

Cisco Videoscape Media Suite

Cisco Videoscape™ Media Suite is a carrier-grade, cloud-based software platform for powering comprehensive multiscreen media services. Cisco® Videoscape Media Suite is the core of the Videoscape cloud architecture and provides all the capabilities service providers need to integrate content from multiple sources, entitle and stream content across devices, and monetize content through innovative digital bundling.

Product Overview

Cisco Videoscape Media Suite consists of four products: Content Management System (CMS), Entitlement, Electronic Program Guide (EPG), and Publisher.

Cisco Videoscape Media Suite CMS

Cisco Videoscape Media Suite CMS manages all steps in the asset workflow, including metadata management, transcoding, encryption, and distribution to the network. Cisco CMS also includes a highly sophisticated media packaging and bundling system, which allows complex packages to be modeled, distributed, and monetized as easily as a single asset.

- **Media Suite CMS workflow:** Cisco Videoscape Media Suite provides an enterprise-grade workflow and automation platform for digital media. It offers prebuilt workflow processes, including encryption, transcoding, distribution, and productization profiles. Using industry-standard, enterprise-scale workflow design tools, you can model sophisticated, custom workflows tailored to on-demand asset preparation or live schedule processing for specific screens and complex metadata bundles. Together, these capabilities allow you to create comprehensive workflows for the entire media offering from a single platform, instead of having to employ multiple standalone systems. The workflow engine also makes it possible to programmatically invoke external services as part of the workflow, and exposes them in the Cisco Videoscape Media Suite administration user interface for simple configuration. As a result, you can easily integrate and consolidate previously separate systems and workflows, and truly unify the service provider video content system.
- **Media Suite CMS metadata:** Cisco Videoscape Media Suite provides very sophisticated media packaging and bundling capabilities to help you create and monetize compelling new bundled offerings. You can create content bundles that include almost any type of media asset, including on-demand video, live channels, audio, games, applications, programs, documents, and images. Cisco Videoscape Media Suite can also bundle one or more assets together into a logical product offering, such as virtual DVDs, enhanced live channels, TV seasons, or music albums. Assets and bundles can be designed, modeled, and customized in a variety of ways, including creating new asset types and using visual drag-and-drop tools to define new packages. For example, you can create a Movies and Comics bundle containing a feature movie along with a new asset type to represent a digital comic associated with that movie. Together, these capabilities help you differentiate your services, monetize assets in new ways, and develop new revenue-generating offerings.

Cisco Videoscape Media Suite EPG

The Cisco Videoscape Media Suite EPG module, in conjunction with the CMS and Entitlement modules, lets you combine linear video content and on-demand content into a single user experience, accessible across multiple screens. With the Cisco Videoscape Media Suite EPG module, you can manage live content from one central source of channel listings and program information for a wide variety of TV set-top boxes and personal devices. You can manage live TV program schedules based on internal guide information, or on information provided by third parties such as Tribune.

Cisco Videoscape Media Suite also helps you to better monetize your on-demand content by linking it with related linear programming. In this way, you can target premium on-demand purchase or rental offers toward those subscribers who are already watching or browsing related content. For example, a subscriber watching a TV show live can be presented with other episodes from that show for on-demand purchase or rental, as well as supplementary features for that show such as behind-the-scenes documentaries. Cisco Videoscape Media Suite supports this by using innovative content-unique ID schemes such as ISAN that allow you to associate TV episodes in the live schedule with their on-demand counterparts, along with any other content that corresponds to a particular TV show franchise.

Cisco Videoscape Media Suite Entitlement

Cisco Videoscape Media Suite provides a comprehensive framework for protecting and distributing on-demand and live content across multiple screens and devices. The platform provides tools for configuring and enforcing business rules, such as download-to-own, rental, subscription, advertising, copy counts, and device restrictions, regardless of where and how consumers access the content. As a result, you have total flexibility to support many business models to monetize your assets.

The entitlement engine provides subscriber and household account profile data, configured devices, and parental controls to enable service delivery. For each account there is a centralized digital locker that stores and manages the list of entitlements, including both protected on-demand and live content. This simplifies entitlement and rights management for all of your media assets, both for you and for your subscribers.

Cisco Videoscape Media Suite can also support a variety of protected streaming and download scenarios. Working in conjunction with Cisco Videoscape Acquisition Suite, Cisco Videoscape Media Suite supports a variety of adaptive bit rate (ABR) strategies, including Apple HLS and Microsoft Smooth Streaming, which support content delivery to unmanaged consumer devices over the Internet. Cisco Videoscape Media Suite offers a number of options to protect content delivered in this manner, ranging from URL signing and Advanced Encryption Standard (AES) encryption to Digital Rights Management (DRM) technologies such as Microsoft PlayReady, PlayReady Domain DRM, and Windows Media DRM. In addition to supporting DRM-specific domains, you can employ an interoperable domain. This allows you to enforce rules governing behavior in a domain, such as limiting the number of devices that can be attached to an account, even when different DRM technologies are used for each device. Ultimately, these capabilities allow you to enforce consistent domain policies and content protection models, even across diverse devices and platforms.

