



NEWS RELEASE

Cisco Readies Shaw's Content Delivery Network to Share Thousands of Video Sources Across Multiple Devices

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LAS VEGAS, NV -- (Marketwired) -- 01/06/16 -- **CES 2016** -- Video operators are seeing an abundance of video traffic crossing their networks. Cisco (NASDAQ: CSCO) VNI forecasts that by 2019, 80% of IP traffic crossing service provider networks will be video and 42% will be viewed across mobile devices.

Operators are challenged with both managing the effects of this traffic, as well as extending traditional TV services to new devices. To address these growing needs, network operators like Calgary-based Shaw Communications Inc. are increasingly turning to content delivery networks (CDNs).

By distributing local content caching and multiscreen streaming platforms out toward the edge of the network, operators can reduce the bandwidth requirements for delivering loads of IP video content, while giving their customers the multiscreen experiences they want.

Operators can also use their CDNs to offer "wholesale" CDN services to their content provider partners and other B2B customers who will pay to distribute their content over the CDN.

Shaw Communications is using Cisco's new Open Media Distribution solution to simplify the content delivery network operations for its new FreeRange TV™ service.

As announced earlier today, Shaw's 2.6 million video customers in Canada have access to Shaw's new TV Everywhere offering that brings together traditional programming, live broadcast and on-demand content with online video, DVR/recorded content and mobile TV services.

"With mobile device usage on the rise, we know that more and more Canadians are increasingly choosing to watch streamed and on-demand content on their smartphones and tablets," said Jay Mehr, executive vice president and chief operating officer, Shaw Communications Inc. "Our partnership with Cisco has given us an Open Media Distribution solution to offer customers instant access through

Shaw FreeRange TV to over 80 live channels and thousands of on-demand titles, all in one app."

Part of Cisco's Virtualized Video Processing Platform (V2P), Cisco's Open Media Distribution is a flexible new CDN solution for delivering multiscreen video experiences to managed and unmanaged devices.

Open Media Distribution combines Cisco proprietary CDN technologies with open-source CDN software to create a cloud-ready CDN that supports:

- Streaming online video
- Downloading video and data
- Video-on-demand
- Live TV
- Cloud services and virtual applications
- Analytics and more

"Shaw was looking for a scalable CDN solution that could help them quickly manage the huge growth in video traffic on their networks, reduce costs, and generate new revenue from the wholesale CDN opportunity," said Conrad Clemson, senior vice president and general manager, Cisco Service Provider Video Software and Solutions. "Cisco's Open Media Distribution offers rapid deployment and simplified CDN configuration needed for complex video delivery."

Cisco is transforming how video is created, delivered and consumed through cloud-powered, networked video entertainment solutions for traditional service providers, media and OTT companies.

Our leading positions in cloud, networking and security globally help enable us to quickly, cost-effectively and securely deliver video services to one in every three pay-TV homes worldwide.

Supporting Resources:

- [About Shaw](#)
- [Cisco V2P](#)
- [Cisco Open Media Distribution](#)
- [Cisco Service Provider Video Solutions](#)
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Tags/Keywords:

Cisco, cloud, Comcast, Conrad Clemson, Jay Mehr, video, V2P, multiscreen TV, multiscreen video, orchestration, Shaw Communications Inc., virtualization, virtualized video processing, Open Media Distribution

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