



Cisco Videoscape

Market Dynamics

Consumer Behavior



Video = 91% of consumer IP traffic by 2014



Netflix = 20% of US downstream internet traffic in peak times



Broadcasters and Media



New distribution platform & interactive content – Sky Sport TV on iPad / RTL on iPhone & iPad



New business models – Revenues up 2x from 2009



Hybrid Broadcast Broadband TV: HbbTV

CE/Over The Top



Brand power



Building application & content eco-systems



Service Provider



Multi-screen offering becoming table stakes



Rising churn and Subscriber acquisition cost



Partnerships & Vertical Integration

Experiences Consumers Want Now



**Online Content
on TV /STB**



**Intuitive Unified Navigation
for All Content**

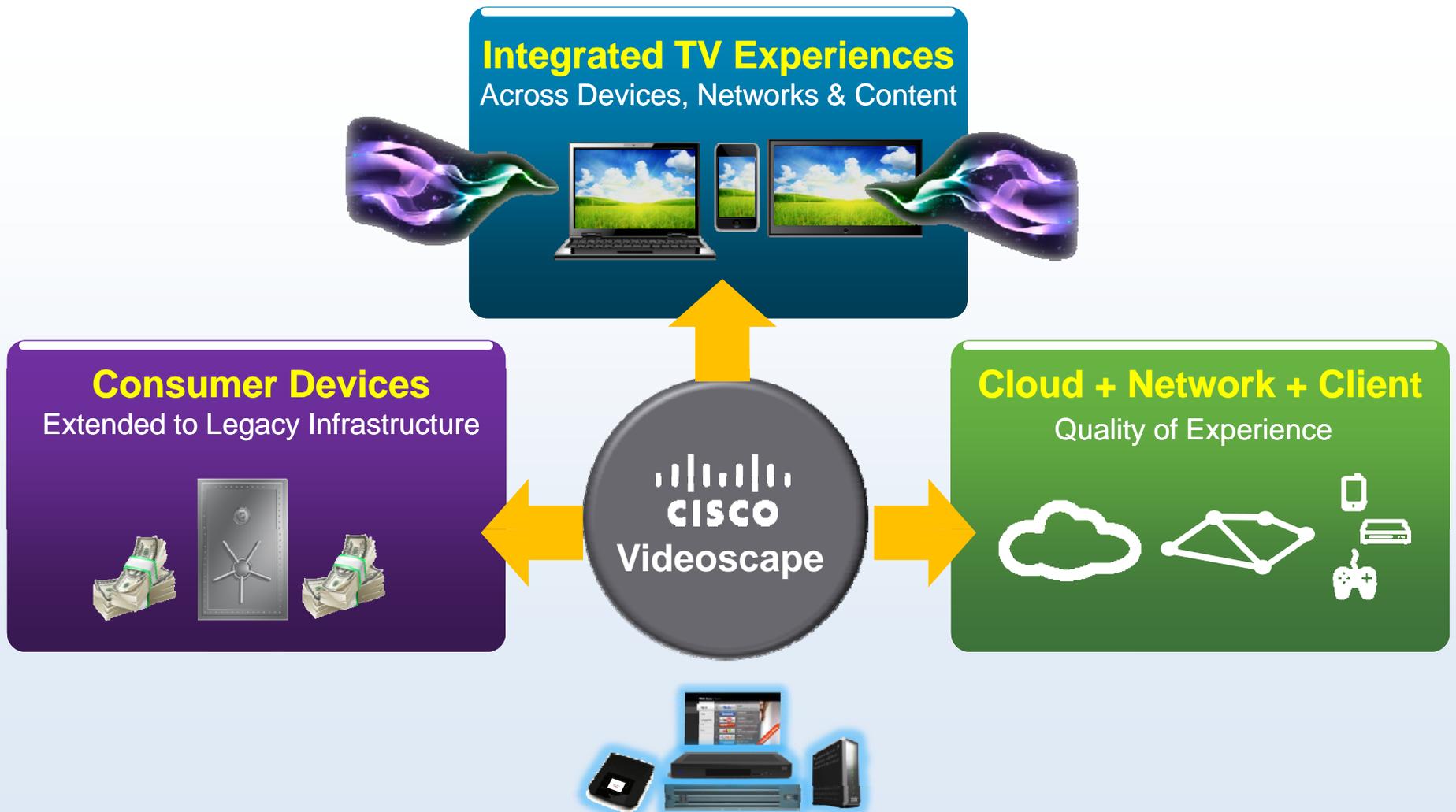


**Multi-screen
TV experience**



**Web 2.0 Experiences on
TV/STB**

Introducing Cisco Videoscape



Cisco Videoscape Experience

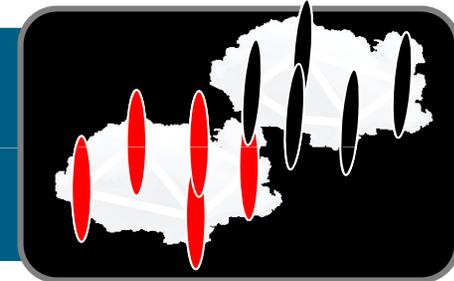
Integrated & Consistent



**Infinite
Content
Sources**



**Managed &
Unmanaged
Networks**



**Managed &
Unmanaged
Devices**



Videoscape Portfolio for Multi-Screen Integrated Experiences



Videoscape Media Suite

Full life cycle content management solution
Delivery of multiple media types on multiple devices, on multiple networks



Videoscape Client Platforms

Media gateway, STB and client application
Common IP-based client architecture



Cisco Conductor for Videoscape

Real time messaging bus linking cloud, network & clients
Pathway to support presence, real time info (e.g. stocks, score),
resources, social networking in apps

Cisco Videoscape Client Portfolio

Videoscape Media Gateways

Cloud Driven Service Enablement

Video Optimized

Application Centric

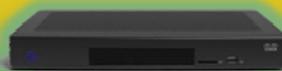


Videoscape STBs

Infinite Content Choices (Broadcast, VoD and Online)

Web 2.0 applications enabled

Open publishing environment



Videoscape Soft Clients

PCs, Macs, Tablets
Connected TV, Mobile
Phones, Game Consoles,
STBs (multitude)

Customizable UI



Videoscape Common
Software Framework

Multiple Presentation
Engines (Flash, HTML5...)

Cisco
Conductor

Paradigm Shift in Service & Device Management

Cisco Conductor for Videoscape: Bringing Cloud + Network + Clients

Cloud platform that enables Orchestration of Services, Devices, and Subscribers over multiple networks



Cisco Conductor

Standards Based
XMPP (RFC 3920 & 21)

Events Driven
Eliminates inefficiency of traditionally polling

Scalable & Efficient
**Deployed at internet scale
Asynchronous Protocol**



CISCO