Cisco Videoscape Media Suite also provides a pluggable DRM framework to allow third-party developers to add support for additional DRM models as required. And the Media Suite entitlement framework is designed to streamline integration with your existing entitlement and policy systems.

Cisco Videoscape Media Suite Publisher

Cisco Videoscape Media Suite Publisher gives you the ability to reach outside traditional linear and on-demand assets to deliver a more diverse media experience. It provides a complete platform to ingest on-demand catalog metadata, whether from the Cisco Videoscape Media Suite CMS or from any other video management system. You can then aggregate on-demand content sources to produce comprehensive, multilevel catalog feeds and playlists. These can form the foundation of a web-based aggregated streaming video portal, or can be delivered directly to standard or custom-built media players. These capabilities allow you to expand your offering beyond your linear and on-demand assets, and integrate content offerings from other providers, such as Hulu, CBS, or MTV, as part of a unified interface.

Cisco Videoscape Media Suite Publisher is designed to meet the challenges of a high-volume, large-library commercial video service. It automates content ingestion, aggregation, and catalog harmonization from many network content providers and content aggregators, and lets you control the entire process using a simple, GUI-based interface. Ultimately, Cisco Videoscape Media Suite Publisher allows you to deliver a richer media offering without the complexity and administrative effort that would otherwise be required to integrate online video into the TV experience.

Ordering Information

Cisco Videoscape Media Suite products are offered in two versions:

- Software licenses for customers to install and manage software at their premises (enterprise software model)
- Managed service licenses (application service provider [ASP] or software as a service [SaaS] model)

This document contains the product numbers and descriptions for the two versions of Cisco Videoscape Media Suite. The following definitions apply to the capacity licenses:

- Users: The peak number of registered accounts (number of an accounts with a login and password) that received content from the system in the last 90 days
- Titles: A collection of one or more assets (or content files) that represent a product that an end user can purchase or otherwise access; titles can include advertising breaks, with no restriction on frequency or advertising load
- Transactions: An e-commerce transaction that adds content rights to a user's account, after payment is processed by a payment gateway or billing system
- Channels: The number of live channels that can be managed by the service and made available to subscribers

Enterprise Software Licenses

For the complete terms and conditions corresponding to the enterprise software licenses listed in Table 1, please refer to the Cisco Supplemental End User License Agreement (SEULA) and the license document received after completion of the purchase and fulfillment of these orders.

Table 1. Enterprise Software Licenses for Cisco Videoscape Media Suite

Product Number	Description
VMS-APP-CMS-R4-K9=	VMS CMS Application License (Rel. 4.x)
VMS-APP-EPG-R4-K9=	VMS EPG Application License (Rel. 4.x)
VMS-APP-ENT-R4-K9=	VMS Entitlement Application License (Rel. 4.x)
VMS-APP-PUB-R4-K9=	VMS Publisher Application License (Rel. 4.x)
L-VMS-USR-50K-R4=	VMS License for 50,000 Users (Rel. 4.x)
L-VMS-USR-100K-R4=	VMS License for 100,000 Users (Rel. 4.x)
L-VMS-USR-500K-R4=	VMS License for 500,000 Users (Rel. 4.x)
L-VMS-USR-1M-R4=	VMS License for 1,000,000 Users (Rel. 4.x)
L-VMS-TPM-50K-R4=	VMS License for 50,000 Transactions per month (TPM) capacity (Rel. 4.x)
L-VMS-TPM-100K-R4=	VMS License for 100,000 TPM capacity (Rel. 4.x)
L-VMS-TPM-500K-R4=	VMS License for 500,000 TPM (Rel. 4.x)
L-VMS-TPM-1M-R4=	VMS License for 1,000,000 TPM capacity (Rel. 4.x)
L-VMS-TTL-10K-R4=	VMS License for 10,000 Titles (Rel. 4.x)
L-VMS-TTL-50K-R4=	VMS License for 50,000 Titles (Rel. 4.x)
L-VMS-TTL-100K-R4=	VMS License for 100,000 Titles (Rel. 4.x)
L-VMS-CHN-10-R4=	VMS License for 10 TV Channels (Rel. 4.x)
L-VMS-CHN-50-R4=	VMS License for 50 TV Channels (Rel. 4.x)
L-VMS-CHN-100-R4=	VMS License for 100 TV Channels (Rel. 4.x)

Managed Service Licenses

For the complete terms and conditions corresponding to the managed service licenses listed in Table 2, please refer to the Cisco SEULA and the license document received after completion of the purchase and fulfillment of these licenses. Geo-blocking capabilities are provided within the managed service by using a commercially available database provider such as MaxMind or Quova.

