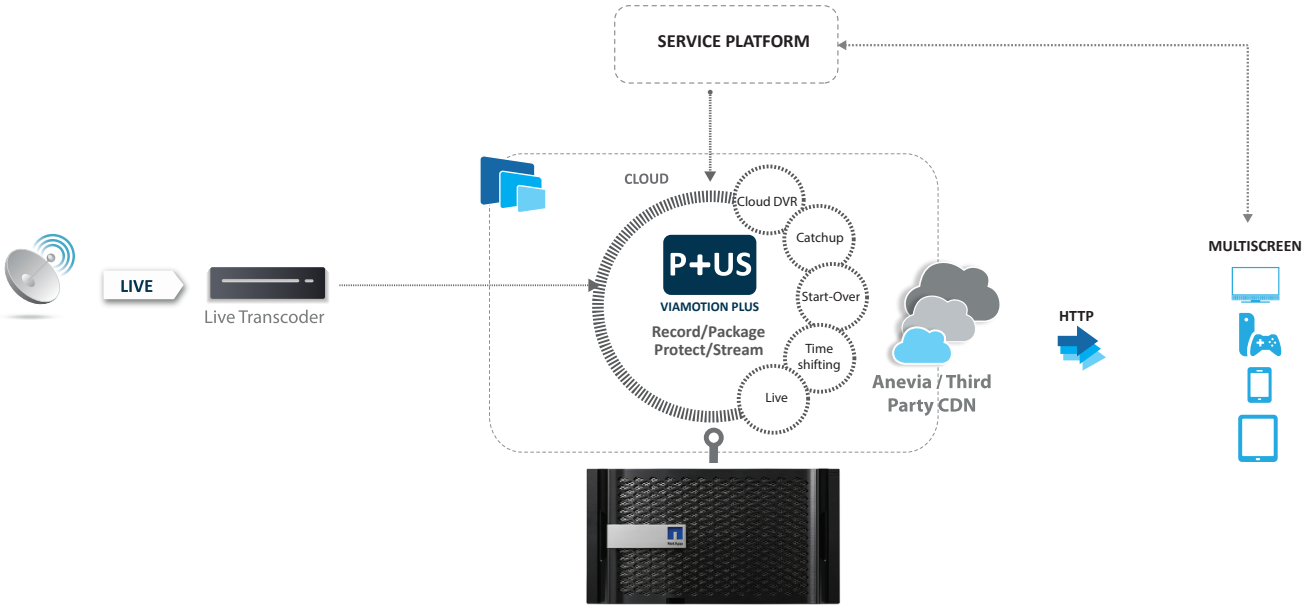
DEPLOY TV EVERYWHERE SERVICES INCLUDING CLOUD DVR

IMPROVE YOUR TV SERVICE REVENUE WITH UPGRADED FEATURES AND DYNAMIC AD INSERTION

The drivers for Cloud DVR are many, however the financial benefits to be gained by a service provider are huge. Consider the additional revenue generated by an additional tier of services, the revenue generated by targeted digital ad insertion and the customer loyalty created by storing all of their content in the cloud and enabling catch-up TV, pause and record and you have a winning combination Anevia and NetApp provide this solution.

In a single product, Anevia ViaMotion PLUS handles all the packaging, streaming and recording necessary for the preparation and network delivery of media streams to set top boxes, smart phones and other mobile devices. Anevia also enables dynamic ad insertion by recognizing insertion points. The software is convenient to implement because it will work with your legacy transcoders, DRMs and schedulers as well as future set top boxes and mobile playback devices.



The Anevia and NetApp solution empowers service providers to deliver a complete TV everywhere service to a wide range of delivery platforms

