Benefits

- **Accelerate time to revenue** with agile service creation and faster deployments
- **Simplify operations** with open and programmable cloud scaling, and reduce errors with workflow automation
- **Reduce costs** by improving infrastructure utilization for all services across physical and virtual resources

Overview

Reduce the cost and complexity of supporting video services within your physical and virtual infrastructure with Synamedia Video Processing (VP). Built on an Openstack-based cloud infrastructure, Synamedia VP (Figure 1) enhances your business agility by reducing the complexity of video workflow operations. Part of the Synamedia® Evolved Services Platform, VP uses Network Functions Virtualization (NFV), open APIs and advanced orchestration to let you add virtualized video functions, as needed, and to orchestrate video workflows across your environment. VP applies proven data center models so you can radically simplify how you manage and modify video workflows in your headend, including video acquisition, processing, recording, storage, packaging, playout, and delivery.

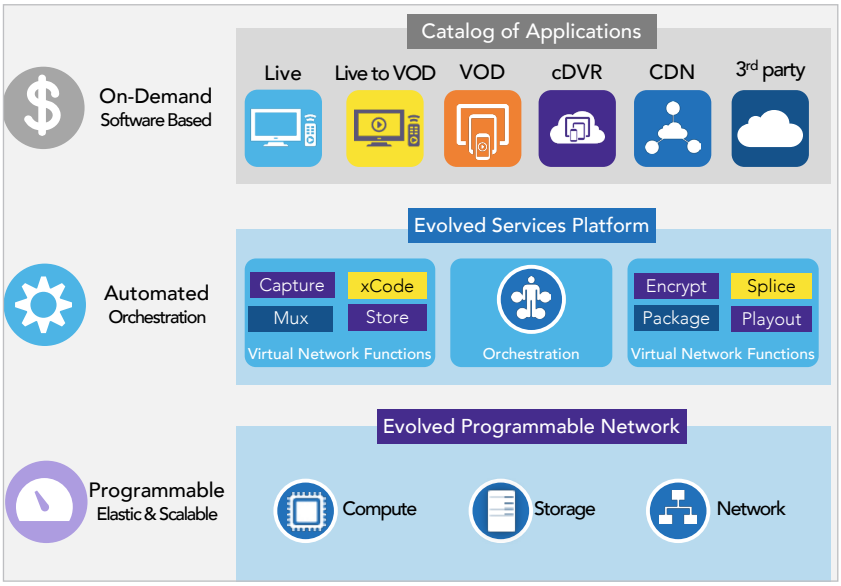

Figure 1. Synamedia Video Processing (VP)

Why Synamedia VP Is Exceptional

Pay TV operations are under tremendous pressure. New market opportunities are emerging with the potential for monetizing more immersive video experiences leveraging 4K, 8K and HDR quality along with more dynamic channel lineups and greater on-demand viewing options. Forecasts reveal that by 2019, 80% of IP traffic will be video, 68% of IP video traffic will be HD/UHD, and mobile devices will drive most of the growth, comprising 42% of IP traffic.

- Successfully capturing and monetizing these opportunities requires a video processing infrastructure with the flexibility to innovate rapidly and the ability to scale cost effectively. Yet, Pay TV operations are stifled by complex operations along with rigid infrastructure stove-pipes limiting the ability to innovate.

* https://www.cisco.com/c/en/us/solutions/service-provider/visual-networking-index-vni/index.html

"The era of multiscreen viewing has made service delivery increasingly complex... A good starting point [for moving to the cloud for greater ease and efficiency] is a virtualized data plane that can be shared by what would previously have been separate delivery workflows created by the need to target tablets, mobiles, set-top boxes and IP set-top boxes, among other things."

John Moulding
Editor, Videonet

Next Steps

For more information about Synamedia solutions please visit the Synamedia website www.synamedia.com.

Until now, video services for different screens and services have been provided to subscribers on separate production lines with dedicated equipment and then hard-wired together to create specific video outputs. But this model cannot effectively scale. With Synamedia VP, video service and content providers gain a much simpler and faster solution for deploying and modifying video applications and services.

Many vendors are working on pieces of video application virtualization and workflow orchestration. However, Synamedia stands out through our ability to virtualize and orchestrate the entire video workflow, from ingest and processing to delivery. Solutions like Synamedia VP offer an important advantage: They flexibly combine best-in-class capabilities from an open ecosystem of technologies from any vendor to support a complete, end-to-end video workflow. Imagine being able to quickly respond to market opportunities with the business service models you need and greatly reduce the total cost of capturing new revenues.

How Synamedia VP Works

With Synamedia VP, you can orchestrate virtual video functions - such as encoding, multiplexing, ad splicing, encrypting, transcoding, recording, packaging, playout, and delivery - so you can operate a single production line for all video workflows. This accelerates support for multiple video services such as live, video on demand, time-shifted, and Cloud DVR.

Synamedia VP abstracts your video workflows from the underlying physical resources. It results in more simplified operations which allow you to more flexibly manage and modify video workflows while increasing efficiency across your existing hardware and software resources. VP utilizes the openness and modularity of Synamedia Video solutions and can integrate with third-party components, such as encryption, encoding, content management, and delivery solutions so that you can flexibly combine best-in-class capabilities across a multivendor ecosystem.

Synamedia VP applies industry standards such as European Telecommunications Standards Institute (ETSI) models for network function virtualization (NFV) to video applications along with Openstack extensions for orchestrating video services. The result is an extensible set of modular capabilities that let you optimize your video infrastructure, applications, and services to more efficiently create, manage, and modify services as business needs dictate, making them available when and where they are needed.