



NEWS RELEASE

# IBC 2015: Cisco to Help Broadcasters Bring New Services to Market Faster and at Lower Cost With New Virtualized 'Main Screen' Video Software Suite

2015-09-11

New Virtual Digital Content Manager (vDCM) Extends Cisco Virtualized Video Processing Platform to Accelerate Video Delivery for All Screens  
AMSTERDAM, THE NETHERLANDS -- (Marketwired) -- 09/11/15 -- **IBC 2015** -- Today at IBC in Amsterdam, Cisco (NASDAQ: CSCO) announced its new Virtual Digital Content Manager (vDCM). The vDCM is a new suite of software functions for the Cisco® Virtualized Video Processing (V2P) platform, which enables video operators and media companies for the first time to virtualize video processing operations for main screen, live TV.

Step by step, Cisco V2P is achieving its strategic intent: to create a single, open platform that service providers and media companies can use to virtualize their entire video processing headends, help to accelerate time-to-revenue, enable rapid innovation, simplify costs and reduce day-to-day operations.

At stand **1.A71 in Hall 1** at the RAI, Cisco will be showcasing how V2P and the vDCM deliver better and more interactive video entertainment experiences. The vDCM delivers powerful benefits for video operators and media companies as follows:

- Broadcast TV is the heart of most video operations. Cisco's DCM product, with almost 20,000 units shipped globally, has proven it can handle the most demanding real-time video environments.
- Building on the rich functionality, broadcast quality and dependability of the DCM, the virtualized DCM adds the speed, simplicity and elasticity of the Cisco V2P platform, the industry's first open, and leading software-defined video platform.
- As a result, the vDCM delivers the highest picture quality, to any screen, with any video codec, across any network. It simplifies and speeds everything from routine video operations like adding video channels, to creating new video services and workflows.
- With the addition of the vDCM, the Cisco V2P platform is now one major step closer to offering a

unified infrastructure to converge all video operations from ingest to delivery. Live, cloud DVR (cDVR) and on-demand video assets -- targeted to main screen and a host of consumer entertainment (CE) devices -- can all be produced from a single V2P platform.

Cisco Digital Content Manager, (DCM™) was designed as a massively scalable platform, supporting advanced video processing including encoding, transcoding, scrambling, transrating, muxing, and ad insertion. With the vDCM, 'cloudscale' is now possible, delivering unrivaled scalability cost effectively through the adoption of virtualized video functions and speeding time to market for new video services through the function approach that is unique to the Cisco vDCM...

Additional benefits of the Cisco vDCM for video operators and media companies include:

- Continued evolution of premium picture quality, whether on the Cisco vDCM or DCM as key bridge to a seamless migration to virtualized video processing
- Unified management and orchestration across physical (DCM) and virtual (vDCM) infrastructure allowing for phased evolution
- Comprehensive redundancy and failover mechanisms central to the DCM, are now enhanced to leverage the elastic characteristics of cloud functionality

#### **Supporting Quotes:**

- **Lasse Wiik, chief technology officer, Media Network**  
"Cisco's vDCM offers a way to reduce reliance on network hardware to do what software can do faster. In today's world of on-demand, anywhere TV, vDCM will help deliver more programs over less bandwidth to any screen, while maintaining premium video quality."
- **Yvette Kanouff, senior vice president and general manager, Service Provider Video Software and Solutions, Cisco**  
"The Cisco vDCM provides our customers the operational efficiency and flexibility of virtualized software to support broadcast quality video delivery to main screen TVs, while also taking one more major step towards our ultimate goals of the complete virtualization of today's video headend operations."

#### **Supporting Resources:**

- [Cisco Virtualized Video Processing Solution](#)
- Blog: Trust Me: Cisco Hearts Video: <http://blogs.cisco.com/news/trust-me-cisco-hearts-video>
- **Follow Cisco news and activities at IBC 2015 via Twitter at #CiscoIBC or @CiscoSPVideo**
- Follow us on our [LinkedIn page](#) for targeted updates and announcements
- Subscribe to [Cisco's SP360 feed](#)

#### **Additional Cisco News Issued at IBC Today:**

- IBC 2015: Cisco Launches 'Infinite' Suite of Cloud Video Solutions to Help Service Providers, Broadcasters and Media Companies Deliver New Video Experiences to Customers Faster: <http://newsroom.cisco.com/press-release-content?type=webcontent&articleId=1717057>
- Sky and Cisco Extend Strategic Alliance in Client and Cloud Software: <http://newsroom.cisco.com/press-release-content?type=webcontent&articleId=1716974>

#### **Tags/Keywords:**

Cisco, cloud, cloud video, digital media, AVC, DCM, vDCM, HD, 4K, HDR, HEVC, Lasse Wiik, MPEG-2, Media Network, pay-TV operators, media companies, entertainment companies, video, Yvette Kanouff

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