



NEWS RELEASE

Cisco Broadband and Video Solutions Help Altice Drive New Revenue With Launch of Global 'Zive' Video Service

2016-01-06

Cisco's cBR-8 and CDN Power First Available Subscription Video on Demand Service With 4K/Ultra HD Content
LAS VEGAS, NV -- (Marketwired) -- 01/06/16 -- **CES 2016** - Cisco (NASDAQ: CSCO) is announcing today new milestone achievements with Altice Group. The two companies worked closely together to drive innovation and speed time-to-market for its new "Zive" subscription video-on-demand (SVOD) service.

The Altice Group is a multinational cable and telecom company with over 13 million customers spanning Israel, France, Belgium, Luxembourg, Switzerland, Portugal, French West Indies and the Dominican Republic.

The first of its kind, Zive is available to SFR customers in France, with plans to soon offer it in all Altice markets. Zive can be viewed from a variety of devices and offers a broad category mix of more than 5,000 high-definition (HD) shows available, growing to 15,000 by the end of 2016. Zive includes a wide catalogue of over 400 4K/ultra HD programs spanning kids shows, movies, sports, and more.

Altice was one of the first to deploy the Cisco® cBR-8 converged broadband router, which is helping it deliver faster Internet speeds to support high-definition and 4K video-on-demand. Cisco® CDN technologies are allowing for the cost-effective storage, delivery, and picture quality of the 4K video content.

"We committed to evolve our architecture to deliver the best possible customer experience for our subscribers," said Max Blumberg, CTO, Altice Group. "We were aligned closely with Cisco from the start on the approach to integrate video and mobile components, and 4K content, like no one else has."

"Altice was focused on innovation, and never lost sight of its goals to meet demand for faster

broadband at gigabit speeds," said Yves Padrines, vice president, Global Service Provider, Cisco EMEAR. "Our work together over the course of 10 years has marked many firsts with video and broadband entertainment services, and we are proud to add the first 4K SVOD service to the list."

Supporting Resources:

- [About Altice](#)
- [Cisco cBR-8 Converged Broadband Router](#)
- [Cisco Evolved Converged Cable Access Platform \(CCAP\) Solution](#)

Tags/Keywords:

Cisco, Altice, broadband, cBR-8, CDN, Gigabit services, Max Blumberg, SFR, Yves Padrines, Zive

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Source: Cisco