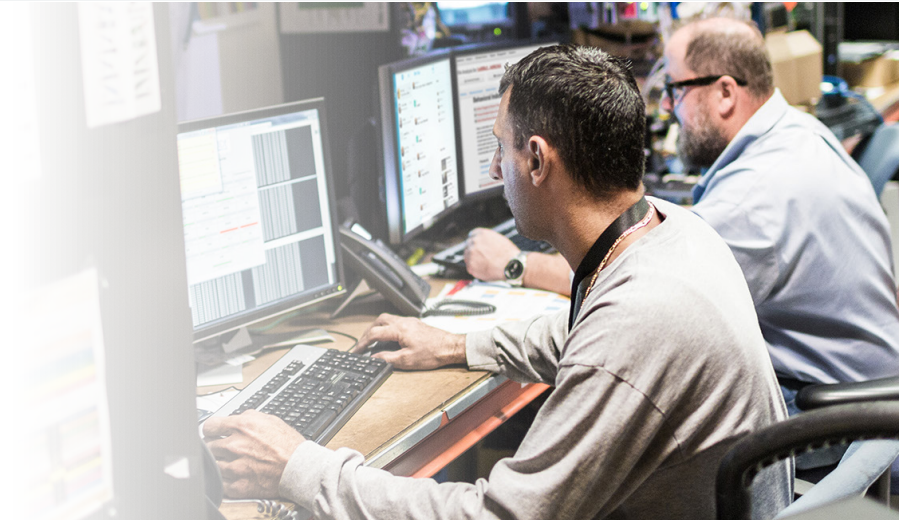


# Cisco Media Blueprint

In Collaboration with Intel® 



## Benefits

- Create, deliver, and monetize content with comprehensive, validated solutions from Cisco and joint partners representing the industry's leading application vendors.
- Operate existing broadcast workflows more efficiently and cost-effectively over an IP infrastructure built for today's needs and tomorrow's opportunities.
- Adopt IP-based infrastructure and solutions in a measured, affordable manner, with full support for both hybrid and all-IP environments.
- Add best-in-class applications and reduce deployment risk using standards-based, fully compatible offerings from the broadcast industry's leading providers.
- Use comprehensive, end-to-end security that protects content and intellectual property from capture and creation through end-user consumption.

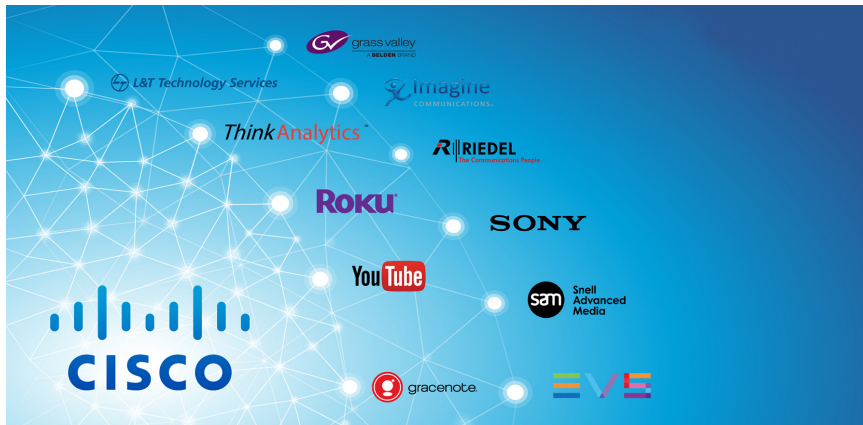
## Your IP-Based Foundation for Broadcast and Media Innovation

The Cisco® Media Blueprint is a set of IP-based infrastructure and software solutions that can help you power cloud-scale media experiences and accelerate the creation, delivery, and monetization of immersive media. Designed for broadcasters and content providers, Cisco Media Blueprint products have been developed in concert by Cisco and leading ecosystem partners (Figure 1) to move massive amounts of media content to the right people, at the right time, in the right format.

