

## The Next Frontier for Personal Content Recording

In 1998 the Digital Video Recorder was unveiled at the Consumer Electronic Show to rave reviews. It was a transformative, cultural gadget built on the shoulders of VHS tapes, the local video store, and a growing population of VCR hobbyists that figured out they could record programs – including popular movies – from the linear TV schedule and watch them whenever it was most convenient. The DVR changed how consumers consumed TV and how they watched their favorite programs.

Fast forward 20 years and the OTT SVOD format is the new darling for those seeking instant access to favorite programs despite lacking streaming live content. Live streaming services require DVR/TSTV technologies to move into the cloud in order to provide time-shifted experiences on any device across any network. The underlying platform must be flexible enough to support complex content rights yet still offer an elegant experience for the consumer.

Synamedia's Cloud DVR solution covers the spectrum of content-rights and business rules that continue to evolve around the globe. An agile platform that adapts to your evolving regulatory and competitive marketplace allows you to pick your Cloud DVR/TSTV platform with confidence.

A highly reliable and scalable solution that is built to scale with millions of subscribers and hundreds of millions of recorded programs on a single system. Synamedia's Cloud DVR solution meets the commercial and operational demands while satisfying all your subscribers time shift TV demands.

### Benefits

- **Give Subscribers Ultimate Control** of their TV with the industry's most advanced time- shift TV capabilities.
- **Achieve scale and performance** with a system capable of recording 100 Million+ programs and still growing.
- **Deploy to public, private & hybrid cloud** with a cloud-native container-ized architecture.
- **Eliminate costly capital expense and support costs** and introduce new revenues with a cloud based recording platform.
- **Save up to 40% on storage costs** with segmented recording and a unique fan-out feature that allows the system to achieve the smallest storage footprint in the industry.





## The Synamedia Advantage: Scale and Agility

Synamedia Cloud DVR is one of the first, best, and most sophisticated solutions for launching and monetizing DVR services. Six elements comprise the value proposition.

- 1) Subscriber Features to drive retention, satisfaction, and revenue growth opportunities:
  - Catch-Up TV: view after the program ends
  - Restart TV: record from start, after a show is in- progress
  - Pause-Live: Ability to pause and resume Live TV
  - Follow-Me: view content from where you previously stopped viewing
  - Unlimited Tuners: boundless recordings
  - Metadata: operated and subscriber driven recordings
- 2) Multi-cloud Architecture provides agility under any deployment model; private cloud, public cloud, or any combination.
- 3) Advanced Policy Management makes it easy for operators to enable comprehensive business rules in order to manage and monetize the content and services.
- 4) Storage Model Flexibility to support Private Copy, Unique Copy, and Common Copy models in a single deployment with efficient lifecycle management options for each asset.
- 5) Unique Recording and Playback technology offers significant levels of operator control over how services are created and offered. Specifically the solution's Segmented Recording reduces storage costs up to 40%.
- 6) Powerful Analytics allows operators to easily see information needed to optimize the platform and maximize monetization.

### Next Steps

To find out how Synamedia's Infinite Platform can help you or to arrange a live demonstration, contact your local sales representative.



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