Table 2. Managed Service Licenses for Cisco Videoscape Media Suite

Part Number	Description
L-VMS-MS-CMS-K9=	VMS CMS Application License (Managed Service for 1 year)
L-VMS-MS-ENT-K9=	VMS Entitlement Application License (Managed Service 1 year)
L-VMS-MS-PUB-K9=	VMS Publisher Application License (Managed Service for 1 year)
L-VMS-MS-EPG-K9=	VMS EPG Application License (Managed Service for 1 year)
L-VMS-MS-USR-50K=	VMS License for 50,000 Users (Managed Service for 1 year)
L-VMS-MS-USR-100K=	VMS License for 100,000 Users (Managed Service for 1 year)
L-VMS-MS-USR-500K=	VMS License for 500,000 Users (Managed Service for 1 year)
L-VMS-MS-USR-1M=	VMS License for 1,000,000 Users (Managed Service for 1 year)
L-VMS-MS-TPM-50K=	VMS License for 50,000 TPM (Managed Service for 1 year)
L-VMS-MS-TPM-100K=	VMS License for 100,000 TPM (Managed Service for 1 year)
L-VMS-MS-TPM-500K=	VMS License for 500,000 TPM (Managed Service for 1 year)
L-VMS-MS-TPM-1M=	VMS License for 1,000,000 TPM (Managed Service for 1 year)
L-VMS-MS-TTL-10K=	VMS License for 10,000 Titles (Managed Service for 1 year)
L-VMS-MS-TTL-50K=	VMS License for 50,000 Titles (Managed Service for 1 year)
L-VMS-MS-TTL-100K=	VMS License for 100,000 Titles (Managed Service for 1 year)

Part Number	Description
L-VMS-MS-CHN-10=	VMS License for 10 Channels (Managed Service for 1 year)
L-VMS-MS-CHN-50=	VMS License for 50 Channels (Managed Service for 1 year)
L-VMS-MS-CHN-100=	VMS License for 100 Channels (Managed Service for 1 year)
L-VMS-MS-DRM-PRDY=	VMS License for PlayReady DRM (Managed Service for 1 year)
L-VMS-MS-MAG-INIT=	VMS Magento Initial - 2 Production and 2 Development servers (1-year term)
L-VMS-MS-MAG-2DEV=	VMS Magento Upgrade for 2 Dev servers (1-year term)
L-VMS-MS-MAG-2PRD=	VMS Magento Upgrade for 2 Prod servers (1-year term)
L-VMS-MS-CMS-S-NA=	VMS Managed Service Setup Fee for CMS (North America)
L-VMS-MS-ENT-S-NA=	VMS Managed Service Setup Fee for Entitlement (North America)
L-VMS-MS-PUB-S-NA=	VMS Managed Service Setup Fee for Publisher (North America)
L-VMS-MS-EPG-S-NA=	VMS Managed Service Setup Fee for EPG (North America)
L-VMS-MS-CMS-S-IN=	VMS Managed Service Setup Fee for CMS (International)
L-VMS-MS-ENT-S-IN=	VMS Managed Service Setup Fee for Entitlement (International)
L-VMS-MS-PUB-S-IN=	VMS Managed Service Setup Fee for Publisher (International)
L-VMS-MS-EPG-S-IN=	VMS Managed Service Setup Fee for EPG (International)
L-VMS-MS-STAGING=	VMS Managed Service Staging License (1-year term)
L-VMS-MS-TRIAL=	VMS Trial License: 10,000 users, no TPM, 5,000 titles (1-year term)
L-VMS-MS-TRI-S-NA=	VMS Trial License: Setup Fee (North America)
L-VMS-MS-TRI-S-IN=	VMS Trial License: Setup Fee (International)
L-VMS-MS-START30=	VMS StarterPack30: 30,000 users, 30,000 TPM, 10,000 titles (1 year)
L-VMS-MS-ST30-SNA=	VMS StarterPack30: Setup Fee (North America)
L-VMS-MS-ST30-SIN=	VMS StarterPack30: Setup Fee (International)
L-VMS-MS-TRUEUP=	VMS Managed Service True-Up License

Service and Support

Cisco offers a wide range of services programs to accelerate customer success. These innovative programs are delivered through a unique combination of people, processes, tools, and partners, resulting in high levels of customer satisfaction. Cisco Services help you protect your network investment, optimize network operations, and prepare your network for new applications to extend network intelligence and the power of your business.

For More Information

For more information about Cisco Videoscape Media Suite, visit <http://www.cisco.com/en/US/products/ps11497/index.html>.



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