



NEWS RELEASE

Globo Revolutionizes Video Delivery With Cisco Videoscape

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Globo to Transform Operations by Automating and Orchestrating Media Content Delivery Workflows From One Infrastructure to Majority of Its New Media Distribution Channels
LAS VEGAS, NV -- (Marketwired) -- 04/13/15 -- **NAB 2015** -- Cisco (NASDAQ: CSCO) and Globo, the leading free to air TV broadcaster in Brazil and one of the largest content producers worldwide, are working together on a large-scale project to provide Globo with greater business agility by virtualizing and orchestrating the network functions and workflows required to manage, deliver and share produced content within its New Media content partners.

Using [virtualized video processing](#) (V2P) and content management technologies from the Cisco [Videoscape](#) portfolio will help Globo reduce the cost and complexity to manage and modify video workflows, while increasing efficiency across their hardware and software resources. Combining the virtual Videoscape and content management components with Cisco Unified Computing System (UCS) servers, Cisco Nexus switches, and Cisco Services gives Globo the ability to manage and deliver dozens of forms of video, media content and metadata from a centralized network architecture to various Globo properties and New Media content partners.

Globo reaches almost the entire Brazilian population through its TV stations, at 99.5% of potential viewers, and produces around 2,400 hours of entertainment annually. Its international operations include seven pay-per-view TV channels and a production and distribution division that distributes domestic sports and entertainment content to more than 190 countries around the world.

Supporting Quotes:

- **Raymundo Barros, CTO, TV Globo**
"With the amount of content we produce and manage, we are consistently working to improve the efficiency of our operations, and transform the way we deliver a variety of content to millions of viewers, on traditional and new media. Our collaboration with Cisco will enable Globo to operate with the required agility to streamline video workflows and deliver quality multiscreen

video to consumers."

- **Jordi Botifoll, senior vice president, Cisco Latin America**

"Cisco is focused on helping media companies become more agile with their multiscreen video operations to grow their businesses and deliver more content to more users. Together, Globo and Cisco are driving transformation through innovation, and pioneering efforts to virtualize video production and distribution processes, marking a milestone for the industry."

Supporting Resources:

- [About TV Globo](#)
- [About Cisco Videoscape](http://www.cisco.com/go/videoscape): <http://www.cisco.com/go/videoscape>
- **Follow Cisco at NAB news** and activities on Twitter: **#NAB15, #Videoscape**
- **Blog Series:** Cisco at NAB 2015: Cisco SP360: <http://blogs.cisco.com/sp>

Tags/Keywords

Cisco, Cisco UCS, Cisco Nexus, Jordi Botifoll, Globo, Raymundo Barros, NAB, Videoscape, V2P

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