

Videoscape

Igniting growth for SPs and media companies

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Agenda

- Update on Videoscape
- Demos
 - Echo
 - Snowflake 14
 - Videoscape Cloud Services
 - Future of TV

Service Provider Business Imperatives



REVENUE

Find new forms of revenue by offering new experiences, increase average revenue per user, improve profitability by increasing top line growth



OPEX

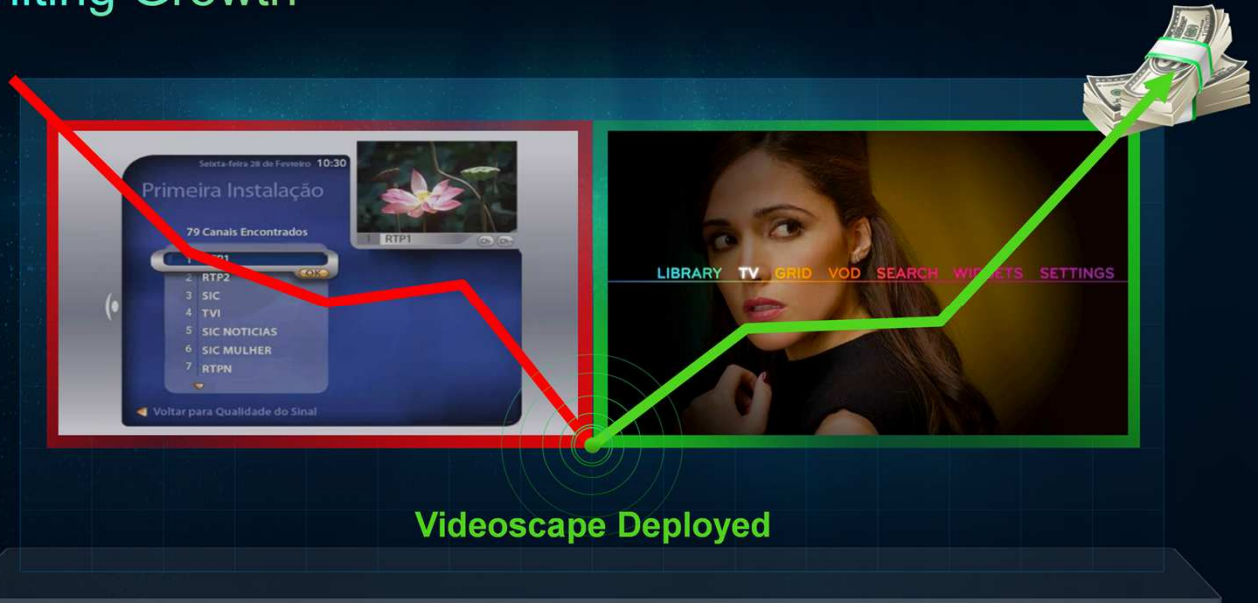
Focus on ways to reduce network operating expenses and find new ways to securely increase capacity, scale and capabilities



AGILITY

Speed-to-market and operational simplicity with open platforms, partnerships and services – be able to adapt to new conditions and demands

Igniting Growth



Accelerating Growth with New Experiences



Monetizing Experiences

FASTER

25% Churn Reduction

Leveraging New

\$14 ARPU Increase

CLOUD TECHNOLOGIES

65% Increase in VOD Buys



Time



Videoscape Open API Framework: Differentiated Deployment Options, Modular & Open

Benefit	Videoscape Cloud Fusion	Videoscape Cloud Software	Videoscape Cloud Services
Modular/Open	+++	++	+
Velocity/Agility	+	++	+
Low OpEx	++	++	+
Performance	+++	+	+

←----- Common Software & API's
Same Software, Same API's



Customers



Velocity



50 Days to Develop and Deploy

1st RDK for IPTV

1st IPv6 IPTV in Europe



Cisco Cloud Fusion Enabled 50 Day Time to Market



Excitement



4 Months to Develop & Deploy

6M Viewers

"[We are] excited... to deliver similar experiences... for more programs to come"
– F. Bittencourt, CTO, TV Globo



Agility



1200 Client/UX enhancements in

12 Months



"This is only possible because it is cloud based"
– Comcast



Speed & Economics



50X CapEx Improvement

10X OpEx Improvement

"excited about.. cloud-powered video... agility, portability, flexibility and scalability"
– Craig Lau, NBCU

