export availability tags to third-party subscriber management systems for provisioning 1000's of channel maps.
Staging	Support multiple roles. Scope user to part of virtual topology. Stage changes in the workflows (review, approve, reject). Schedule the commits based on date and time. Lineup changes can be scheduled ahead of time.
Bulk ingest	Bulk ingest of lineup and channels from incumbent control plane.
Single UI	Single UI to manage lineup across multiple control planes, including third party.

Business Benefits

- **Improve operational efficiency** with the ability to manage all channel maps, metadata information, and stream configuration for all services from a single interface
- **Increase business agility** with open and extensible interfaces to multiple retailers
- **Expand services quickly** by taking advantage of the application adaptations

Cisco Videoscape Unified Channel Map Workflow

The following flow chart shows the sequence of features supported by Unified Channel Map for a regular IP-based discovery of channel maps.



- **Channels** - Ingest channels from third-party incumbent sources and configure stations with descriptive metadata
- **Define Channel PODs** - Define reusable PODs with default display numbers; e.g., News or Sports is a POD with channels belonging to that genre
- **Rules** - Define availability and applicability rules for the platform; e.g., Hospitality, Residential, and device types
- **Publish** - Publish channel maps to third-party systems or to CPE for discovery

MSO or QAM Extension

Abstract the management of QAM and IP channel maps with simplified workflows.

Cisco Videoscape Unified Channel Map also integrates with incumbent QAM systems, allowing management of virtual topologies combining hubs and controllers to the channel map rules, which can then be published to QAM clients. Integrating with incumbent QAM systems, Unified Channel Map also supports management of virtual topologies combining hubs and controllers to the channel map rules, which then can be published to QAM clients.

For More Information

<http://www.cisco.com/go/videoscape>




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