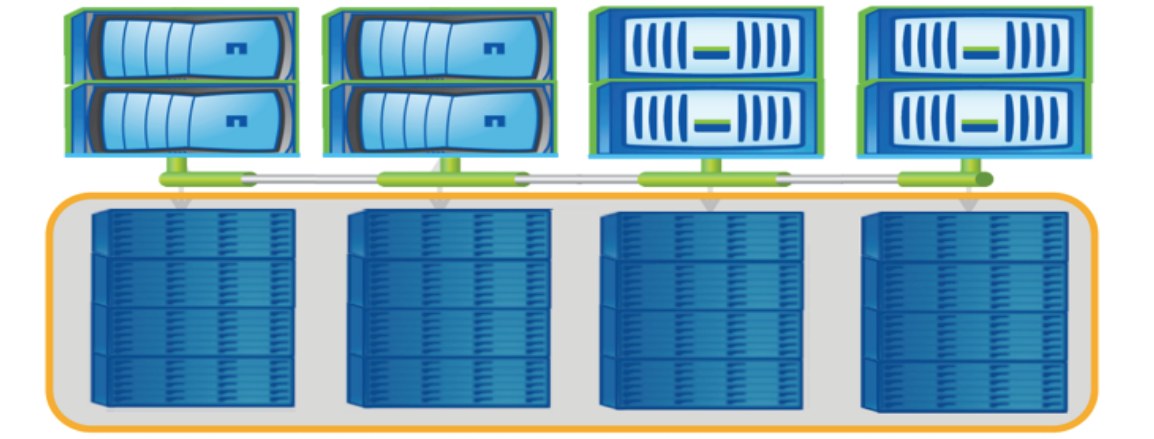
The right storage infrastructure is key to provisioning a robust TV everywhere service. Providing reliable TV services such as VOD, catch-up TV and pause live TV require a shared storage infrastructure designed for reliable, always-on operation. To deploy these new services cost-effectively requires an easy-to-deploy storage solution that supports a variety of hybrid flash and mixed hard drive architectures. Subscriber growth requiring thousands and even tens of thousands of video streams will require a clustered scale-out solution that can scale to many gigabytes of video throughput - non-disruptively even during hardware expansion and software upgrades. So there is no scheduled downtime. And to maintain viewer satisfaction, storage reliability is key. For all of these reasons, Anevia integrates with NetApp to provide the #1 storage operating system Data ONTAP running on 99.999% reliable NetApp FAS storage systems.

Optimizing the performance and the efficiency of ingest, transcode and origin servers, both initially and as your television service grows in channel count and subscriber base is key to managing a profitable digital television service. NetApp storage can be tailored to cost-effectively support growth in video delivery bandwidth, content storage capacity, or both.

The combined solution is based on 2 main components:

• Anevia video servers provide the optimal solution to deliver video streams and associated services (Live, Restart-TV, Catchup, Cloud DVR, VOD) onto HTTP and IPTV infrastructure. Anevia servers deliver content on-demand and on the fly over IP while minimizing storage, CPU usage and bandwidth. Integrated with a comprehensive ecosystem, Anevia supports a wide range of DRM and Encoders, and records and manage buffers on Live content in a pivot format, to ensure future proof of your contents

• NetApp Data ONTAP is the world's #1 operating system for storage. Its unified architecture supports all major protocols and scales from a few terabytes to tens of petabytes. It is developed and battle-tested in media ingest, transcoding, distribution, and TV everywhere workflows worldwide. Clustered Data ONTAP adds to this industry-leading unified storage platform massive scalability, improved management for large-scale deployments, and, most importantly, non-disruptive operations. And depending on the metrics – subscriber, channel, and delivery platform count - a large clustered Data ONTAP storage system can support both the ingest/transcode server and the origin server from one storage cluster. This system architecture can reduce both storage management and networking overhead.



The clustered scale-out architecture of NetApp storage allows for always-on operation.
Access to the content is virtualized from the disk arrays allowing for reconfiguring on the fly.

FEATURES

• Recording, Ad detection, Packaging and streaming software that works with legacy transcoders, DRMs and schedulers

• True Multiscreen support: on-the-fly and on-demand packaging support multiple protocols

• Future-proof contents for any current and coming devices

• Scale-out storage, provides performances for extraordinary throughput

• Dynamically Respond to Explosive Data Growth Innovate and enable new projects leveraging increasingly larger datasets with tens of petabytes PB

BENEFITS

• Fast multiscreen service deployment

• Maximise Uptime with proven >99.999% availability meets the demanding needs of businesscritical NAS environments.

• Reduce storage, bandwidth and caching ratio with an innovative media recording technology

• Dramatically increase application responsiveness and keep operations running smoothly with expanded scaling to over 1.7PB of hybrid flash or 4.6PB in allflash configurations

ANEVIA INNOVATING THE VIDEO EDGE

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