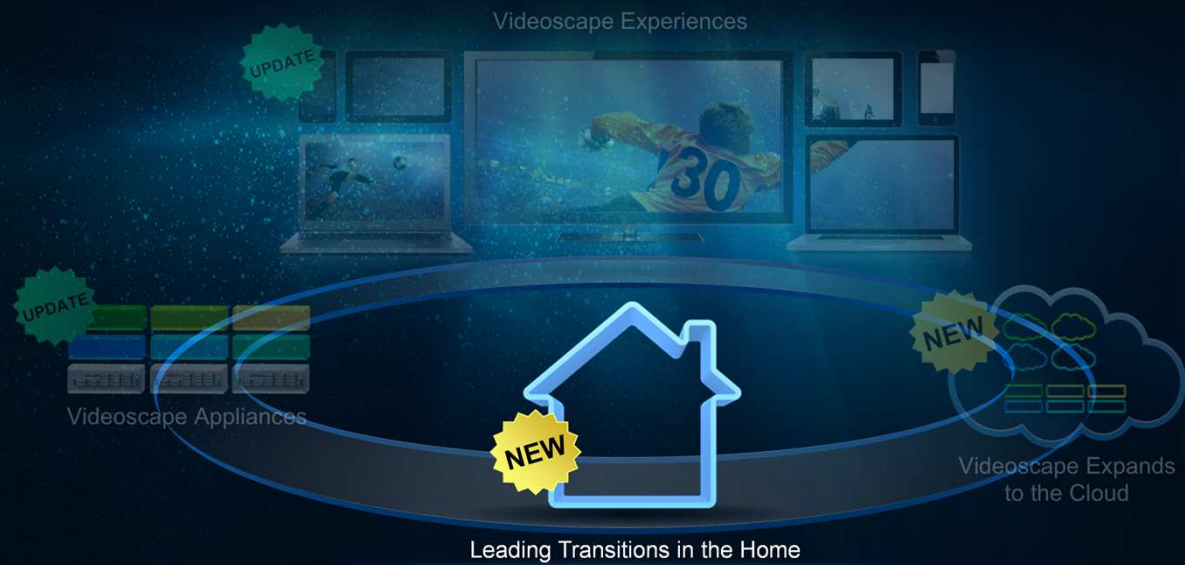




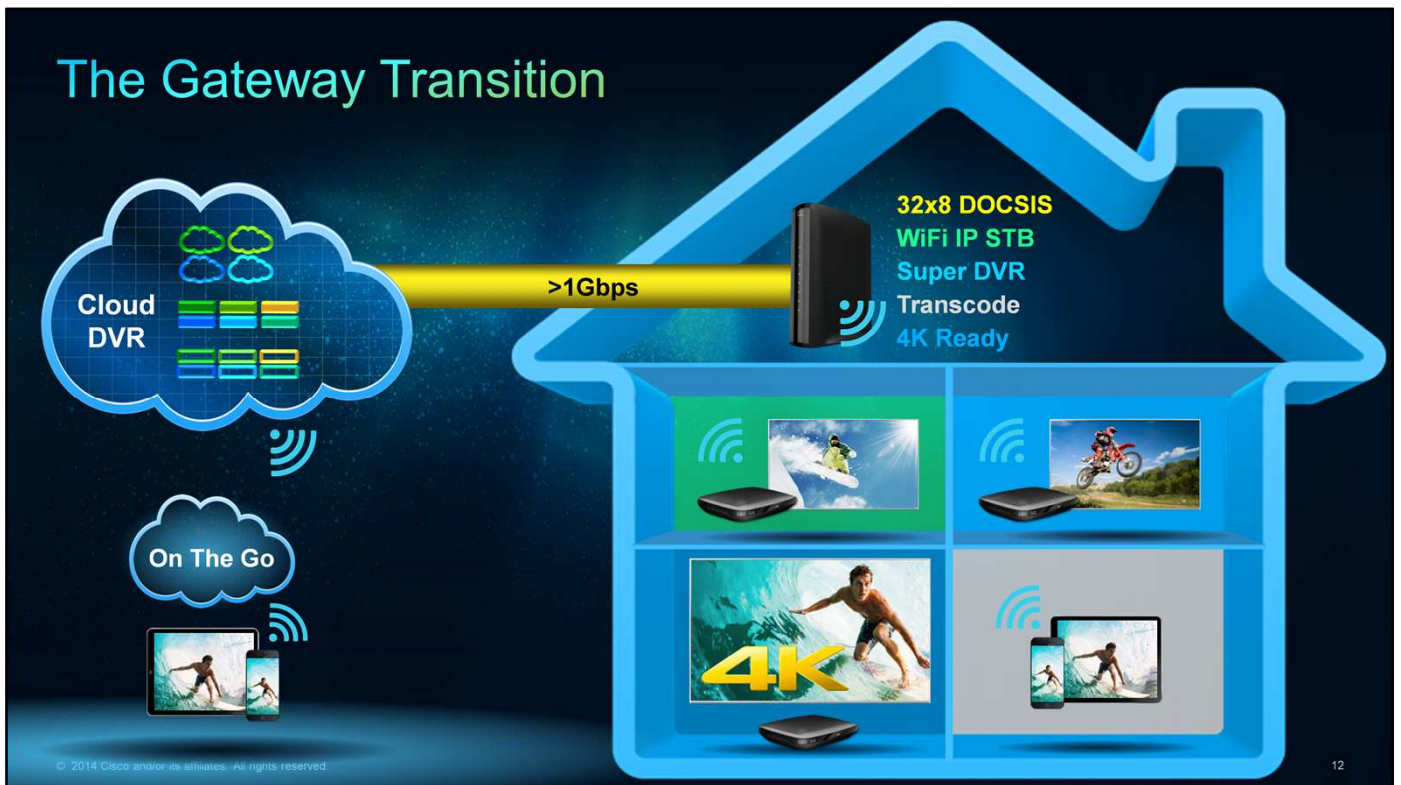
Craig Lau
VP of Technology, NBC

Video NBC

Leading Transitions in The Home



The Gateway Transition



Agile, Open & Cloud Enabled Clients

HTML
5



Open UX Server & Video Apps



HTML
5

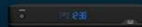
SNOWFLAKE



NEW

Open UX Foundation
TV Optimized HTML5 Environment

RDK
REFERENCE DESIGN KIT



HEVC and 4K UHD Experiences



Thank You