One of the key advantages of Media Blueprint is that security is integrated within the IP fabric itself. The same capture, transport, and storage technology that powers your IP-based broadcast operations also protects your content from theft, piracy, damage, and disruption—automatically, with minimal input or administration required by your engineering staff.

Cisco Media Blueprint solutions remove the historic barriers between content production, storage, and distribution. The result is a secure infrastructure environment in which expansion is as easy as adding broadcast-aware Cisco networking equipment, and innovation is as simple as deploying a new software application on a virtual machine.

Figure 1. Cisco Media Blueprint Partner Ecosystem



The Cisco Media Blueprint is an all-IP series of interconnected ecosystems, built jointly by the broadcast industry's premier infrastructure and software applications providers.

### Secure Investment in Broadcast's Future

End-to-end protection that's built in, not bolted on.

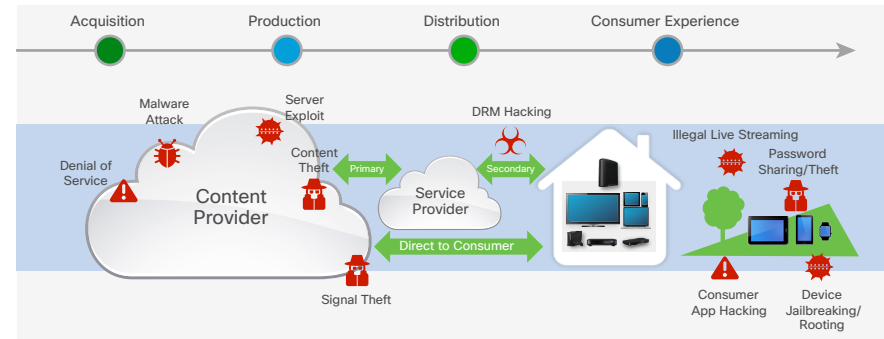
Cisco's comprehensive approach to security includes acquisition, production, distribution, and customer experience. Every Cisco or partner application built to work within the Cisco Media Blueprint gives you the benefits that come from Cisco's renowned enterprise-grade network security.

### Protect Your Content. Protect Your Services. Protect Your Business.

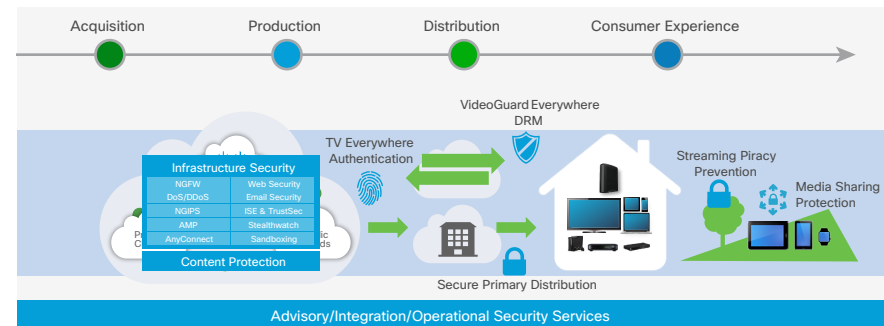
Threats to content integrity and business continuity can come from anywhere (Figure 2). By making security a fundamental element for IP-based broadcast, the Cisco Media Blueprint gives you the ability to:

- Securely manage the full range of your operation from content acquisition through end-user delivery.
- Protect your content from theft, piracy, damage, and disruption.
- Match the level of security to the risk and value of any type of content, service, or operation.

Figure 2. Broadcast's Threat Landscape



Broadcasters face significant threats across the full breadth of their value chain.



The Cisco Media Blueprint integrated approach to security provides comprehensive protection from creation to consumption, regardless of when or where an attack originates.

