Welcome [to Cisco Cast]

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We prepared this material with specific expectations of you.

✔ You will manage the delivery of IPTV services to presentation systems connected to your DMP endpoints.

Note
This material pertains to multiple releases of Cisco DMS.

| 5.2.0 | 5.2.1 | 5.2.2 | 5.2.3 |

Concepts

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Overview

Features of Cisco Cast help your organization to deliver video-on-demand and live broadcast TV channels over IP networks to presentation systems that you connect to DMPs.

These DMPs might be in your conference rooms, public venues, executive offices, or other settings.
Restrictions

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Feature License Restrictions

Activation

See the “Understand Licenses” section in Part 1, Chapter 3, “Licenses.”

Centralized Administration

Cisco Cast includes powerful features for administrators.

- Customize on-screen menus with a logo and a skin.
- Configure video channel assignments.
- Specify what channels and programs should be available to the DMP displays where your organization will deploy Cisco Cast, and when they should be available.

You can make programming available that suits your purpose at a particular location, for a particular audience, at a particular time of day.

<table>
<thead>
<tr>
<th>Live news and financial information</th>
<th>Sales and marketing messages</th>
<th>Educational or training content for classrooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate communications</td>
<td>Entertainment</td>
<td>Any other programming that suits your purpose.</td>
</tr>
</tbody>
</table>

Hospitality and healthcare providers might even use Cisco Cast in support of in-room IPTV.

Related Topics

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On-Premises Operation

Easy navigation logic helps your on-premises operator to choose among your program offerings for Cisco Cast. Its on-screen menus, categories, and program guides support interaction through handheld remote control units, telephones, and touchscreens—all sold separately.

Your on-premises operator can change channels, adjust audio volume levels, play live streams, or play VoD streams.

Workflow

1. Install the license for Cisco Cast on your DMM appliance.
2. Deploy DMPs and presentation systems to sites where you will show IPTV programming.
3. When your IPTV programming will include live TV.
• **Negotiate with a cable or satellite TV service** in your region for the right to redistribute their package of TV channel signals, in whole or in part.

• **Configure one encoder apiece for each TV channel signal that you will stream in real time.**
  - Use a Scientific Atlanta 9032SD encoder for standard definition signals.
  - Use a Scientific Atlanta 9050HD encoder for high definition signals.

4. Use Skin Customization options to **enable or disable the electronic program guide** (EPG) for *Cisco Cast*.
   a. When you will use an EPG, **choose a population method** for each channel.
   b. When you will use an EPG and populate its channel descriptions from an EPG data subscription, **define the subscription settings**.
   c. When your DMM appliance does not have direct Internet access and should use a proxy server to obtain EPG data from your data service provider, **configure a SOCKS proxy** for *Cisco Cast*.

**Procedures**

• **Start Cisco Cast, page 23-3**

**Start Cisco Cast**

**Procedure**

**Step 1** Point your browser at your DMM appliance.
- When you use **HTTP**, be sure to specify port **8080**.
- When you use **HTTPS**, be sure to specify port **8443**.
- Be sure to use the fully qualified appliance DNS name and not merely its IP address.
  
  For example, [https://dmm.example.com:8443](https://dmm.example.com:8443)

**Step 2** Choose **Cast** from the global navigation or click **Cast** on the DMM landing page.

The TV Channels tab is preselected by default.

**Step 3** Stop. You have completed this procedure.