### Broadcast's Bridge from SDI to IP and Beyond

Leading broadcasters around the world are using Cisco Media Blueprint solutions to gain the benefits of IP-based infrastructure and applications without having to worry about transport, virtualization, or other nonbroadcast networking considerations. Cisco's proven leadership in IP networking, and enterprise-grade data management and security delivers the foundation for broadcast-ready IP solutions that let you:

- Dramatically cut the costs and time needed to adopt new technologies, both now and in the future

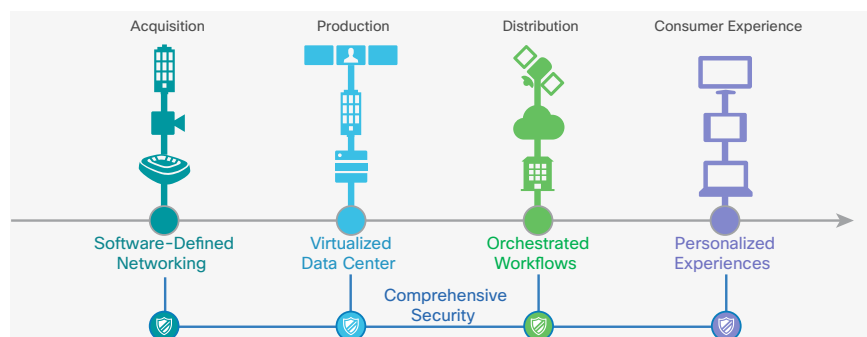
- Shift production and distribution resources rapidly and easily, without having to over-provision to meet changing demands
- Quickly align content distribution with business opportunities to capitalize on rapidly changing media consumption patterns
- Minimize the risk of moving from SDI to IP-based infrastructure through validated, best-of-breed applications and equipment that are designed for media-specific environments

### Fully Interoperable, Best-of-Breed Applications

Cisco and its Cisco Media Blueprint partners have committed to the Alliance for IP Media Solutions (AIMS) to build common IP standards for the broadcast and media industry. Working alongside leading standards bodies, such as the Video Services Forum (VSF), the Society of Motion Picture and Television Engineers (SMPTE), and the European Broadcast Union (EBU), Cisco Media Blueprint solutions are integral components of a tightly integrated, best-of-breed environment (Figure 3). You can use the applications that you already rely on, confident that you can receive the full benefits of IP without having to massively reengineer your operations.




Figure 3. Cisco Media-Aware Networking Infrastructure and Applications



Cisco’s media-aware networking infrastructure and applications provide the foundation for Cisco Media Blueprint best-of-breed broadcast solutions.

### Cisco Media Blueprint Solutions

The transition to IP-based media production and distribution is an ideal opportunity for you to increase revenue in a rapidly changing broadcast and media market. Current Cisco solutions within the broader Cisco Media Blueprint include:

- **IP Fabric for Media**—Scalable IP networking solution optimized for broadcast media production based on Cisco Nexus® switches and SDN controllers with Intel® Inside, which help you migrate smoothly from SDI to IP 
- **Media Data Center**—Virtualized data center platform based on Cisco UCS® servers with Intel® Xeon® Processors with optimizations for media applications and workloads
- **Object Storage**—Media-optimized software-based storage solution that you can scale to petabytes of data across clusters of the Cisco UCS S-Series Storage Server powered by Intel® Xeon® Processors
- **Virtual DCM**—Industry-proven video-processing capabilities delivered from a set of virtual video applications orchestrated on a cloud-based, network infrastructure
- **D9800 Network Transport Receiver**—Next-generation platform for the secure delivery of broadcast content from a modular hardware design, supporting a broad set of applications for primary video distribution
- **Infinite Video**—A cloud-based over-the-top (OTT) video solution that supports delivery of TV experiences direct to consumers who are using a wide range of devices
- **VideoGuard Everywhere**—Content and service protection solutions that provide digital rights management, media antipiracy, and authentication to enable direct-to-consumer experiences across platforms and devices

### Next Steps

For more information, visit our website at <http://cisco.com/go/media>.